

# FOR YOUR EVENT.. STEP INTO THE HISTORY OF HUMAN PROGRESS



LOUWMAN  
MUSEUM

# A WORLD OF INSPIRATION

The Louwman Museum in The Hague,  
the Netherlands houses a unique collection of  
more than 250 highlights of automotive history.  
Taking you for a spin, so to speak, through more  
than 130 years of human progress,  
innovation, and design.





# STEP INTO THE HISTORY OF INNOVATION

In addition to showing how automotive transport has evolved over the years, our one-of-a-kind collection of rare automobiles and memorabilia also allows visitors to discover the advances in technology, design trends, growing wealth and changing social trends which emerged during this time. You will find everything from the first-ever electric vehicle (built more than a century ago!) to some of the twentieth century's most stunning automotive designs.





# STEP INTO THE HISTORY OF DESIGN

The Louwman Museum offers numerous attractions to guests to complement its vast collection of automobiles. These ancillary collections of vehicle-themed art, miniature models, posters, trophies, and even aircraft are all well worth a look.



# FOR YOUR EVENT... STEP INTO A UNIQUE LOCATION

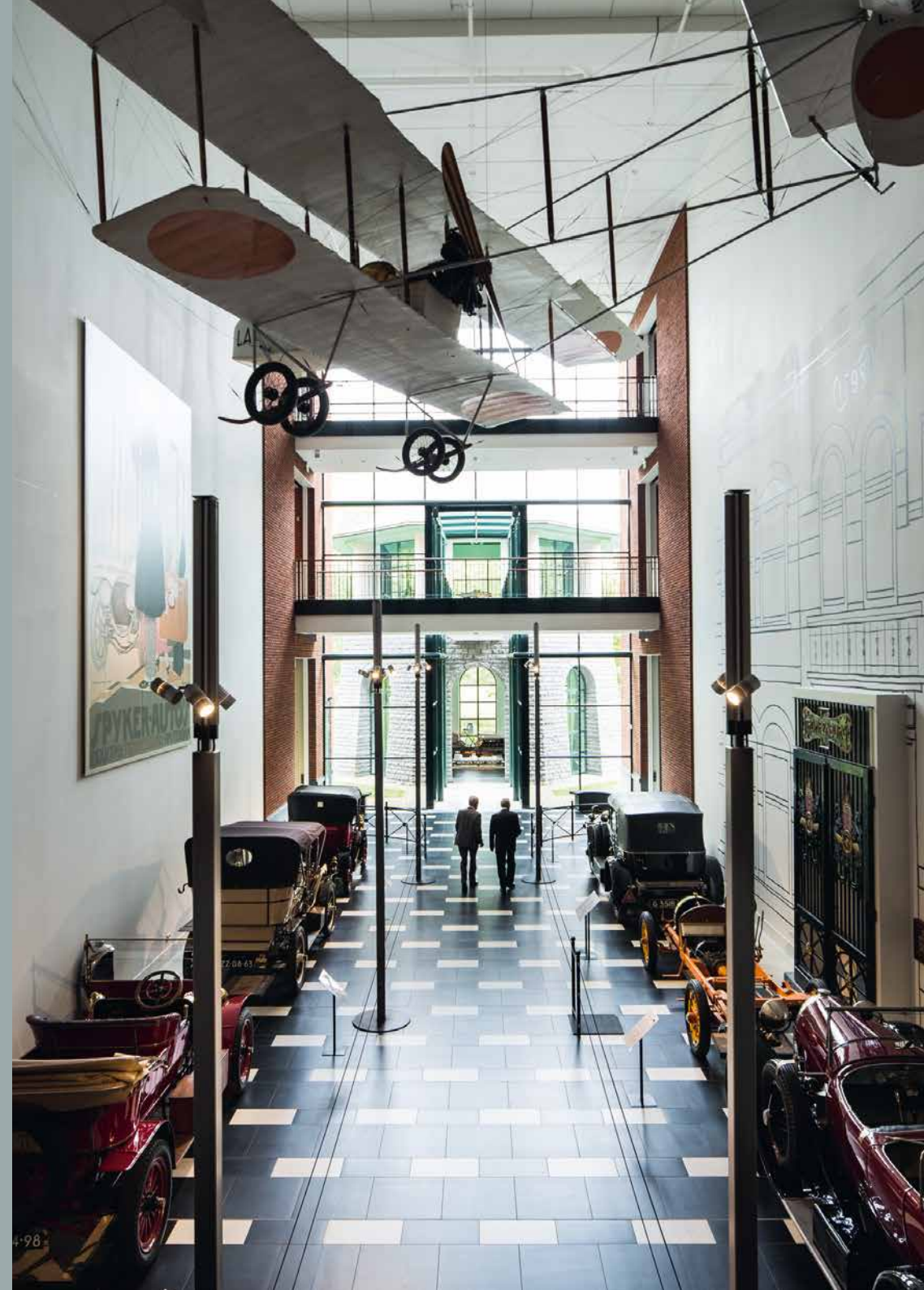
You will find the full collection housed in the Michael Graves-designed main museum building, which is located in a lush section of The Hague renowned for its grand estates. Covering an area of 16,000 square metres divided across three floors, the Louwman Museum is nothing if not versatile and can be used for an infinite variety of purposes. The garden landscape (designed by noted landscape architect Lodewijk Baljon) is beautifully integrated with the Haagse Bos, a protected wooded area within the city.





# FOR YOUR EVENT... STEP INTO SPACES THAT ACCOMMODATE EVENTS OF ANY TYPE AND SIZE

Take advantage of the Louwman Museum's unique setting to dazzle and inspire your guests at your meeting, conference or convention, trade fair or exhibition, reception, dinner, or party. The museum's nine exquisitely designed rooms offer all the amenities and facilities you need for your business event. Whether you're hosting a presentation in the grand theatre, a gathering in one of the stylish meeting rooms, or are looking to book the museum for a private event.





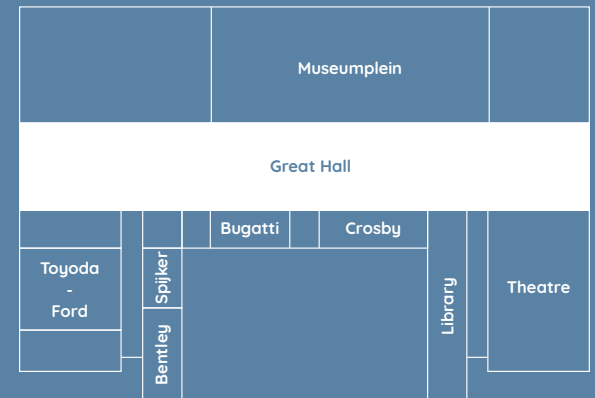
GREAT HALL  
AN ENTRANCE TO  
REMEMBER





# GREAT HALL

As the museum's central hallway, the Great Hall links the rooms used for meetings and exhibitions, with the massive wood vault and spaciousness adding to the room's grandeur. The Great Hall is perfect for receptions, dinners, parties, award ceremonies, or as a space for hosting a trade fair or exhibition.





# THEATRE

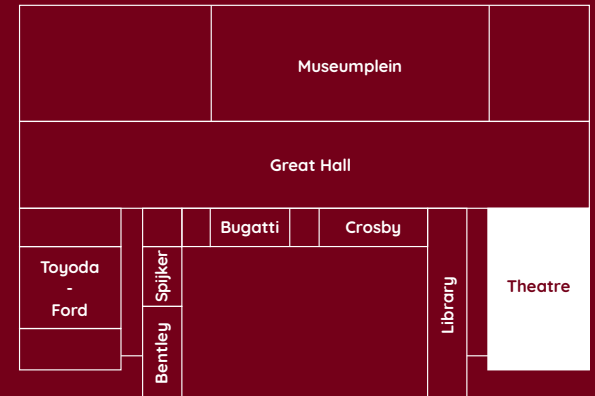
# THE MAIN DRAW





# THEATRE

Spacious yet intimate, the 340-seat Theatre features an interior inspired by the design of the Teatro Grande in Brescia, Italy, which serves as the point of departure for the annual Mille Miglia car race. The platform contains a lift for presenting cars and other vehicles. The Theatre is ideally suited for hosting conferences, symposiums, seminars, award ceremonies and presentations.





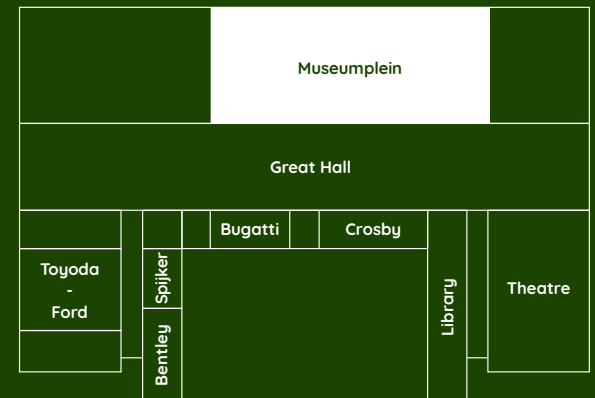
# MUSEUMPLEIN THE HEART OF YOUR PARTY





# MUSEUMPLEIN

The stylish Museumplein section features high ceilings and traditional-style shops with distinctive-looking facades. This area serves as a restaurant during the museum's opening hours, seating a maximum of 60 people for corporate groups. The section, which is available for private functions after hours, is perfect for receptions, dinners, and parties.





SHOICHIRO TOYODA

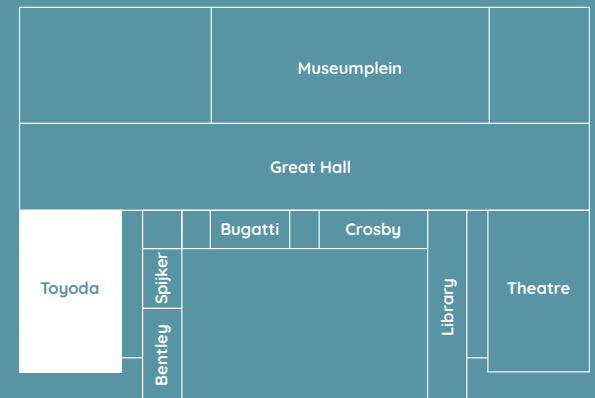
# A SPACE TO GET INSPIRED – AND INSPIRE OTHERS





# SHOICHIRO TOYODA

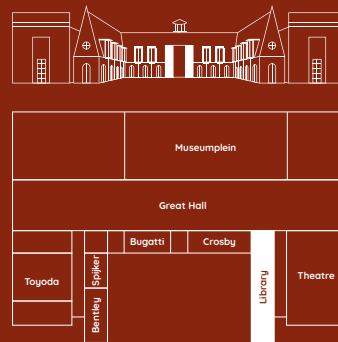
The layout of the Shoichiro Toyoda room, with its blue walls and large windows, can be fully tailored to accommodate your requirements and is ideally suited for hosting meetings, workshops, presentations (including product presentations) and breakout sessions and can also be used as a private space for trade fairs and exhibitions.





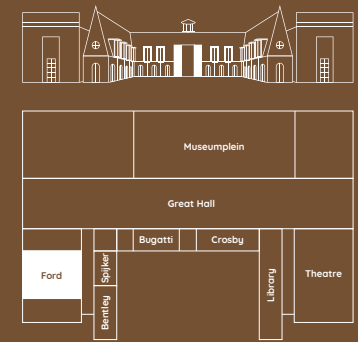
# LIBRARY

A stylish, classically designed room featuring a rectangular wooden table and a separate seating section with a fireplace, the Library is suited for breakfast, lunch, dinner and as a meeting room.



# HENRY FORD

The Henry Ford room, which is located on the second floor of the museum and has a flexible set-up, can be accessed only through the staircase. In addition to a dedicated table that seats 12, the Henry Ford room is also perfect for meetings, workshops, presentations (including product presentations) or for use as a breakout room.





# GORDON CROSBY

The Gordon Crosby room, a rectangular room located on the first floor, is divided into two sections: one with a flexible layout and one featuring a round table that seats eight guests. The Gordon Crosby room is available for meetings and use as a breakout room.



# JACOBUS SPIJKER AND WALTER OWEN BENTLEY

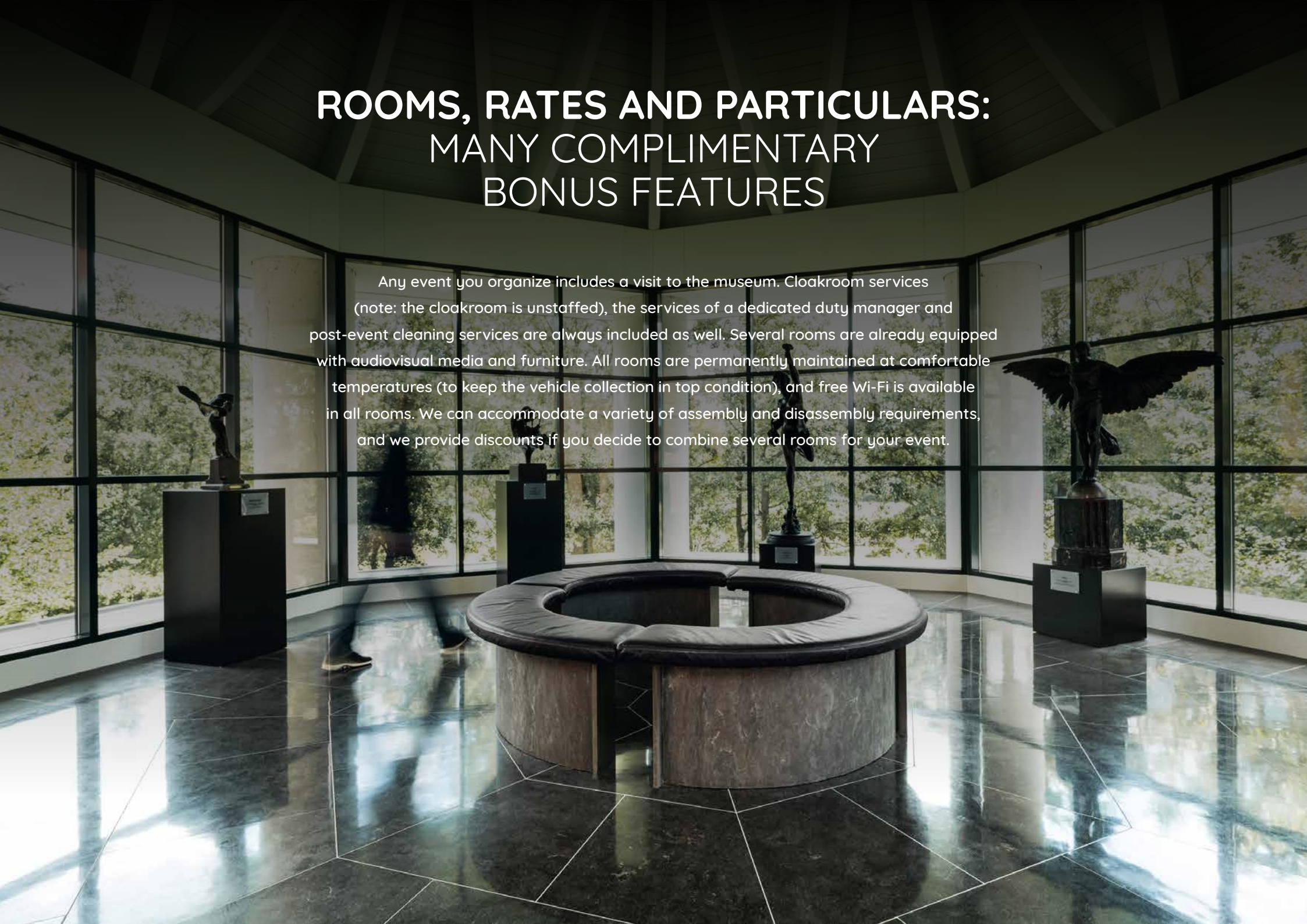
The Walter Owen Bentley room and the Jacobus Spijker room have a fixed layout, with a rectangular table in the centre and a set of black conference chairs.











# ROOMS, RATES AND PARTICULARS: MANY COMPLIMENTARY BONUS FEATURES

Any event you organize includes a visit to the museum. Cloakroom services (note: the cloakroom is unstaffed), the services of a dedicated duty manager and post-event cleaning services are always included as well. Several rooms are already equipped with audiovisual media and furniture. All rooms are permanently maintained at comfortable temperatures (to keep the vehicle collection in top condition), and free Wi-Fi is available in all rooms. We can accommodate a variety of assembly and disassembly requirements, and we provide discounts if you decide to combine several rooms for your event.





	 Capacity	 Area	 Daylight	 Set-up						 Rent			 Details	
				Welcome/ reception/party	Dinner	Theatre	Stand-up comedy	School	Section	Group size	Day	Evening		
<b>Great Hall</b>	1,000 persons	1,235 sq.m.	Yes	1,000	800	-	-	-	-	1-150 persons 151-200 persons 201-300 persons 301-400 persons 401-500 persons More than 500 persons		€4,500 €6,000 €8,000 €10,000 €12,500 Customised	Note: the Great Hall contains no furniture or audiovi- sual equipment.	
<b>Theatre</b>	339 persons		No	-	-	339	-	-	-	1-100 persons 101-200 persons 201-300 persons 301-339 persons	€4,000 €4,500 €5,000 €5,500	Customised Customised Customised	Including stage, lighting and available audiovisual  media and technical support.	
<b>Museumplein</b>	300 persons	450 sq.m.	No	300	225	200	150	120	50	1-70 persons 71-100 persons 101-150 persons 151-250 persons 251-300 persons Reception: up to 300 persons; until 9:00 PM maximum		€2,500 €3,000 €4,500 €6,000 €8,000  €6,000	Including available furniture (6 large tables, 19 small tables, 140 seats and including  audio set plus 1 handheld microphone.	
<b>Shoichiro Toyoda</b>	300 persons	315 sq.m.	Yes	300	200	200	150	120	50	1-50 persons 51-100 persons 101-150 persons 151-200 persons	€2,000 €3,000 €3,500 €4,000	Customised Customised Customised Customised	Including 1 85" LCD screen and audio set. Including 2 85" LCD screens, audio set plus 1 handheld microphone and technical support. Please note: maximum of 150 seats (Inclusive).	
<b>Library</b>	44 persons	142 sq.m.	Yes	-	50	-	-	-	-	1-15 persons 16-30 persons 31-44 persons	Customised Customised Customised	€1,500 €2,000 €2,500	Including 1 55" LCD screen and flip chart.	
<b>Henry Ford</b>	100 persons	175 sq.m.	Yes	-	-	100	50	24	24	1-50 persons 51-100 persons	€2,000 €2,500	Customised Customised	Including projector, flipchart and audio set plus 1 handheld microphone. Please note: maxi- mum of 60 seats (inclusive).	
<b>Gordon Crosby</b>	40 persons		Yes	-	-	40	-		-			Customised	Customised	Including 1 55" LCD screen and flip chart.
<b>Walter Owen Bentley</b>	32 persons	68 sq.m.	Yes	-	-	-	-	-	32			Customised	Customised	Including fixed projector and and flip chart.
<b>Jacobus Spijker</b>	16 persons	44 sq.m.	Yes	-	-	-	-	-	16			Customised	Customised	Including fixed projector and flip chart.



# HOW TO FIND US

The Louwman Museum is easily accessible by public transport.

The Louwman Museum bus stop is just a 2-minute walk from the museum. The number 90, 385, and 386 bus lines stop up to 5 times an hour. Travel time from The Hague's central railway station is just 8 minutes.



# PARKING

The Louwman Museum has its own 170-space underground car park. Our grounds can accommodate up to 80 additional cars, and also there are several parking facilities available on adjacent sites, adding up to a total parking capacity of 1,000 vehicles.







## A NETWORK OF SELECTED PARTNERS IS AVAILABLE TO ASSIST YOU

You are welcome to select your own partners in putting together your event. However, we would like you to know that our museum works closely with several carefully selected independent experts. These are businesses that have intimate knowledge of the museum and are entirely reliable in terms of both their organizational skills and financial management. These partners are also committed to corporate sustainability and use high-quality, environmentally friendly products.

Among these loyal partners is House of Lords, who have provided our catering services since the museum first opened and who combine artisanal quality and service with contemporary menus and highly attentive staff. Also, our network of selected partners is available to assist you in any of the following areas: entertainment, cinema, photography, furniture, decoration, hospitality, and hosting services.

# A SUSTAINABLE AND FUTURE-PROOF BUILDING ON A GREEN FOUNDATION

Our state-of-the-art museum building was constructed on a green site in 2010, designed to maximize energy-neutrality. We also use our thermal energy storage system to heat and cool soil energy; this ensures that the museum is kept at perfect temperatures at all times. The energy required for this system is generated through more than 1,000 solar panels installed on our rooftop. We use LED lights to save energy and protect our valuable collection.







## COME AND TAKE A TEST DRIVE!

We invite you to come and have a look around our one-of-a-kind museum. Feel free to call or email us to schedule an appointment. We will also be happy to assist you if you require some creative input for your event of whatever type.

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