

BRAND ACTIVATION


BRING YOUR BRAND TO LIFE

In the heart of Manchester, the industrial-yet-modern Aviva Studios is a place to make a lasting impression. Whether you're looking to create an immersive experience, an exclusive live show or something entirely different, here, you can make it happen.

A magnet for creativity, Aviva Studios is home to Factory International, the team behind Manchester International Festival. And as the UK's biggest cultural landmark since the Tate Modern, audiences won't forget their time spent here.

Our shape-shifting venue provides a blank canvas for creating memorable experiences, and our in-house team of talent are on hand to help bring your vision to life.

And when you choose to host at Aviva Studios, you directly help us to widen engagement with the arts and develop the next generation of creative talent.



**“YOU CAN REALISE AN
AMBITION OR VISION HERE
AND NOW IN THIS PLACE...
IT'S A TWO-WAY STREET
BETWEEN MANCHESTER AND
THE REST OF THE WORLD.”**

Peter Saville CBE



MANCHESTER – THE PLACE WE CALL HOME

- 3rd most visited city for international tourists to the UK
- 2nd biggest music economy in the UK
- 3rd best city in the world, according to Timeout readers in September 2021
- 2nd most creative city in Europe, with a GVA of £1.4bn to the city from culture and creative industries

HISTORY IN THE MAKING

- Listed in TimeOut's '23 Best Things to Do in the World in 2023'

WE'VE GOT SOMETHING SPECIAL

- Over 15 years' experience producing the globally renowned Manchester International Festival
- Diverse team of in-house experts covering all aspects event production and managers
- Access to technical expertise in lighting, sound and more
- Sustainably designed spaces to minimise energy consumption
- Widening access to the arts and diversifying the workforce through Factory Academy
- Partnerships with communities to provide access to high quality artistic experiences

[View our Venue Hire brochure](#)
to learn more about our spaces

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WE'RE A BIT DIFFERENT

WE'RE SHAPE- SHIFTERS

We have four unique, industrial yet modern spaces – the Warehouse, the Hall, the Public Realm and the Social – that flex to your needs.



THE WAREHOUSE

- 👤 Accommodates up to 5,000 people
- 🏠 A retractable wall allows you to reconfigure the space into the North and South Warehouse
- 🎵 Acoustic separation and allowing multi-use across the venue at any one time
- 🚛 Direct articulated truck access
- 🔧 Anchor points in the wall to support any kind of mount or rigging
- 🏗️ Universal technical grid across the ceiling

THE PUBLIC REALM AND THE SOCIAL

- 👤 Expected annual footfall of 850,000
- 🏠 Supplementing River Square, the Undercroft runs below Aviva Studios, creating a covered external space and enabling activities to take place year-round
- 🔌 External power supply
- 📶 WiFi provision within the Undercroft
- 📍 Connected to neighbouring St John's business and leisure district
- 🏠 Up to 2,100m² of space to be hired across the Public Realm

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