

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 IN 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.

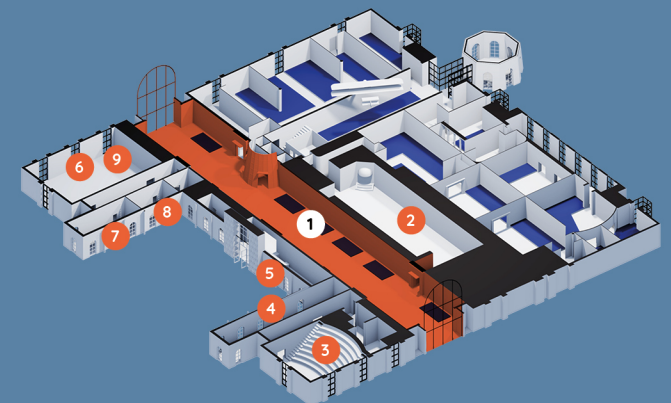


GREAT HALL AN ENTRANCE TO REMEMBER



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.



- | | | | |
|---|----------------------|---|---------------------|
| 1 | Great Hall | 6 | Toyada |
| 2 | Museumplein | 7 | Bentley |
| 3 | Theatre | 8 | Spijker |
| 4 | Library | 9 | Ford (Second floor) |
| 5 | Crosby (First floor) | | |



Maximum capacity:
1000 people

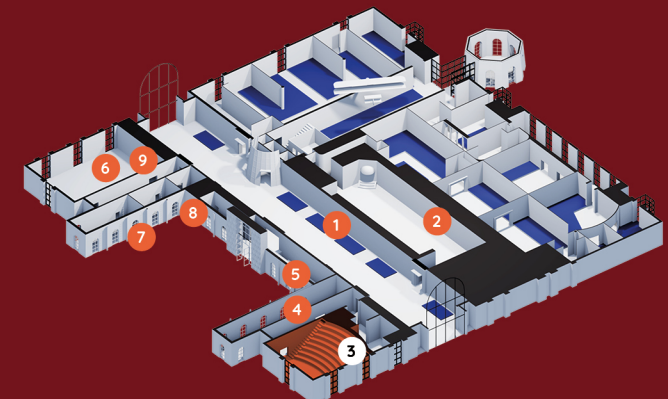
Area:
1235 m²

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.



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Maximum capacity:
335 people

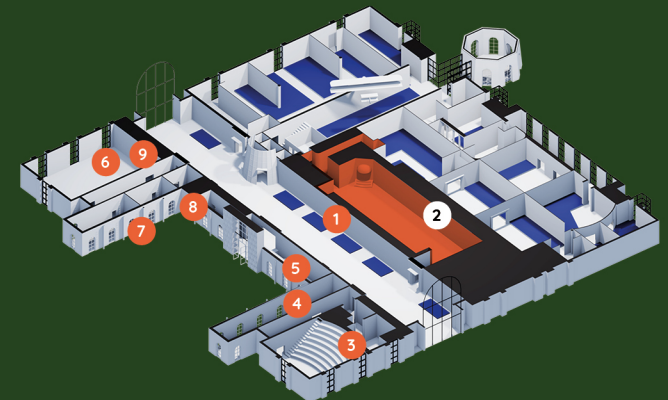
MUSEUMPLEIN THE HEART OF YOUR PARTY



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.



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Maximum capacity:
300 people



Area:
450 m²

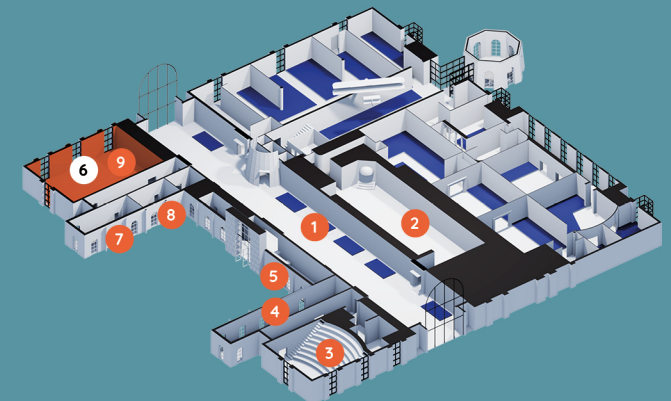
SHOICHIRO TOYODA

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.



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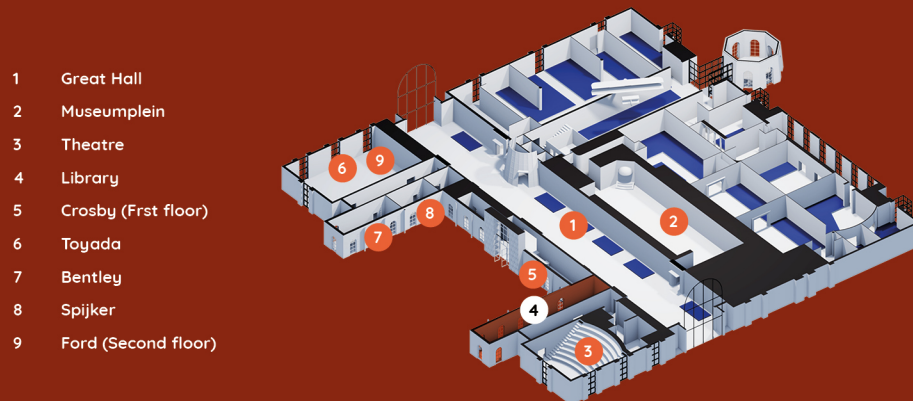


 Maximum capacity:
300 people

 Area:
315 m²

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.



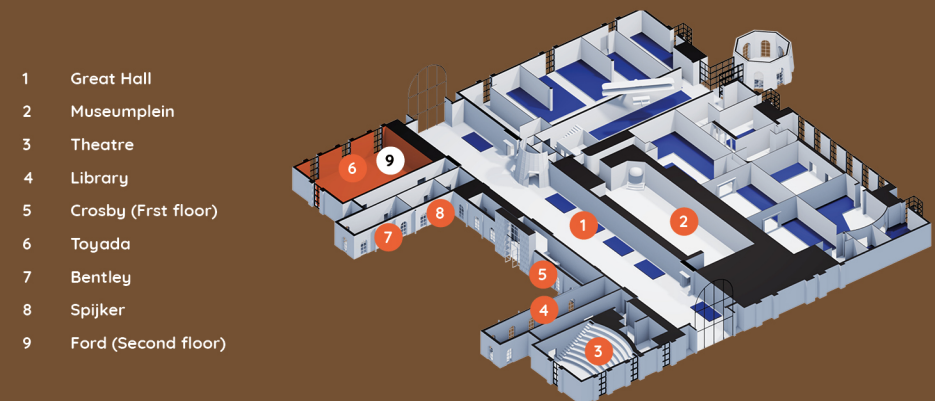
Maximum capacity:
44 people



Surface:
142 m²

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.



Maximum capacity:
100 people



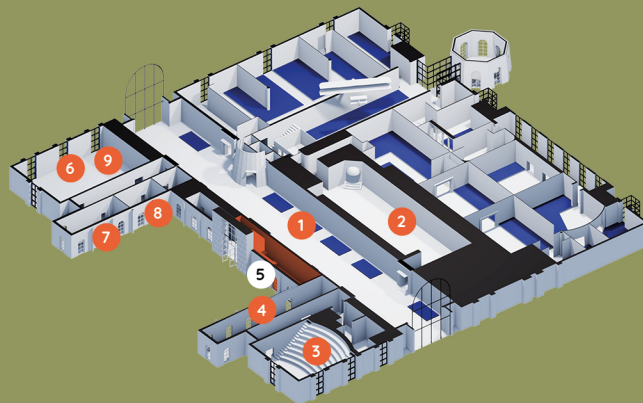
Surface:
175 m²

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.



- 1 Great Hall
- 2 Museumplein
- 3 Theatre
- 4 Library
- 5 Crosby (First floor)
- 6 Toyada
- 7 Bentley
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- 9 Ford (Second floor)



Maximum capacity:
40 people



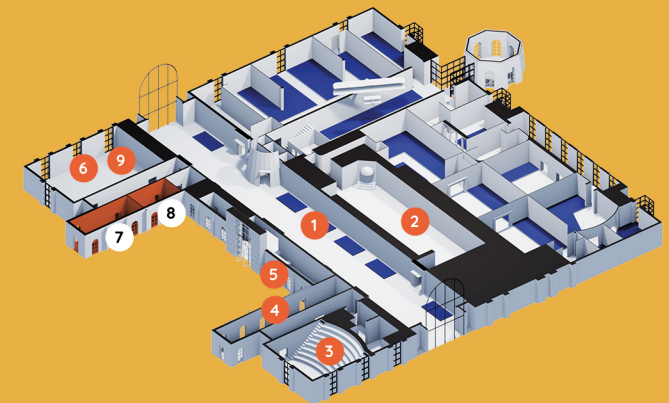
Area:
100 m²

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.



- 1 Great Hall
- 2 Museumplein
- 3 Theatre
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- 6 Toyada
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Maximum capacity Spijker:
16 people

Maximum capacity Bentley:
32 people



Area Spijker:
44 m²

Area Bentley:
68 m²

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.





Spaces	Maximum capacity	Area	Rent	Details
Great Hall	1000	1235 m ²	from €6.000	There is no furniture in the Great Hall. AV: - Dimmable ceiling spots (white light)
Theatre	335		from €5.000	Includes stage and 1 man for technical support. AV: - Projector and screen - Light and sound - Lectern with microphone and 2x viewing monitor - Control table - 4x transmitter with use of headset (max 4) & hand microphone (max 2) - Fixed computer and pointer
Museumplein	300	450 m ²	from €4.500	Furniture included (6 large tables, 17 small tables, 140 chairs). AV: - Dimmable ceiling spots (coloured and white light) - Sound system with 1x hand microphone
Shoichiro Toyoda	300	315 m ²	from €2.500	Includes 140 conference chairs and 1 man for technical support. AV: - 1x 85-inch LCD screen (from 100 people 2 screens) - Sound system with 2x hand microphones and 2x headset - Flipover
Library	44	142 m ²	from €2.500	Includes 1x 55-inch LCD screen and flipover.
Henry Ford	100	175 m ²	from €2.000	Includes 80 conference chairs. AV: - Fixed projector with wall projection - Sound system with 1x hand microphone and 1x headset - Flipover
Gordon Crosby	40	100 m ²	On request	Includes 1x 55-inch LCD screen and flipover.
Walter Owen Bentley	32	68 m ²	On request	Includes fixed projector with projection on the wall, sound system and flipover.
Jacobus Spijker	16	44 m ²	On request	Includes fixed projector with projection on the wall, sound system and flipover.

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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