

BIG FRIDGE

WE ARE TRANSFORMING THIS ROYAL DOCKS LANDMARK
INTO THE BIG FRIDGE-A HUB WHERE CULTURE,
TECHNOLOGY, AND COMMUNITY COLLIDE

PRE-LAUNCH BROCHURE



WHAT'S INSIDE

The **Big Fridge** will be home to:



Live music, film screenings & exhibitions



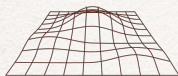
Independent café/bar with local flavour



Digital filmmaking skills training for young people



Community-led events & creative collaborations



State-of-the-art digital infrastructure for events, learning & enterprise

WHY IT MATTERS

FOR LOCAL

A place to gather, learn, and create.

FOR BUSINESSES

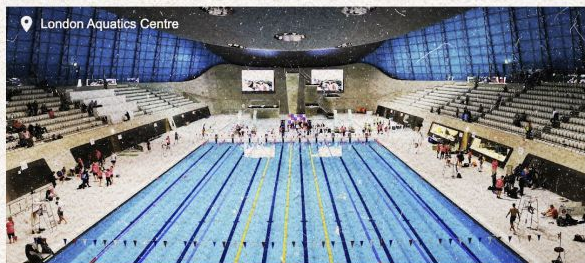
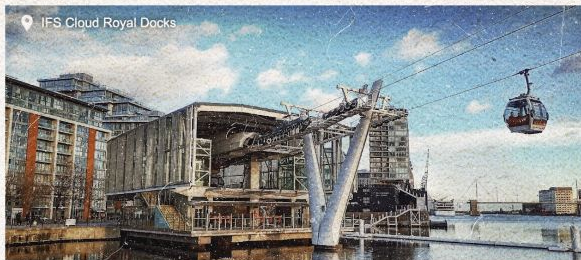
Space to grow, connect, and showcase.

FOR LONDON

A new cultural landmark at the heart
of regeneration.



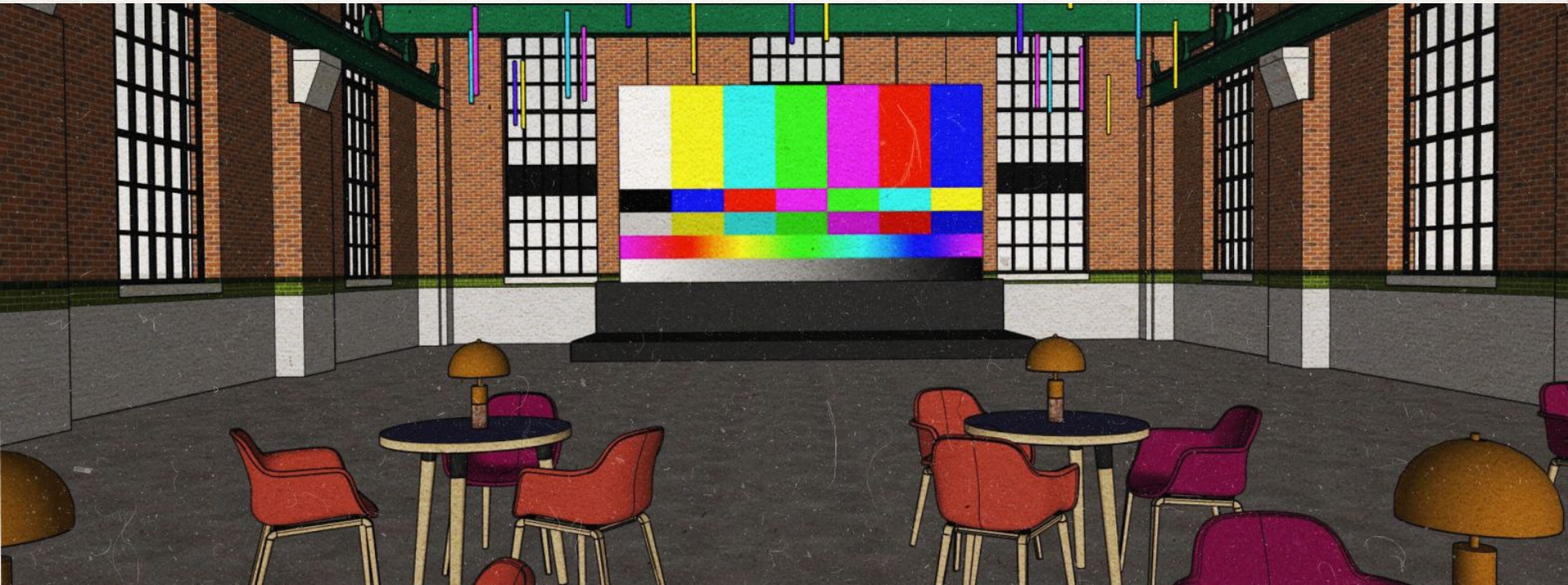
We're building more than a venue. We're building
a platform for possibility – rooted in East
London, connected to the world.



Newham is a part of London used to showcasing some of our biggest events, festivals and already a sporting, political and cultural hub. **The Big Fridge** is the first heritage building in the biggest development in Europe to welcome a new digital age.

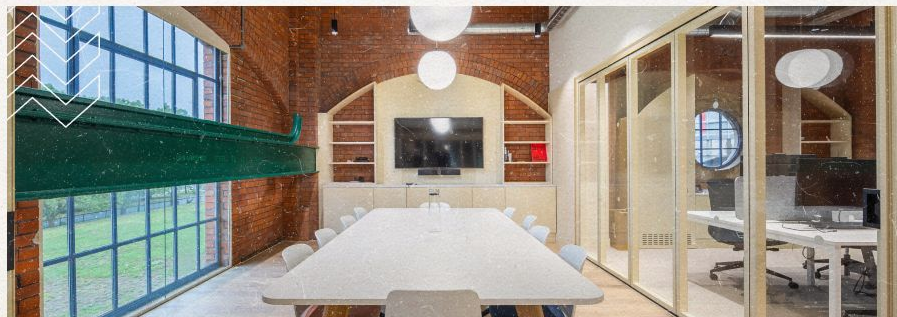
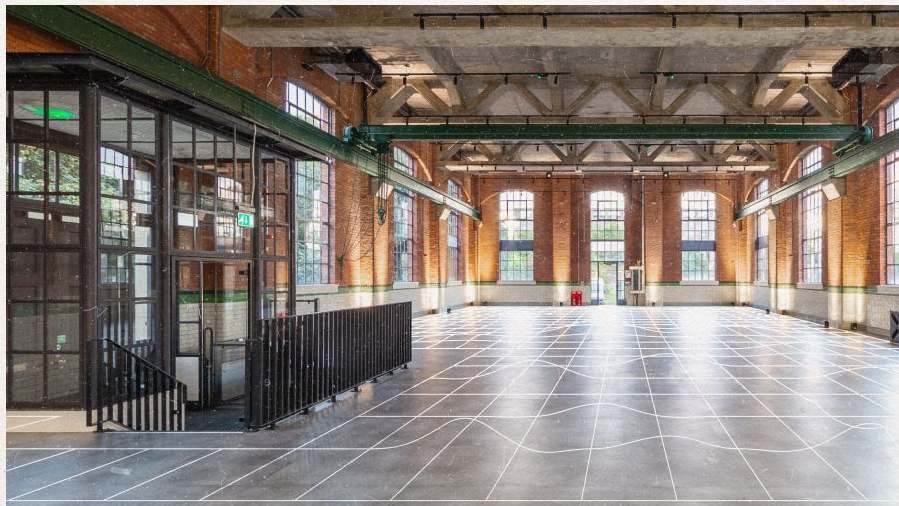
DIGITAL TECHNOLOGY HUB.

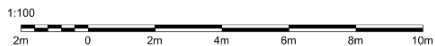
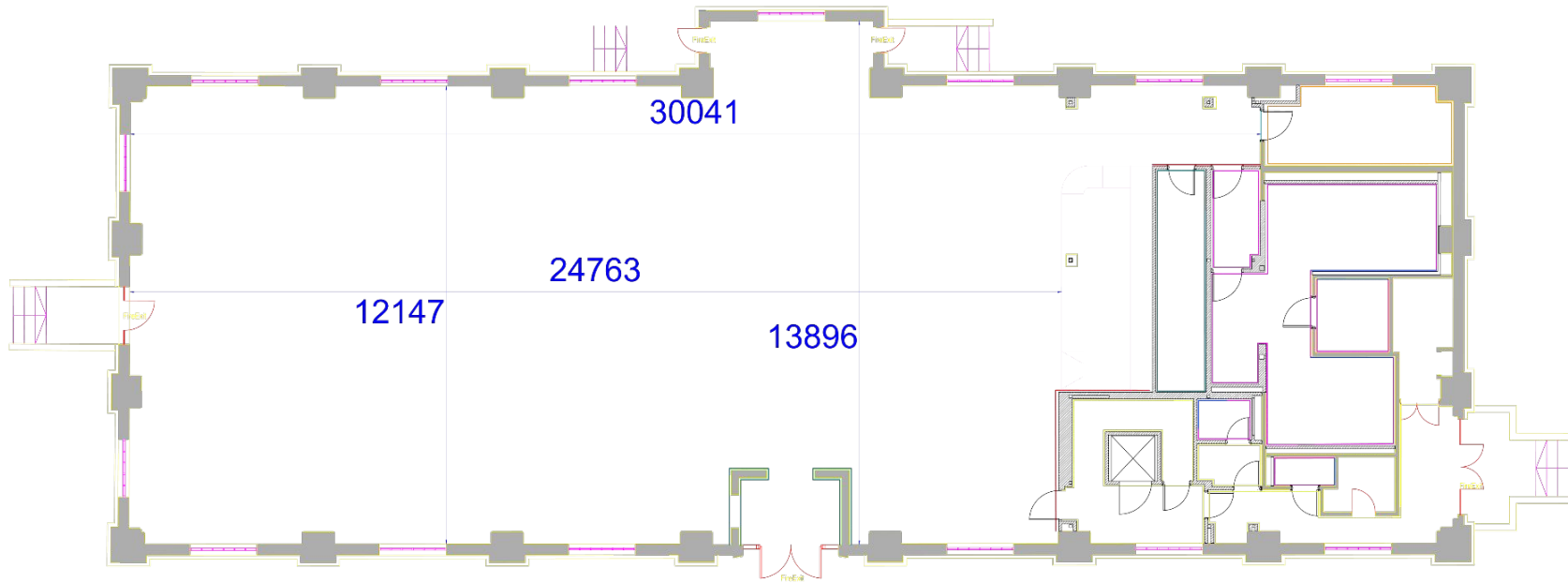
Installation of state of the art audio and visual infrastructure for concerts, presentations, screenings, launches and events. Accessible to the local community, corporate and entertainment industries.



PHOTOS

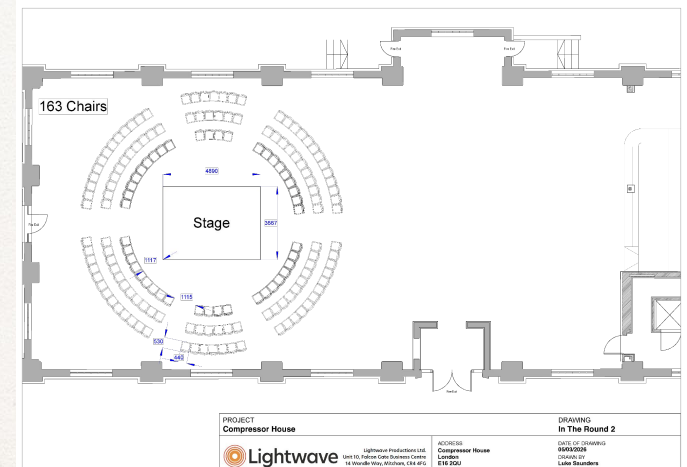
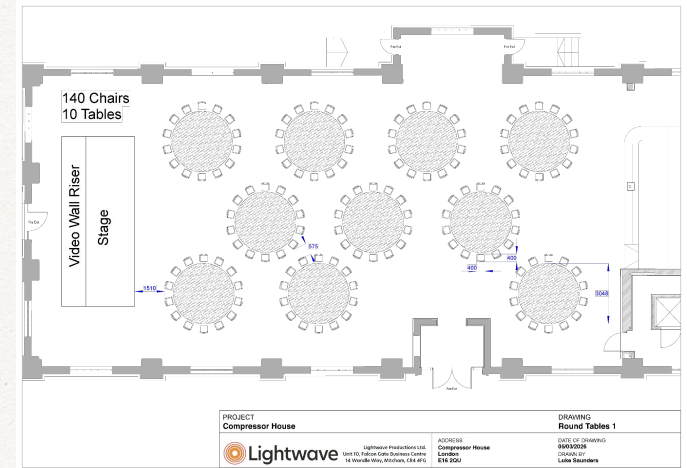
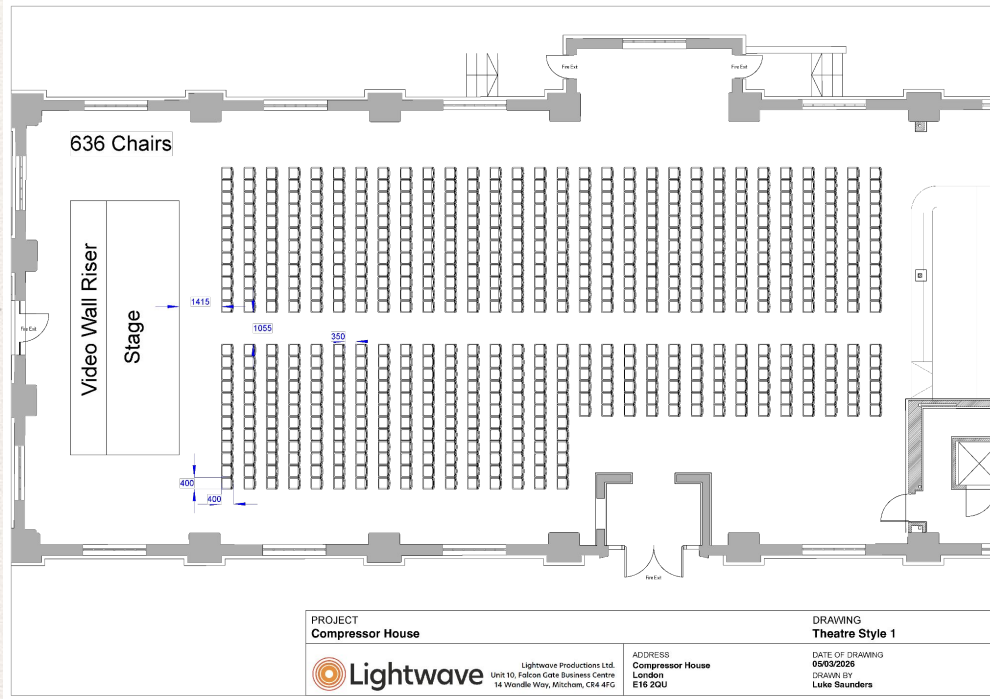
A selection of photographs of the interior and exterior of the venue [follow this link](#)





FLOOR-PLANS

Layouts of our 5000 sq foot hall can accommodate up to 500 pax standing. The venue can be configured in many ways (see [floor-plan](#) for some proposed layouts).



GET INVOLVED

Partner with us

Host an event

Collaborate on
community programmes

Be part of the energy
that transforms the
Docks



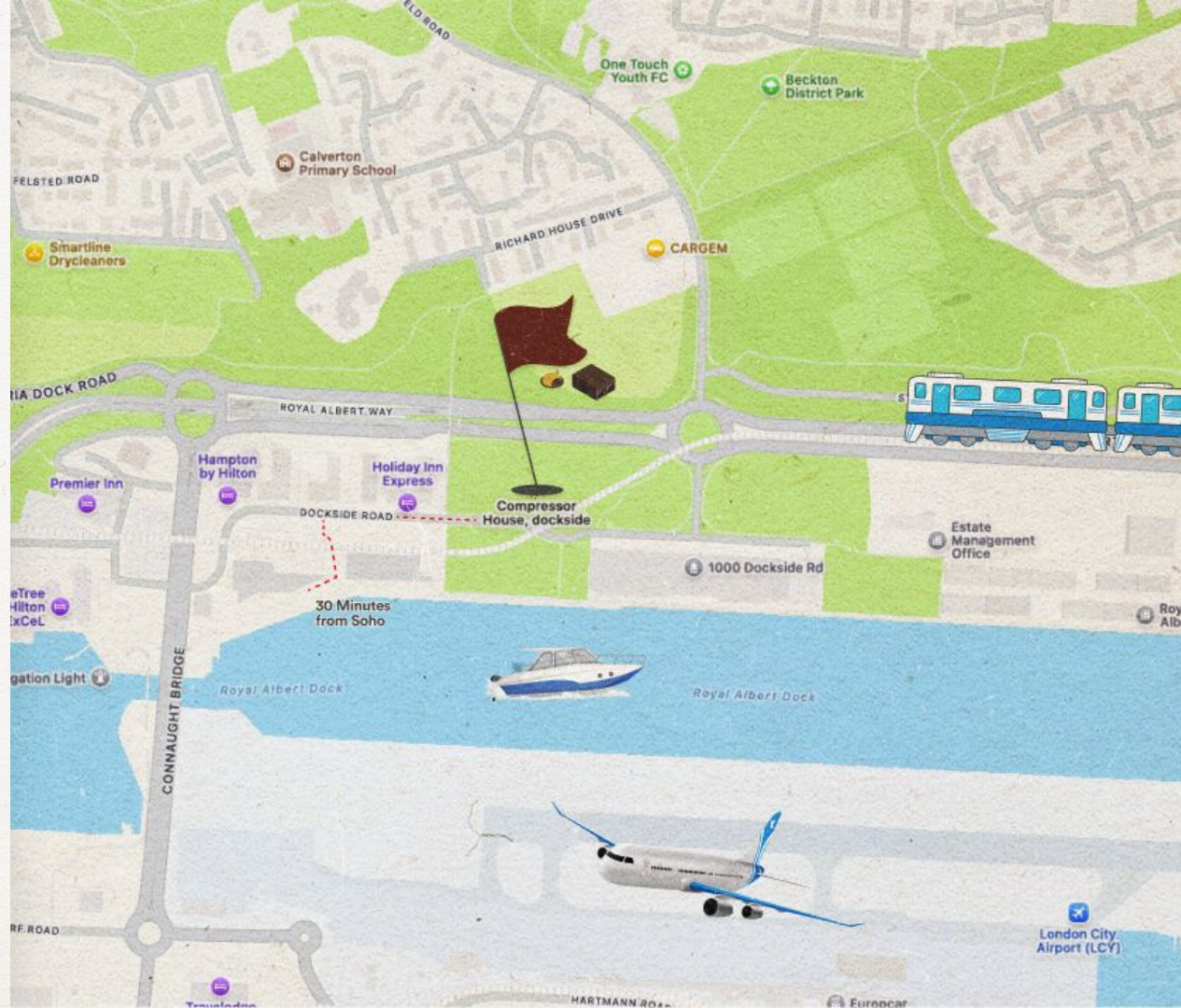
Join us as we launch
The Big Fridge.

info@bigfridge.london

LOCATION

35 Minutes from Tottenham Court Road on the Elizabeth Line and DLR.

The Big Fridge has its own station, **Royal Albert** right next to our front door.



THE BUILDINGS, MINI PIAZZA & GARDENS

A beautiful heritage extra offers a wide range of spaces, places and exteriors around the building for unique shoots, festivals and outdoor activities including parking for 40 vehicles just a stone's throw from the river.



Space Hire - Tiered Pricing

Full Venue (5,000 sq ft)	
Premium Corporate	£5,000/day
Standard Commercial	£3,500/day
ExCeL Partner Rate	£3,000/day
Community/Charity	£1,500/day

Main Hall Only (400 capacity)	
Peak (Evenings/Weekends)	£400/hour
Standard (Weekday)	£300/hour
Community Rate	£150/hour
Youth/Education	£75/hour
14 days primary schools 3 comprehensive School	£0 cost

Digital Studio Suite	
Commercial	£100/hour
Skills Training	£50/hour
Community Groups	£25/hour

Strategic Packages

ExCeL Overflow Special
4pm-midnight slot
£2,500 (50% discount)
Includes tech, bar staff
Marketing partnership

Tech Tuesday
Recurring weekly slot
£1,500/day (70% discount)
Demo space for startups
Includes streaming setup

Community Catalyst
One free day per month
Application-based
Must demonstrate local impact
Covers operational costs only

Access Guarantees

Despite premium positioning, The Big Fridge maintains community commitment through:

- **30% Subsidized Days:** 100+ days annually at reduced rates
- **Free Access Fund:** 10% of commercial revenue funds free programmes
- **Sliding Scale Events:** Pay-what-you-can monthly showcases
- **In-Kind Partnerships:** Skills training in exchange for venue support

This dual approach - premium commercial rates subsidizing extensive community programming - proves that venues can be both financially sustainable and genuinely accessible.

The £5k/day rate for full venue hire is not only justified by market comparables but essential for delivering our community mission at scale.

CONTACT US FOR MORE

BIG FRIDGE

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