

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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COSTS & APPLICATION

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How do I apply?

DO'S AND DONT'S

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A large, diverse audience is seated in rows under a white, peaked tent. The audience is facing towards the left side of the frame. In the background, stage lighting equipment, including a boom with multiple spotlights and two large floor monitors, is visible. The tent's structure is made of white fabric supported by wooden poles. The overall atmosphere is that of a professional outdoor event or festival.

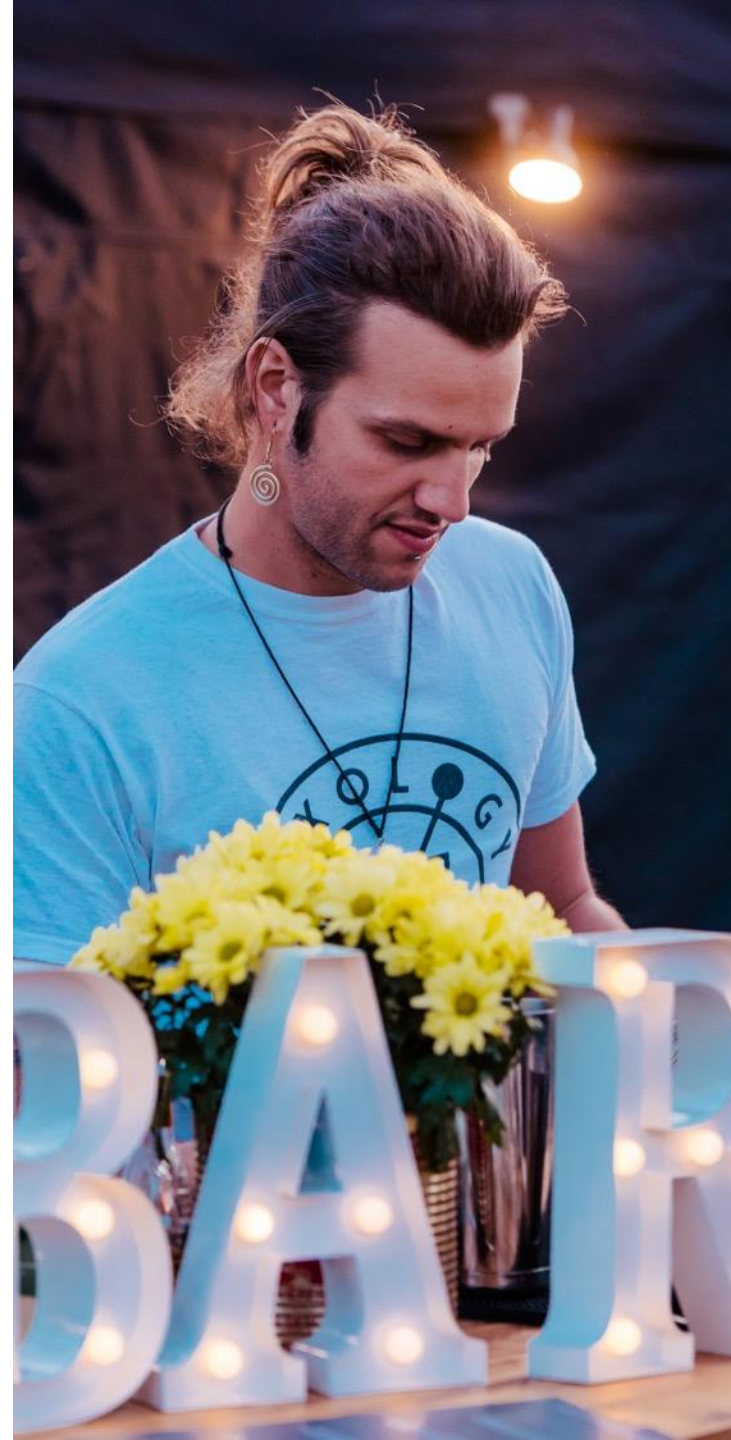
ABOUT US

01



ABOUT US

"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 late into the night.





OUR GUESTS

DEMOGRAPHIC

Over the festival weekend we expect to see approx. 5000 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

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PITCHES

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.

There is also no parking on site during the festival weekend (stock drop off is okay)

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

2 days trading from 8.30am to 11pm Saturday 20th Sept and 8.30am to 7pm Sunday 21st Sept.

13A or 16A Electricity supply

Overnight security on site

Free Wi-Fi

Water

Help and support from our friendly on-site team

SETUP & DE-RIG



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Traders may arrive for set up from 8am-5pm Thursday 18th or Friday 19th, and must be off site by 6pm both days. Traders must be ready to go by 10am on Saturday 21st (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 on Sunday or midday Monday 23rd.



COSTS

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COSTS

A standard pitch costs £300 plus VAT

Food and drinks outlets cost from £350 – £1200 plus VAT

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 SMALLPRINT

Traders must complete an application no later than 1st August

Your application will then be assessed, and we'll get back to you 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.

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DO'S AND DON'TS



Do ensure your full team is wearing hi-vis at all times during set up and pack down (we will have a very limited number for sale when you arrive if you forget).

Do provide us with a full team list, reg for the vehicle you will be bringing on site for set up and electrical requirements prior to the event.

Don't forget to bring your own electricity leads.

Do provide all necessary H&S paperwork including standard and fire risk assessments, PAT testing and gas certificates.



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 fill out our application for 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