

# HowTheLightGetsIn *London*







# KENWOOD HOUSE

## AN INVITATION

HowTheLightGetsIn London is situated on the rolling lawns of the stunning Kenwood House in Hampstead Heath. For one weekend only you can be part of the world's largest philosophy and music festival.

We are welcoming the very brightest, boldest and most innovative high-end traders, particularly those specialising in the unusual, the interesting and the extraordinary. If what you do or sell is genuinely special then we want to hear from you.



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A large, diverse audience is seated in rows under a white, high-ceilinged tent. The audience is facing towards the left side of the frame. In the background, there are stage lighting rigs with multiple spotlights and speakers. The tent's structure is visible with its white fabric and supporting poles. The overall atmosphere is that of a large-scale outdoor event or festival.

**ABOUT US**

**01**

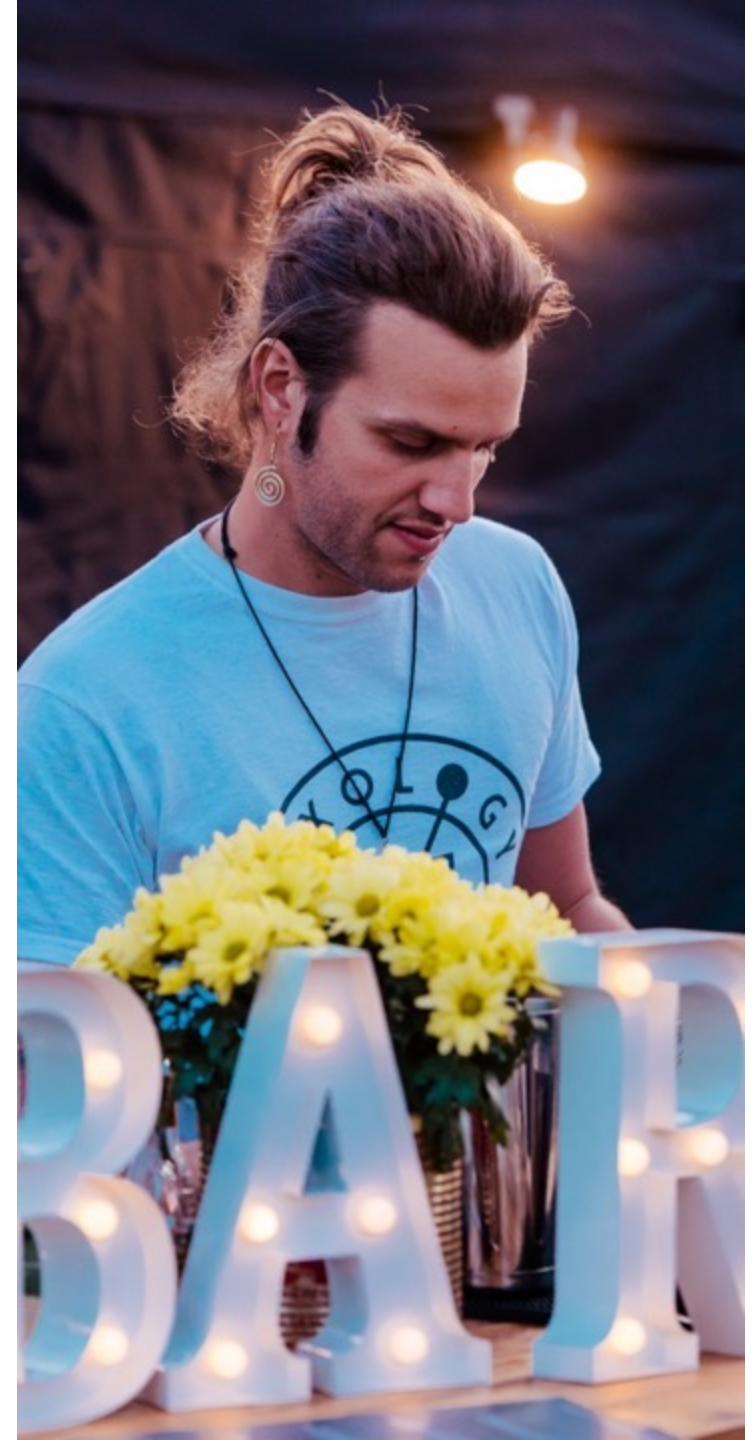


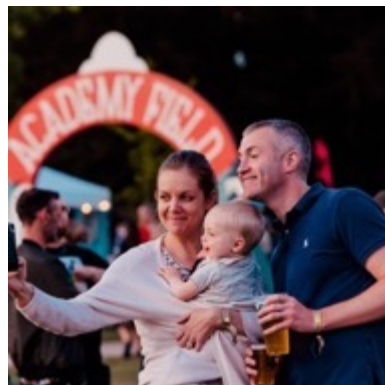


# ABOUT US

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"There is a crack in everything...that's how the light gets in", goes the Leonard Cohen song from which the festival gets its name. And HowTheLightGetsIn brings its own special form of magic to everyone. There is no other place on the planet where you can meet as many of the world's leading thinkers, discover the most cutting-edge ideas and party into the night.





# OUR GUESTS



## DEMOGRAPHIC

Over the festival weekend we expect to see approx. 7000 guests at the festival. Our guests are predominantly ABC 1s and range from 21-60 in age. They are a well-heeled bunch, appreciate quality and are quite happy to pay for it.





# THE SITE

The Festival site is a ticket only space that is fenced in from the rest of Kenwood House. The site has excellent public transport links and benefits from unparalleled views not just of the English Heritage Grounds but across London.



KENWOOD HOUSE

02



# PITCHES

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Standard pitches are 4m x 4m on grass. Custom sized pitches are available on an individual basis. Each pitch has a standard electricity supply. No stalls, tables or covering is supplied - traders are expected to be fully self-contained.

As this is an English Heritage site, no camping or overnight stays are allowed on site. The site must be vacated no later than midnight on Saturday and 8.30pm on Sunday.

Overnight security is provided for the site as a whole but traders are expected to have their own insurance and the Festival is not responsible for any loss or theft from traders' stalls or vehicles.

# ALL INCLUSIVE

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2 days trading from 8.30am to 11pm Saturday 17th Sept and 8.30am to 6.30pm Sunday 18th Sept.

13A or 16A Electricity supply

Overnight security on site

Free Wi-Fi

Free Water

Help and support from our friendly on-site team



# SETUP & DE-RIG



# 03

Traders may set up from 11am Friday 16th and must be ready to go by 9am on Saturday 17th (8.30am for Coffee/Tea/Breakfast vendors).

Traders must do a full day's trade on Sunday (at least until 6pm) and be off site by 8.30pm.





COSTS

04





# COSTS

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A standard pitch costs £400 plus VAT

Food and drinks outlets cost from £400 – 1500 plus VAT (please enquire)

Larger (and smaller) custom sized pitches are available on request – POA

Walkabout traders welcome – please drop us a line

To secure your pitch we ask for a refundable deposit of £150



# THE SMALL PRINT

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Traders must submit an application no later than 1<sup>st</sup> August.

Your application will then be assessed and we'll get back to you quickly with a pitch fee and a contract.

If we're both happy with everything, we'll then ask you to pay a deposit of £150 which will be repaid, via BACS at the end of the festival provided you have adhered to the terms set out in the contract.

Following this you'll be required to pay your pitch fee no later than 1st September.

Places are strictly limited.





# APPLY

## ONLY THE BEST

If what you do, make or sell is genuinely interesting, unique and high quality then we want to hear from you!

To apply, simply drop us a line telling us about your business. Please include some images of your pitch and set up.

We'll be back in touch very shortly.

See you in London x

Email: [traders@artandideas.org](mailto:traders@artandideas.org)