

OVER 150 YEARS OF INSPIRATION
FOR YOUR EVENT



LOUWMAN
MUSEUM

THE LOUWMAN MUSEUM

The Louwman Museum in The Hague is the place where over 150 years of progress, innovation and design is visibly represented in a unique collection of more than 275 showpieces from automotive history. The collection of special cars and memorabilia not only provides a comprehensive picture of the development of mobility, but also of technical innovations, design and increasing prosperity. From the first electric car, which is more than a century old, to the most dazzling designs from the 20th century. In addition to the extensive collection of automobiles, the Louwman Museum also offers an impressive collection of car-related art, posters, miniatures and trophies.



SURROUNDED BY INSPIRATION

Surprise and inspire your guests during a conference, symposium, dinner or party in the unique environment of the Louwman Museum. With nine special rooms, the museum offers all the facilities for a successful event. Whether it be a multi-day conference in the impressive Theatre, a dinner in the imposing Great Hall or a party in the cozy Museum Square.



A SPECIAL LOCATION

Covering an area of 16,000 sq meters spread over 3 floors, the Louwman Museum offers unprecedented opportunities. The museum building was designed by world-famous architect Michael Graves. Lodewijk Baljon's garden landscape provides for a beautiful connection with the nearby Haagse Bos.



CUSTOMIZED EVENTS

For events of 40 people or more we will be happy to make a tailor-made proposal. The event managers of the Louwman Museum set the ideal combination of spaces, required technology and catering together to make your event a great success. Access to the entire museum collection is included in the price, just like the (unattended) cloakroom, cleaning and WIFI.

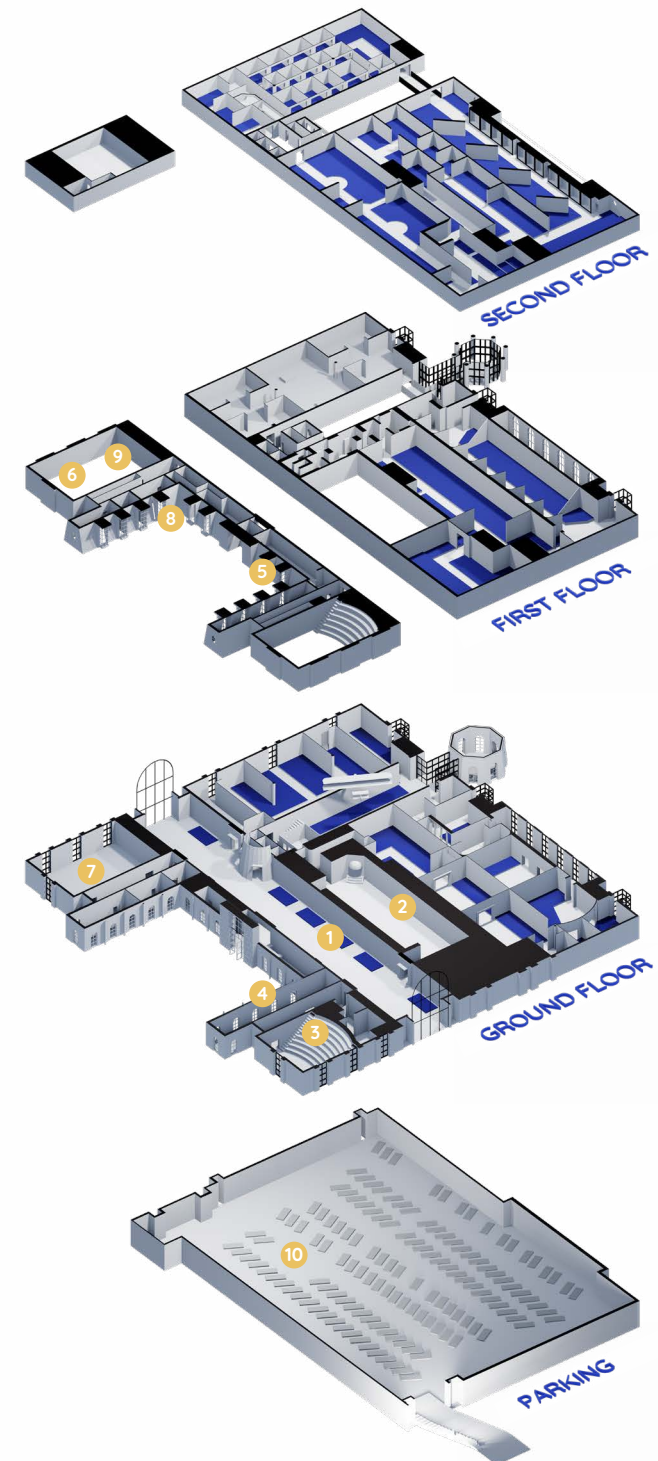
“Our event managers are happy to contribute ideas.”



INCREDIBLY INSPIRING SURROUNDINGS

With an area of 16,000 square meters, a beautiful museum and 9 special rooms, the Louwman Museum offers all possibilities for your event.

- 1 Great Hall
- 2 Museum Square
- 3 Theatre
- 4 Library
- 5 Gordon Crosby (first floor)
- 6 Shoichiro Toyoda
- 7 Walter Owen Bentley
- 8 Jacobus Spijker
- 9 Henry Ford (second floor)
- 10 Underground car park



THE GREAT HALL AN IMPRESSIVE ENTRANCE



THE GREAT HALL

The Great Hall is the central hall of the museum serving as the connection between the meeting rooms and exhibition spaces. The enormous wooden vaulted ceiling and the impressive dimensions make it a very striking space. The Great Hall is suitable for a receptions, dinners, parties, award ceremonies or as an exhibition floor.



Room configurations (max. capacity)

 Reception | 1000  Diner | 700

Standard facilities (included in room rental)

- ✓ WiFi
- ✓ Dimmable ceiling spotlights (white light)

Price

from € 8.000

Room size

1235 m²

THEATRE THE CENTRE OF ATTENTION



THEATRE

With 335 seats, the Theatre is a beautiful spacious and intimate room with a warm atmosphere. The design is based on the 'Teatro Grande' in Brescia, the place where the Mille Miglia starts every year. There is a lift in the stage to present cars or other vehicles. The Theater is suitable for conferences, symposiums, seminars, award ceremonies and presentations.



Room configurations (max. capacity)



Theatre | 335

Standard facilities (included in room rental)

- ✓ WiFi
- ✓ Projector and screen
- ✓ Light and sound
- ✓ Computer and pointer
- ✓ Lectern with microphone and 2x viewing monitor.
- ✓ AV Equipment with 1 technical assistant
- ✓ 4x transmitter using (4x) headset and (2x) handheld microphone

Price

from € 5.500
between 09:00 and 17:00

Room size

345 m²

MUSEUM SQUARE THE HEART OF YOUR CELEBRATION



MUSEUM SQUARE

The attractive Museum Square is characterized by its high ceilings and historic shops with original facades. During opening hours the Museum Square is used as a restaurant and the maximum capacity for business groups is 60 people. After closing time, Museum Square is available for exclusive use for groups of up to 300 people. Museum Square is suitable for breakfast, lunch, reception, dinner or party. There is standard furniture available on Museum Square for 120 people, but of course any desired setup is possible.



Room configurations (max. capacity)

 Reception | 300  Dinner | 225

Standard facilities (included in room rental)

- ✓ WiFi
- ✓ Sound set with 1x hand microphone
- ✓ Dimmable ceiling spotlights (colored and white light)
- ✓ 17 small tables
- ✓ 6 large tables
- ✓ 120 chairs

Price

from € 5.000

Room size

450 m²

SHOICHIRO TOYODA THE PLACE TO INSPIRE AND ACTIVATE



SHOICHIRO TOYODA

The Shoichiro Toyoda room with its blue walls and large windows is a room that can be decorated entirely according to your wishes. The room is suitable for meetings, workshops, (product) presentations, receptions, dinners, parties, break-out sessions or can be used as an exclusive exhibition or trade fair space.



Room configurations (max. capacity)

- ✓ Theatre | 200
- ✓ School | 120
- ✓ Cabaret | 150
- ✓ Block | 50

Standard facilities (included in room rental)

- ✓ WiFi
- ✓ Sound set with 2x handheld microphone and 2x headset
- ✓ 2x LCD screen of 85"
- ✓ 140 conference seats
- ✓ Flip chart
- ✓ from 100 people 1 technical assistant

Price

from € 3.000
between 09:00 and 17:00

Room size

315 m²

LIBRARY

The Library is a stylish room with a classic design. The room has a long wooden table and a separate seating area with a fireplace. The Library is suitable for breakfast, lunch or dinner and for meetings.



Room configurations (max. capacity)



Dinner | 40

Standard facilities (included in room rental)

- ✓ WiFi
- ✓ Fixed table with 40 chairs
- ✓ Flip chart

Price

from € 2.500

Room size

142 m²

HENRY FORD

The room is suitable for meetings, workshops, (product) presentations or can be used as a break-out space. The room can be arranged flexibly and there is a fixed table for twelve people. The Henry Ford meeting room is located on the second floor of the museum and only accessible by stairs.



Room configurations (max. capacity)

- ✓ Theatre | 70 & fixed table for 12 pers.
- ✓ Cabaret | 50

Standard facilities (included in room rental)

- ✓ WiFi
- ✓ Projector
- ✓ Flip chart
- ✓ Sound set with 1x handheld microphone & 1x headset
- ✓ 80 chairs

Price

from € 2.000
between 09:00 and 17:00

Room size

175 m²

BREAK-OUT ROOMS

Additional break-out rooms are available at various locations in the museum for meetings, presentations and workshops. The Gordon Crosby room is an elongated room located on the first floor. The space consists of two parts: a part for flexible furnishings and a part with a round table for eight people. The Walter Owen Bentley room has a flexible layout for up to 40 people in theatre seating.

The Jacobus Spijker room has a boardroom setting.



STANDARD FACILITIES

All events include entrance to the museum. The (unattended) cloakroom, a dedicated duty manager and final cleaning are also always included. A number of rooms are equipped with audiovisual equipment and furniture. The temperature is always constant because of the collection, and free WiFi is available throughout the museum. There are many options regarding set-up and take down and a tailor-made proposal can be made for a combination of rooms.

“A visit to the museum collection is included.”



PARKING AND ACCESSIBILITY

The Louwman Museum has its own underground car park with 170 parking spaces and 80 additional parking spaces on site. There are also various parking options in nearby areas, with a total parking capacity of 1,000 cars. Coaches can park for free of charge to the museum building. The Louwman Museum has its own bus stop just an 8-minute journey from The Hague Central Station.

“Private underground parking.”



A NETWORK OF SELECTED PARTNERS

The Louwman Museum collaborates with a select group of trusted partners who know the museum inside and out. This ensures a reliable and seamless experience. These partners are committed to sustainability and use honest, high-quality products.

For instance, Select Catering serves as the museum's in-house caterer. They expertly blend traditional quality and service with modern culinary creativity.

Additionally, our dedicated team works with specialized partners to provide exceptional support in entertainment, film, audiovisuals, photography, furnishings, décor, hospitality, and hostess services, ensuring every event is flawlessly executed.

“Our own restaurant and staff.”



A SUSTAINABLE AND FUTURE-PROOF BUILDING ON A GREEN FOUNDATION

The modern museum building was built in 2010 on a green location. The starting point was and is to be as energy neutral as possible. Through a heat-cold storage system, the ground energy is used for cooling and heating; This means that the temperature in the museum is always constant. The energy required for this is generated by more than 1,000 solar panels. We use LED lighting to save even more energy and protect the valuable collection.



BENEFITS OF THE LOUWMAN MUSEUM

- ✓ Ideal for (multi-day) conferences
- ✓ Various break-out rooms
- ✓ Theatre with seating for 335
- ✓ Receptions, anniversaries and parties for up to 1,000 people
- ✓ Dinners for up to 700 people
- ✓ Access to the museum collection is always included
- ✓ Private parking
- ✓ Bus stop in front of the door
- ✓ Located directly on the A44



MAKE AN APPOINTMENT

Be inspired during a visit to our special museum.
Our experienced event managers are happy to
think along with you about the content and
organization of your event.

Leidsestraatweg 57
2594 BB Den Haag
Tel. +31 (0)70 359 80 70
events@louwmanmuseum.nl
www.louwmanmuseum.nl

