



# VENUE HIRE

**AVIVA** studios

# THE VENUE

Aviva Studios is a global destination for arts, music and culture – and an event venue like no other.

A cultural landmark in the heart of Manchester, uniquely designed to help you create a one-off experience, excelling in entertainment, culture and hospitality.

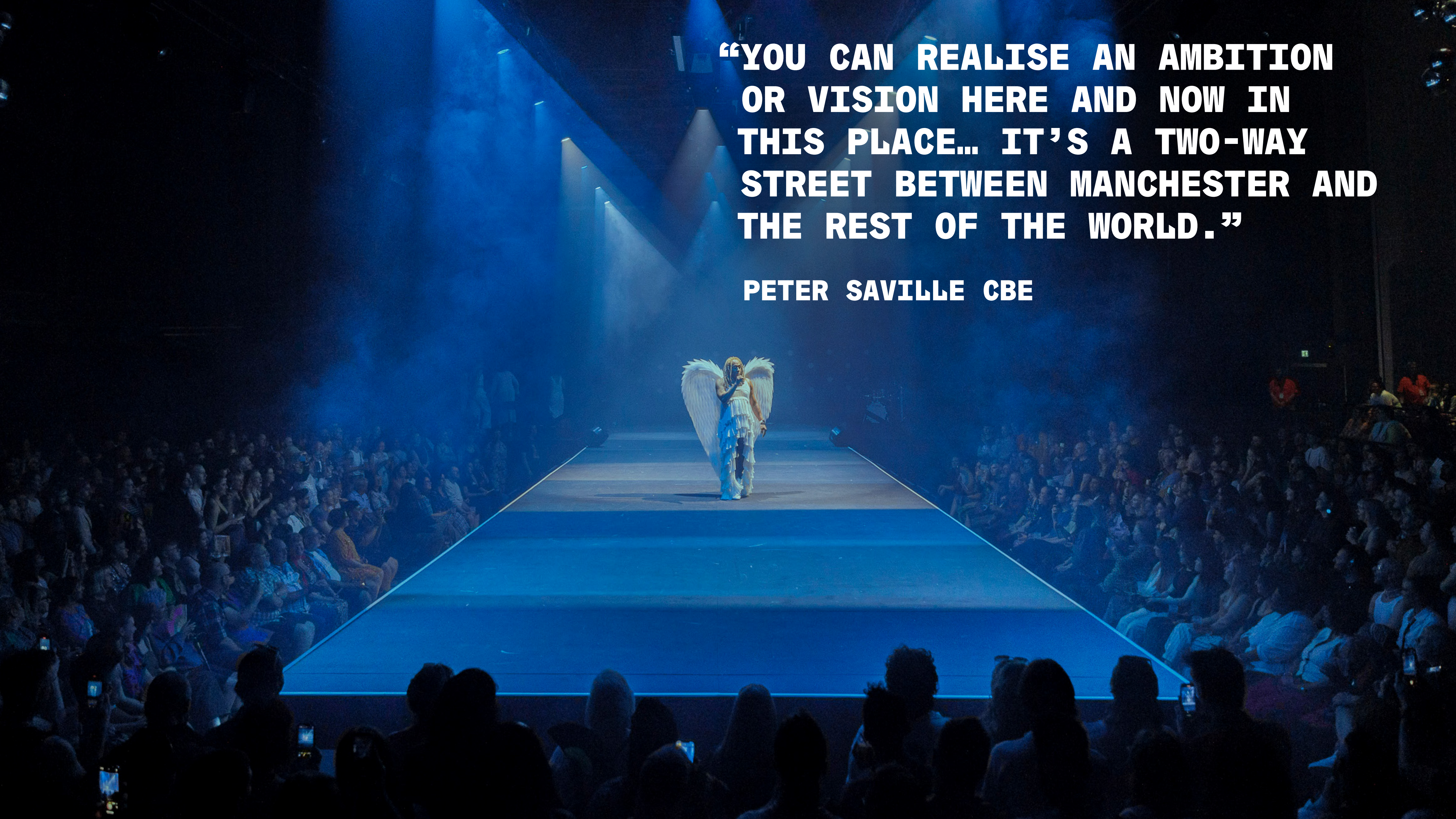
Endless possibilities unfold within the walls of Aviva Studios, where flexible spaces transform to fit your imagination and bring your event to life.

[HEAR MORE ABOUT OUR VENUE ↗](#)

[DISCOVER OUR VENUE ↗](#)

**“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**



# OUR LOCATION

Manchester is a city that never stands still and has always been a beacon for culture in the UK. Our building pays homage to the city, and is a place to make a real statement. Located at the heart of Manchester's creative district, St John's and on the site of former Granada TV Studios, it's a place of history, innovation and buzzing with creativity.

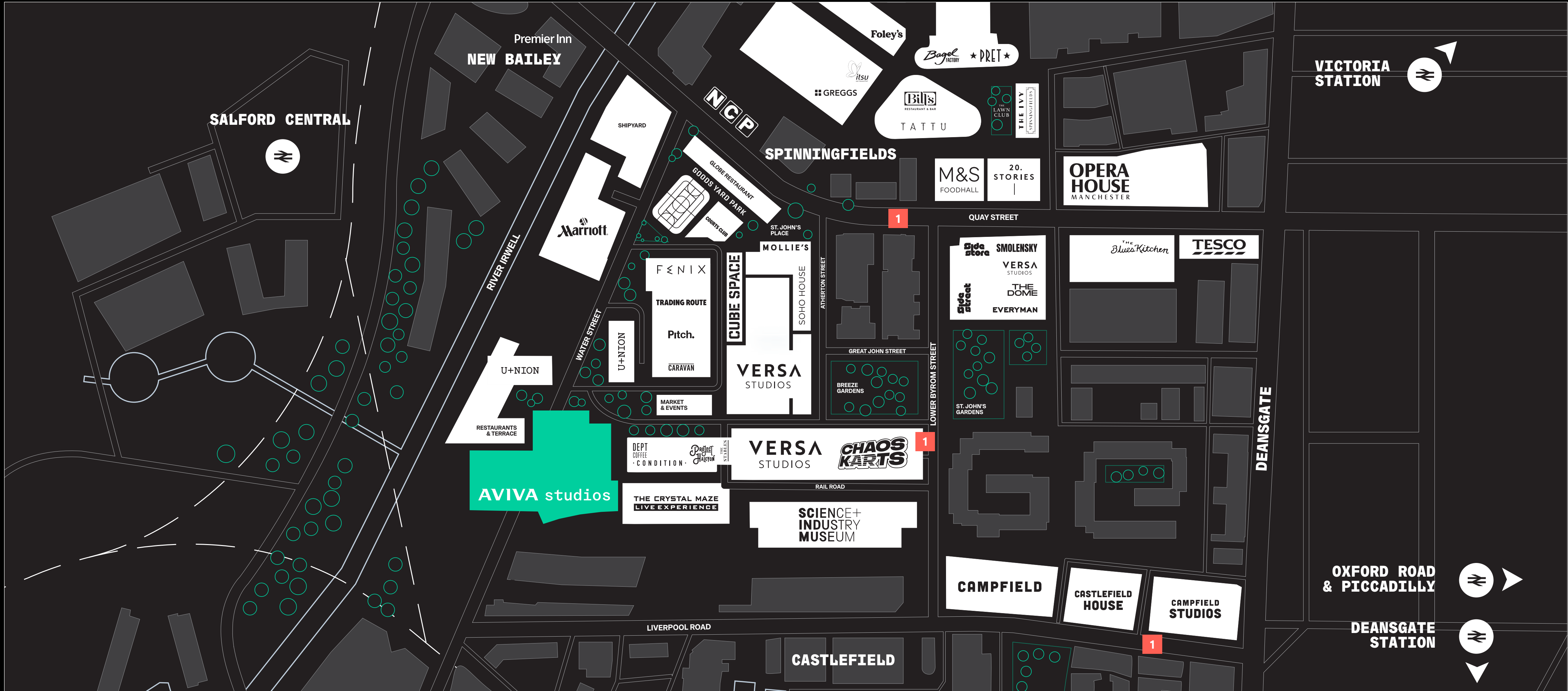
“Manchester is a captivating and inspiring city, renowned for its cosmopolitan atmosphere, diversity, and warm welcome. Visitors are consistently charmed by its friendly spirit, which creates a memorable experience for all who explore its vibrant streets. Hosting your event in Manchester would allow delegates to immerse themselves in this unique urban environment, enhancing their overall experience”

**MARKETING MANCHESTER**

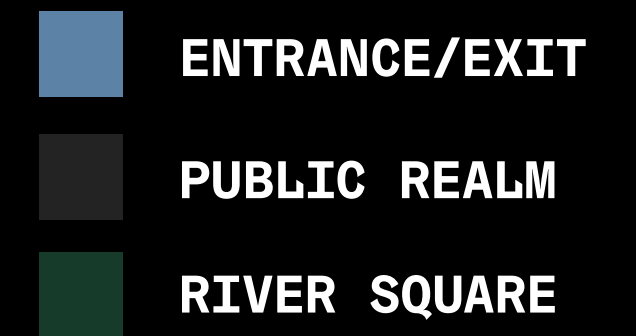
# OUR LOCATION ST JOHN'S

1 FREE BUS ROUTE  
(TO PICADILLY,  
OXFORD ROAD  
AND DEANSGATE)

VIEW ON MAPS ↗



# THE BUILDING



## BACK OF HOUSE

Backstage supporting spaces for visiting artists, companies and events staff, including dressing rooms.

A retractable wall allows the Warehouse to be reconfigured into the North and South Warehouse, providing acoustic separation and allowing multi-use.

[DISCOVER OUR VENUE ↗](#)

## THE WAREHOUSE

A supersized space (33m x 66m), capable of holding audiences of up to 2,000 standing up to 4,500 for a gig set-up.

## THE ANDREW LAW HALL

A more conventional theatre space split between a fixed balcony and removable stalls, capable of accommodating up to 1,230 people depending on configuration.

## HALL FOYERS

Foyer spaces at Level 2 and 3, wrapping around The Andrew Law Hall.

## SOCIAL

A large volume foyer at ground level under the Warehouse acts as a Welcome hub and arrival space for events.

## UNDERCROFT

Outdoor and undercover public realm will support the Factory International programme as well as providing visitors with a setting to enjoy Aviva Studios and the surrounding environment, including the River Irwell – an almost unique experience in central Manchester.

## RIVER SQUARE

# THE BUILDING

Ultra-flexible and ultra modern, we offer a range of different spaces to suit your every need.



**THE BUILDING**



**THE WAREHOUSE**



**THE ANDREW LAW HALL**



**HALL FOYER**



**THE SOCIAL**



**UNDERCROFT**

# THE WAREHOUSE

Our ultra-flexible Warehouse is your ultimate blank canvas. Think everything from epic concerts and product launches to urban sports, fashion shows and gala dinners.



Accommodates up to **2,000 people** (4,500 people for a gig set up).



A **retractable wall** allows you to reconfigure the space into the North and South Warehouse.



**Acoustic separation** allows 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 WAREHOUSE

From the hottest bands to product launches, our past events in the Warehouse speak for themselves.



# THE WAREHOUSE

- 1

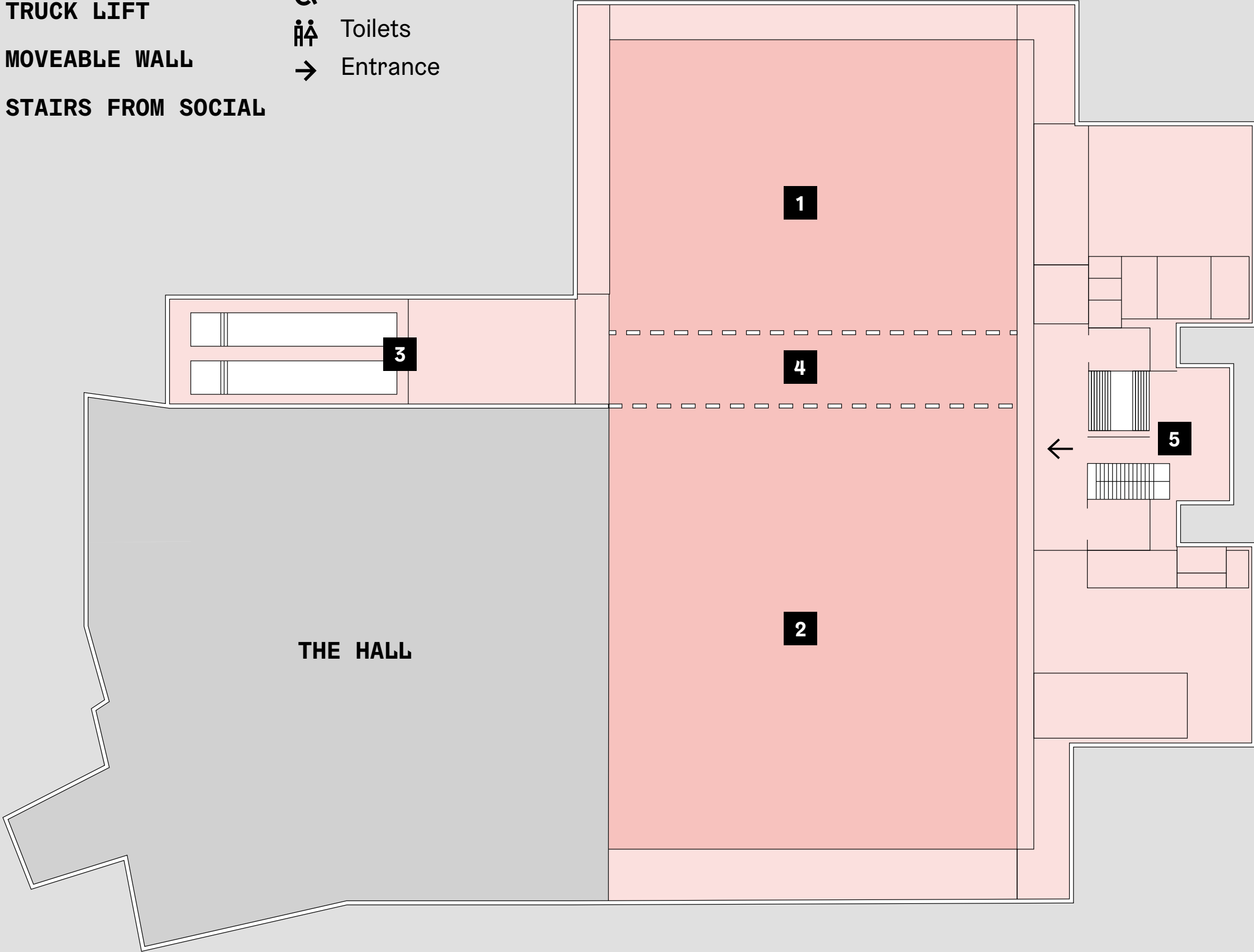
WAREHOUSE NORTH
- 2

WAREHOUSE SOUTH
- 3

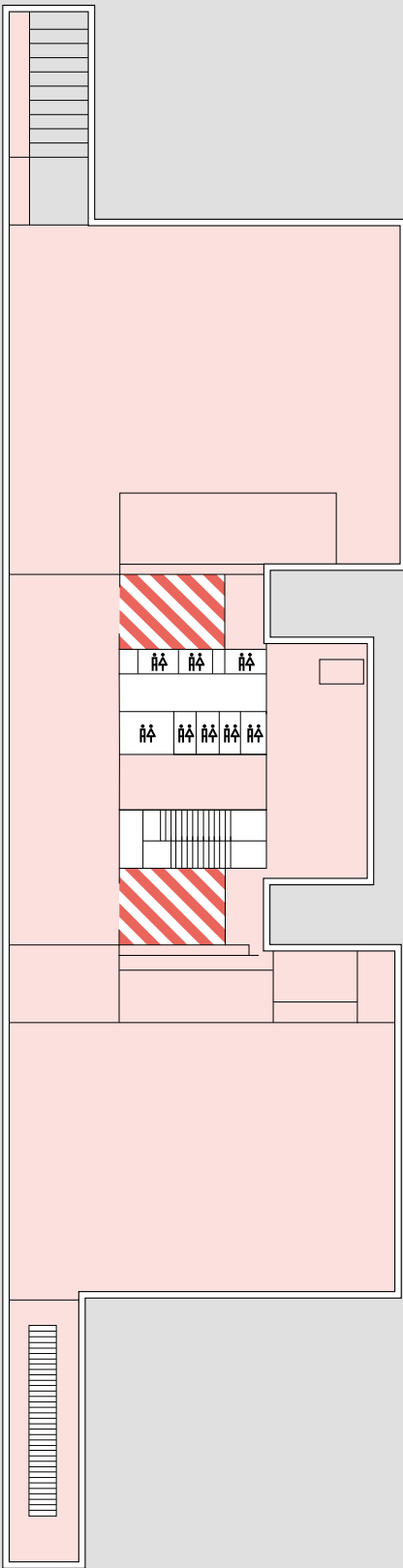
TRUCK LIFT
- 4

MOVEABLE WALL
- 5

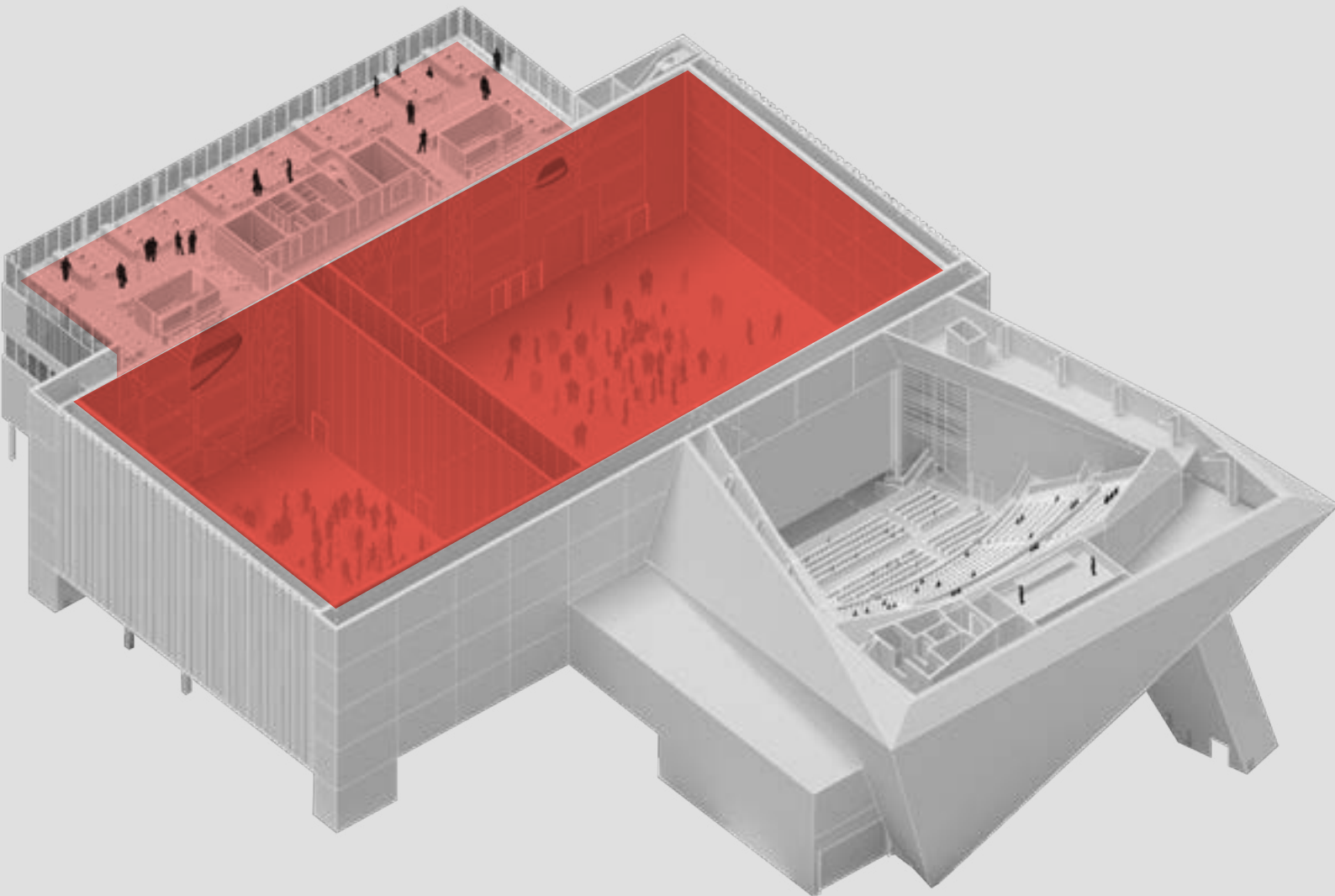
STAIRS FROM SOCIAL
- Lifts
- Stairs
- Accessible
- Toilets
- Entrance



FIRST FLOOR



BACK OF HOUSE TOWERS

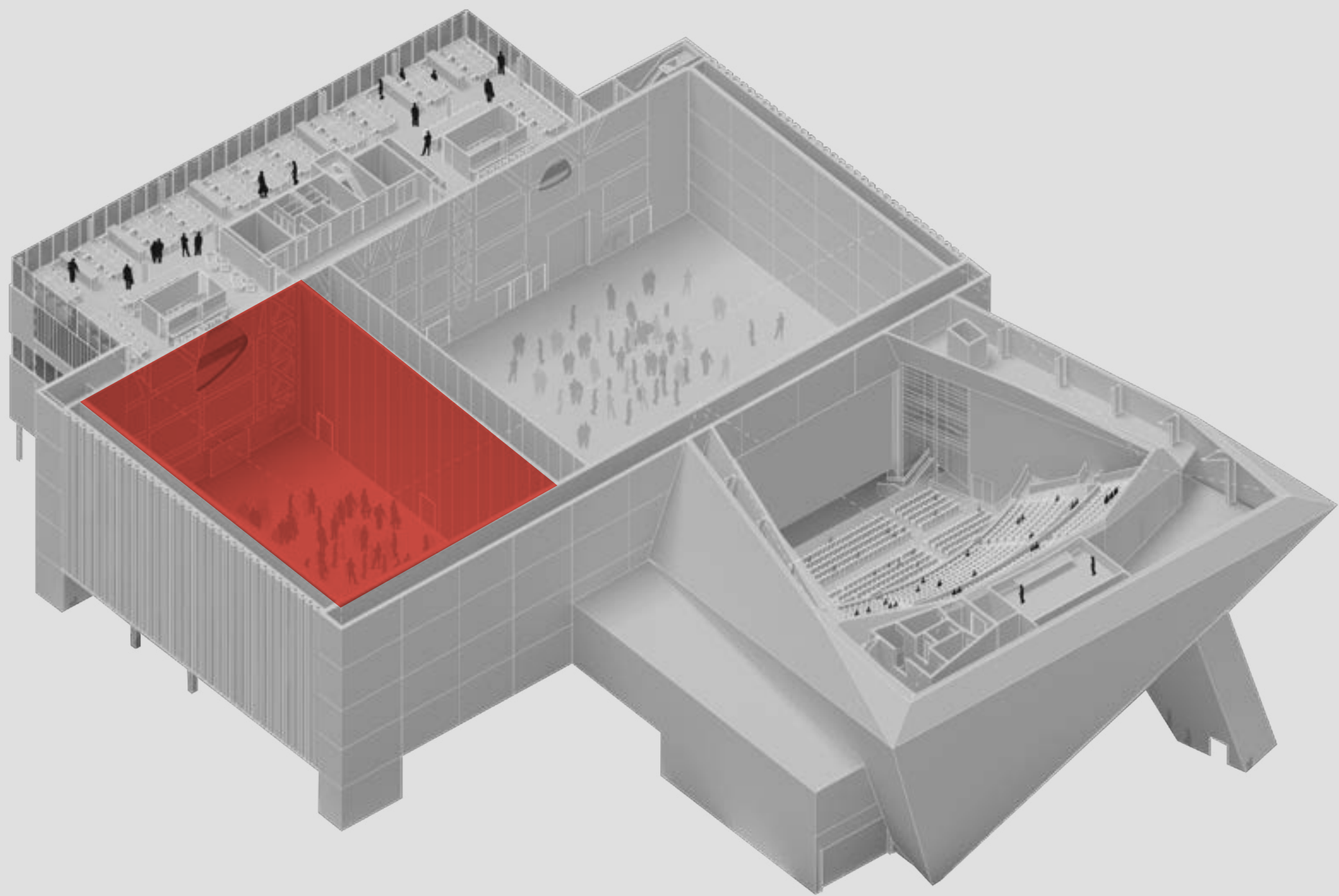


## THE WAREHOUSE (NORTH AND SOUTH COMBINED)

|                    |        |
|--------------------|--------|
| Gig                | 4,500  |
| Standing Reception | 2,000  |
| Theatre            | 1,500  |
| Banquet            | 950    |
| Height (max)       | 21m    |
| Height (min)       | 20m    |
| Length             | 64.1m  |
| Width              | 32.7m  |
| Area (m²)          | 2096.1 |

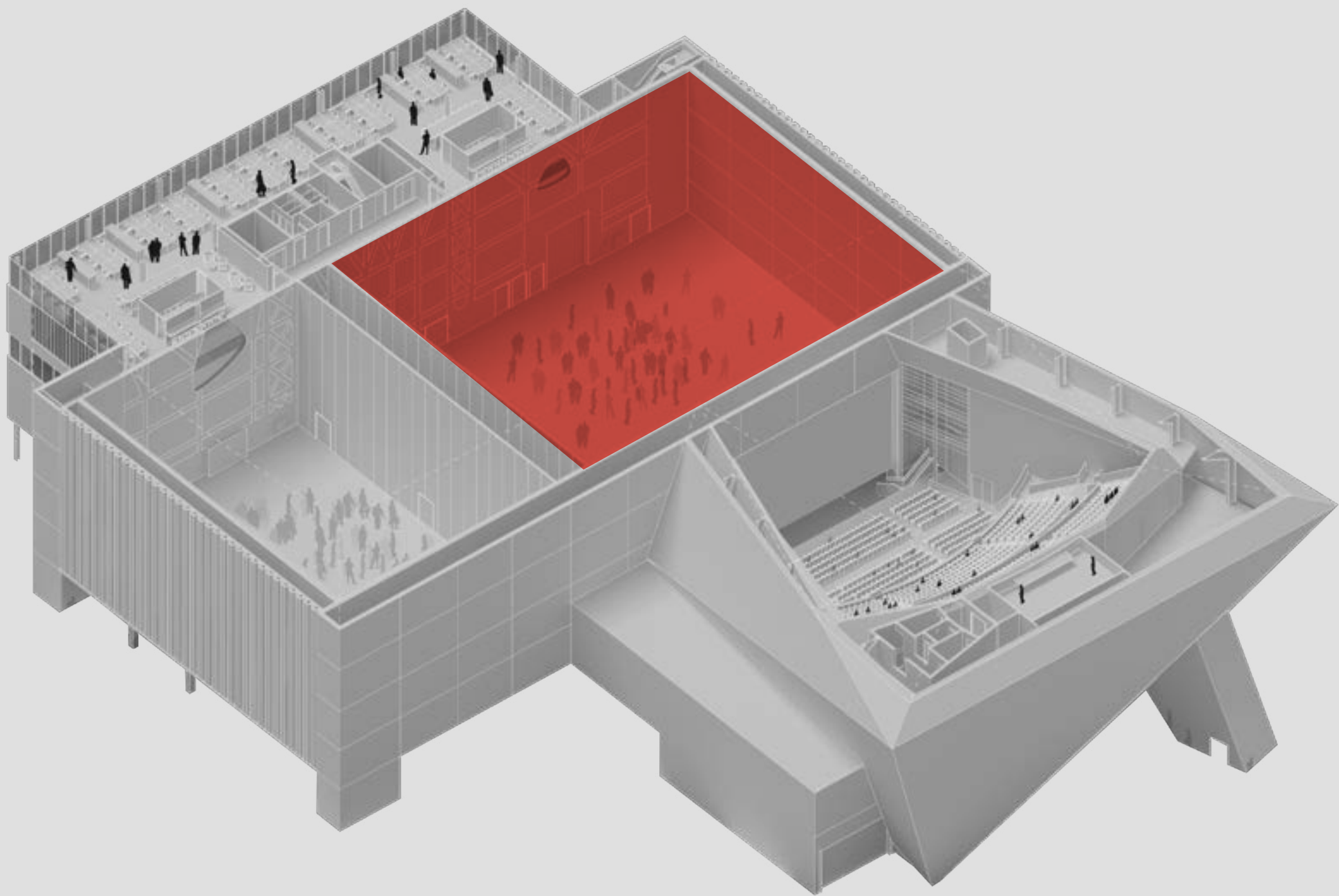
# NORTH AND SOUTH WAREHOUSE SPACES

Flex to your needs. With a retractable wall, the Warehouse can be reconfigured into two zones, the North and South Warehouse. Perfect for creating smaller but just-as-impactful spaces and enabling multi-use at any one time.



## NORTH WAREHOUSE

|                        |       |                        |       |
|------------------------|-------|------------------------|-------|
| Gig                    | 1,100 | Height (max)           | 21m   |
| Standing Reception     | 900   | Height (min)           | 20m   |
| Theatre                | 600   | Length                 | 32.7m |
| Cabaret (tables of 8)  | 224   | Width                  | 23.6m |
| Banquet (tables of 10) | 280   | Area (m <sup>2</sup> ) | 771.7 |



## SOUTH WAREHOUSE

|                       |       |                        |        |
|-----------------------|-------|------------------------|--------|
| Gig                   | 2,200 | Height (max)           | 20.5m  |
| Standing Reception    | 1,100 | Height (min)           | 20.5m  |
| Theatre               | 900   | Length                 | 35.8m  |
| Cabaret (tables of 8) | 360   | Width                  | 32.7m  |
| Banquet               | 450   | Area (m <sup>2</sup> ) | 1170.7 |



**“IT’S LIMITLESS, ISN’T IT?  
IT’S SORT OF INTOXICATING IN  
TERMS OF THE IDEAS THAT POP UP  
AND WHAT YOU COULD DO. IT’S  
PRETTY INSPIRING.”**

**ADAM SMITH  
CHEMICAL BROTHERS COLLABORATOR**

# THE ANDREW LAW HALL

An innovative theatre space designed to allow for a more immersive relationship between the audience and the stage. Home to era-defining artists like Janelle Monáe, Laurie Anderson and ANOHNI and the Johnsons, as well as countless world premieres.



Capable of accommodating up to **1,230** in standard set-up.



AV, stage and **lighting inclusions** available.



Varying stage **depths** to enlarge capacities.



**Flexible 'stall' seating**, which can be removed entirely. To accommodate a variety of formats including seated – standing/ seated / round.



**Tiered seating.**



Wheelchair **access** on all levels.



Foyer bars, with impressive **views across the city.**



Proscenium wall connecting the Hall to the Warehouse – **fully acoustically soundproofed** when closed or can be lifted to allow a full building takeover.

The supersized stage connects The Andrew Law Hall with the Warehouse, meaning you can really think big – from awards ceremonies and conferences to hybrid events

# THE ANDREW LAW HALL

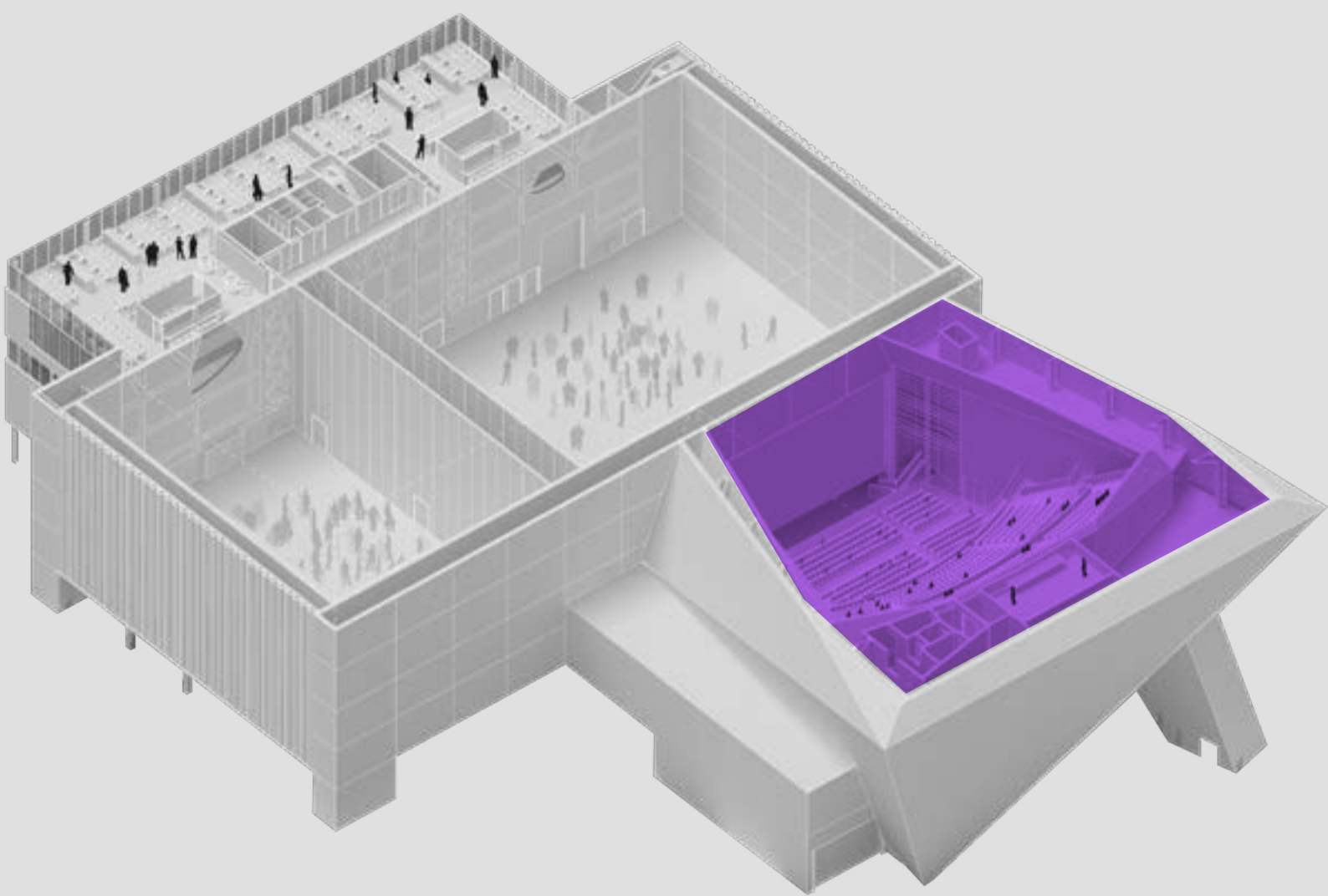
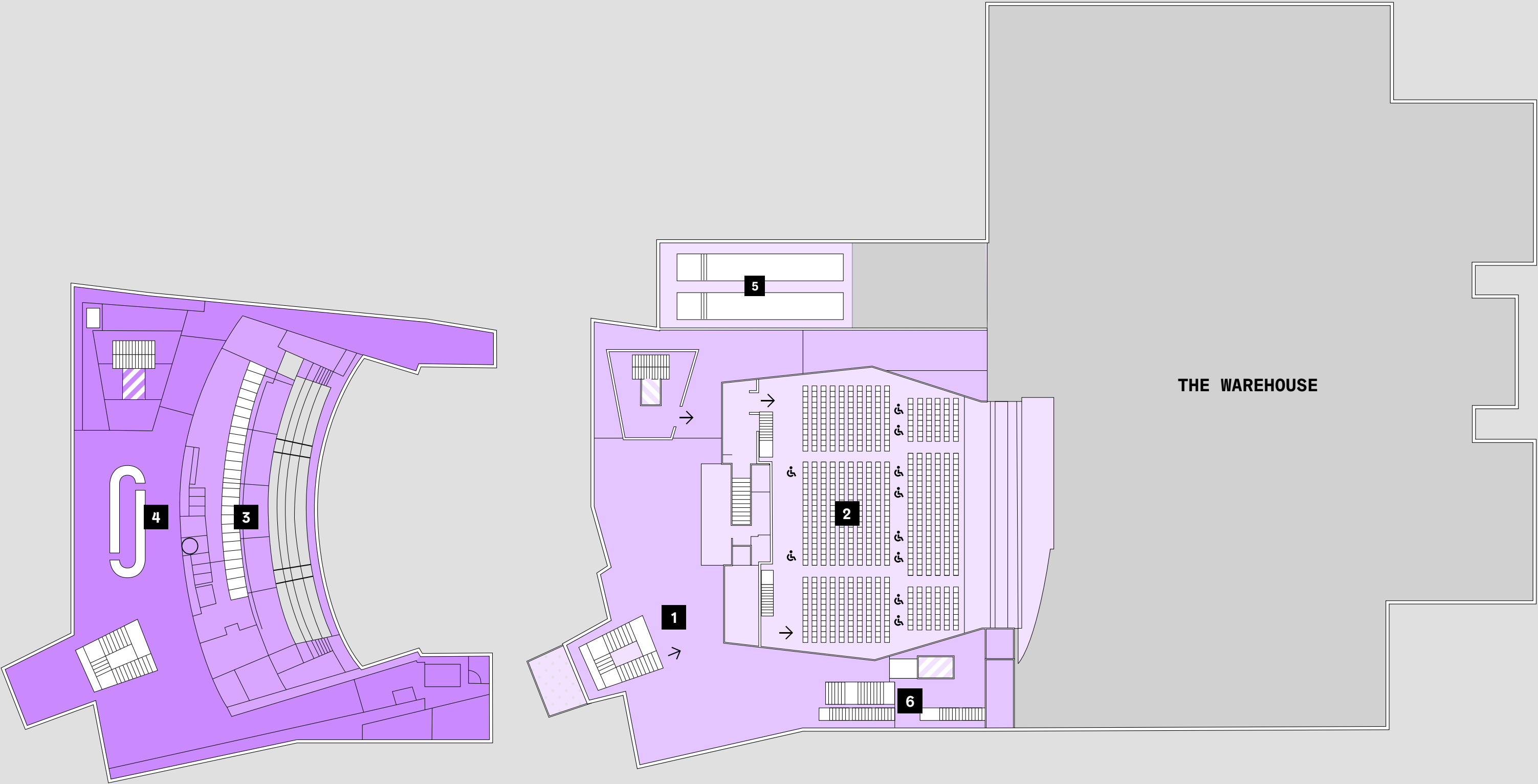
The Andrew Law Hall is perfect for a range of events, and with our state-of-the-art D&B Soundscape audio technology, we can create a truly unique and 'immersive' surround sound experience for your audience.



# THE ANDREW LAW HALL

- 1 1ST FLOOR FOYER
- 2 LOWER STALLS
- 3 BALCONY SEATING
- 4 2ND AND 3RD FLOOR FOYER
- 5 TRUCK LIFT
- 6 STAIRS FROM SOCIAL

- Lifts
- Stairs
- Accessible
- Toilets
- Entrance



## THE ANDREW LAW HALL

|                                         |       |
|-----------------------------------------|-------|
| Seated up to                            | 1,230 |
| Stalls                                  | 590   |
| Circle                                  | 640   |
| Seated Circle and standing stalls up to | 1,554 |
| Standing Stalls                         | 914   |
| Seated Circle                           | 640   |
| Area (m²)                               | 570   |
| Area with Stage                         | 320   |

# THE HALL INTO SOUTH WAREHOUSE

- 1

1ST FLOOR FOYER
- 2

LOWER STALLS
- 3

BALCONY SEATING
- 4

2ND FLOOR FOYER
- 5

TRUCK LIFT

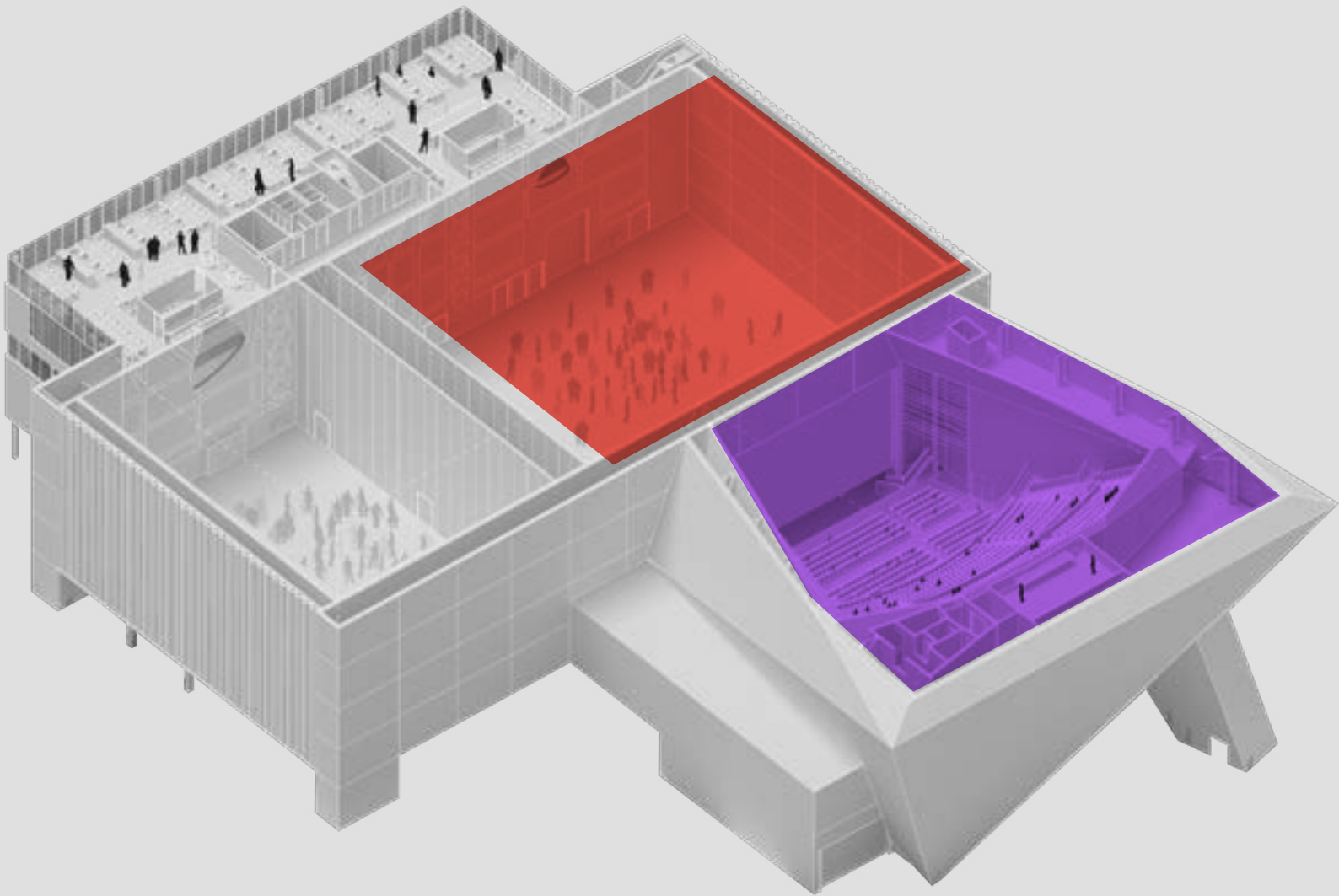
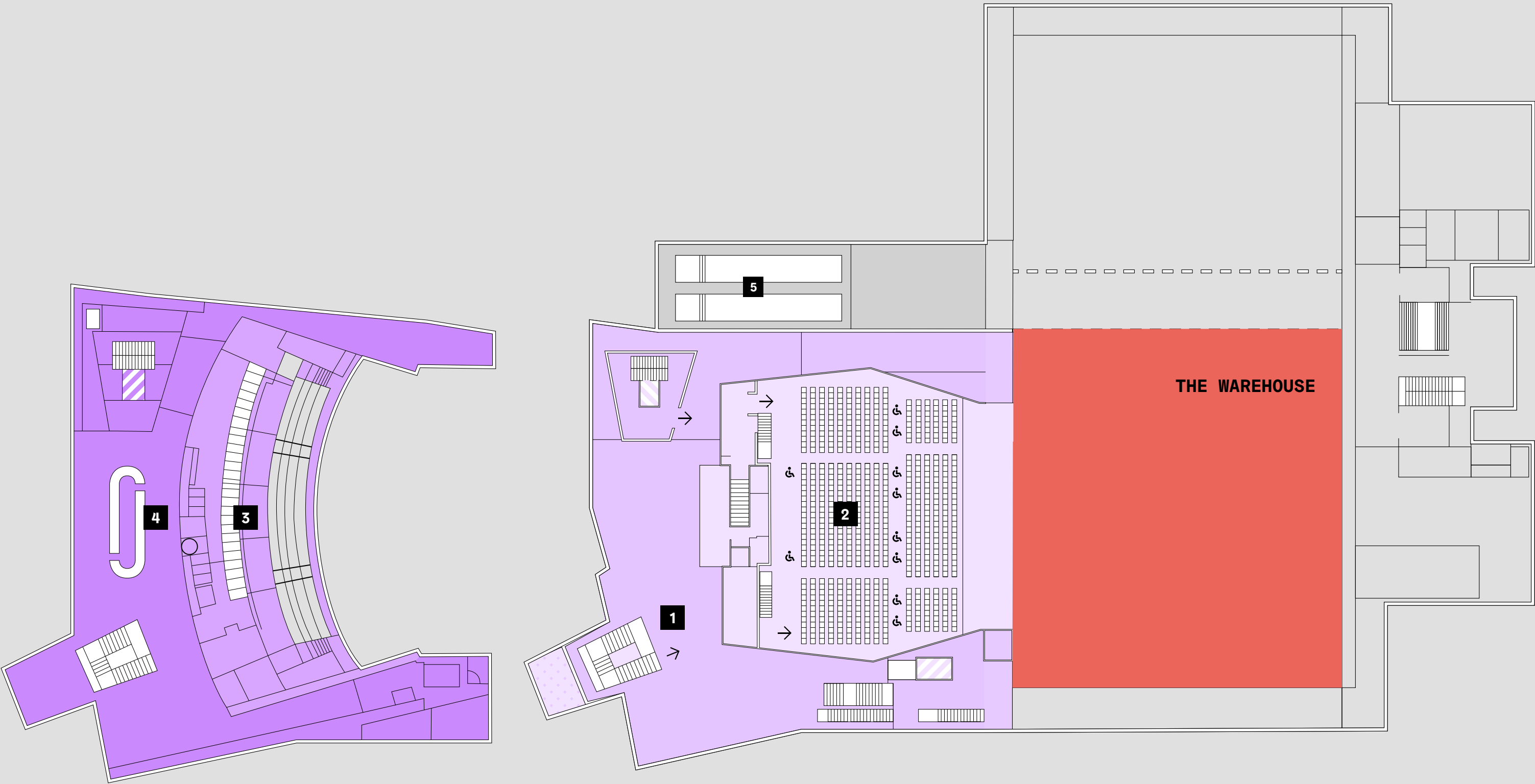
Lifts

Stairs

Accessible

Toilets

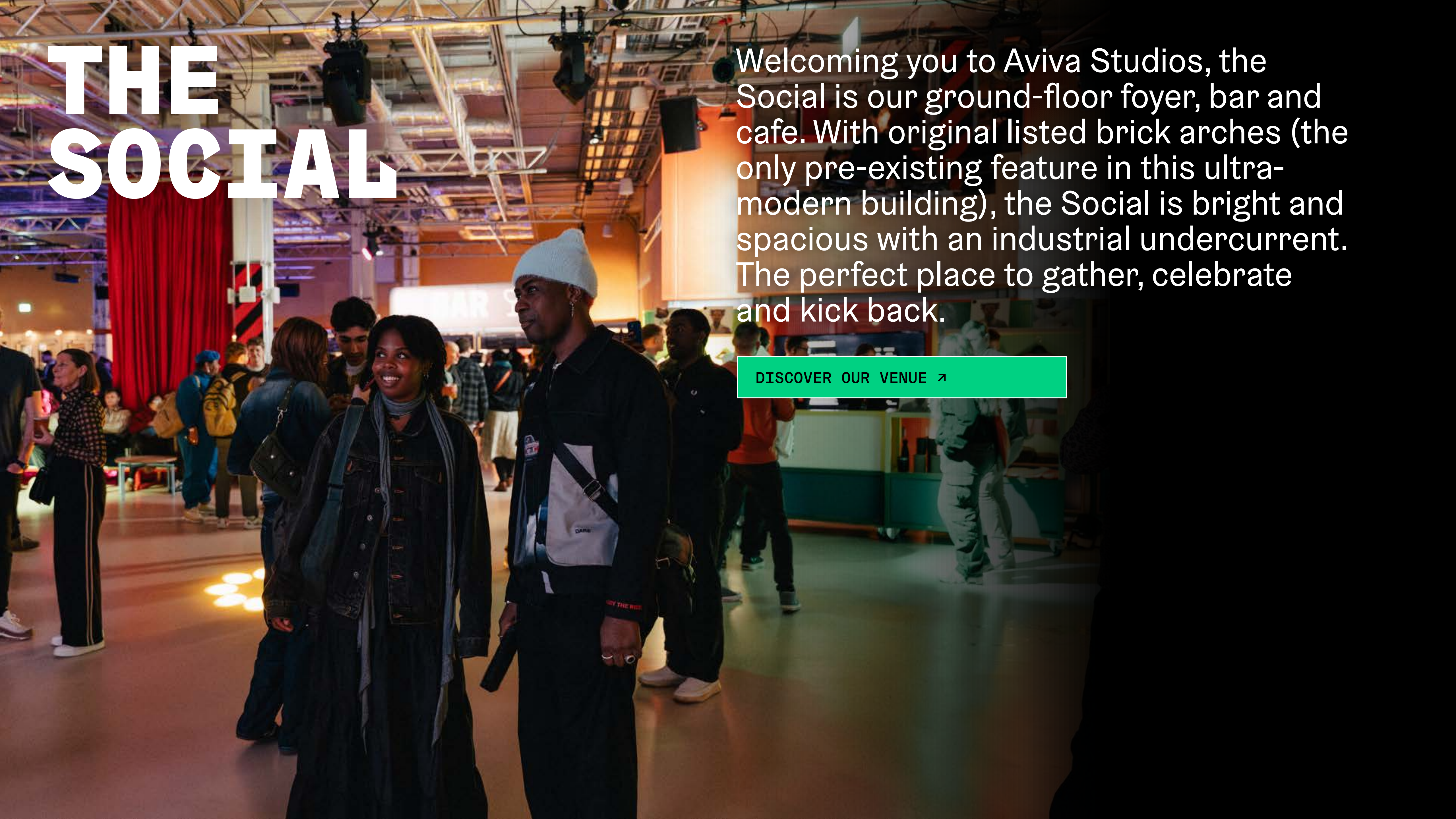
Entrance



## THE HALL INTO SOUTH WAREHOUSE

|                       |       |
|-----------------------|-------|
| Standing gig capacity | 3,060 |
| Circle                | 640   |
| Fully Seated          | 1,600 |

An ultra-flexible space. The proscenium wall can be lifted to connect the Andrew Law Hall and South Warehouse, creating a bigger space with a range of layouts – the perfect backdrop for everything from awards shows to filming to large conferences. From fully seated to in the round, take advantage of this unique configuration.



# THE SOCIAL

Welcoming you to Aviva Studios, the Social is our ground-floor foyer, bar and cafe. With original listed brick arches (the only pre-existing feature in this ultra-modern building), the Social is bright and spacious with an industrial undercurrent. The perfect place to gather, celebrate and kick back.

[DISCOVER OUR VENUE ↗](#)

# RIVER SQUARE & UNDER CROFT

With beautiful south-facing views to the River Irwell, River Square is a truly unique outdoor events space ideal for pop-up brand activations, experiential marketing campaigns, live music or markets.



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 **2,100 m²** of space to be hired across the Public Realm.



# PREVIOUS CLIENTS

The Amazon logo, featuring the word "amazon" in a lowercase sans-serif font with a curved arrow underneath it.The Netflix logo, consisting of the word "NETFLIX" in a bold, uppercase sans-serif font.The Dazed logo, featuring the word "DAZED" in a bold, uppercase sans-serif font.The Mubi logo, featuring the word "MUBI" in a bold, uppercase sans-serif font followed by a cluster of six dots.The Aviva logo, featuring a stylized "A" icon followed by the word "AVIVA" in a bold, uppercase sans-serif font.The Glamour logo, featuring the word "GLAMOUR" in a bold, uppercase sans-serif font.The F&NE logo, featuring the word "F&NE" in a bold, uppercase sans-serif font.The Dentsu logo, featuring the word "dentsu" in a lowercase sans-serif font.

# TESTIMONIALS



“We chose Aviva Studios for the VW Accreditation Celebration because we wanted to take our large group of guests to a non-traditional space, which could not only serve the best food and drink and put on a big show – but was also somewhere they wouldn’t have been to before. Working with the venue team was a pleasure from start to finish. As well as being friendly, efficient and flexible, but they also came up with some great ideas on the show design, helping to make the dinner space look and sound fantastic!”

**Ben Way, Director, Energy**

“Factory International allowed us to achieve our vision with its combination of spaces and rustic industrial feel.”

**St Anne’s Hospice, Great Mancunian Ball**

“It’s an exciting venue to work with and the scope for creative possibilities is unmatched in Manchester”

**BIMM**

“Working with you guys was a dream”

**MTV EMA**

# WE'RE HERE TO HELP

Creativity runs through our veins.

Be supported and inspired by Factory International's world-class creative community.

When you hire any of our spaces, our in-house event, technical and production teams will be on hand to help seamlessly bring your vision to life.

Our technical expertise means you can think big; whether it's innovative tech, lighting or sound – or even transmitting your event around the world – we'll help you get creative.

# TICKETING



## MEMBERS PRESALE

Contractually, as a venue, we run a members only presale 48 hours before general on sale.

## SUGGESTED ON SALE SCHEDULE

- Wednesday – Members Presale
- Friday – General On Sale

## ALLOCATION

At Aviva Studios, we retain 50% of ticket allocation to be sold through ourselves and the remaining can be issued by your preferred agent.

If more allocation is needed, we are happy to hand over a higher percentage. This will be charged at an EC of £2.50 per ticket, over the initial 50% allocation.

## VENUE SEATS

Contractually, Aviva Studios will have:

- 30 Venue Seats for The Andrew Law Hall
- 50 Venue Holds for The Warehouse

## VENUE BUYS

Up to 50 tickets will be held from venue allocation and the tickets will be purchased at face value. Purchases will be completed by 14 days from Members Presale or they will be released back to general sale.



# MARKETING

To support your event at Aviva Studios, we ask that you provide the following:

## MARKETING REQUESTS

|                           |                                                                                 |
|---------------------------|---------------------------------------------------------------------------------|
| Key Dates                 | Timeline for announcements, ticket sales, and reminders                         |
| Event Description         | A concise and engaging description for website listings and press release       |
| Target Audience           | Details on demographics or niche groups to target                               |
| Promotional Assets        | High-resolution images, videos, and artist bios                                 |
| Press Release Information | Any quotes, special features, or key messages to include                        |
| Advertising Budget        | If applicable, specify allocations for digital ads, print, or outdoor campaigns |

## SOCIAL MEDIA REQUESTS

|                     |                                                                        |
|---------------------|------------------------------------------------------------------------|
| Content Preferences | Extra imagery, videos, tour footage                                    |
| Meta Business Suite | Permission to share data with our Media agency for targeted ads        |
| Cross-Promotion     | Opportunities for collaboration with artists, partners, or influencers |

# ACCESS

A photograph of an outdoor event. In the foreground, a woman wearing a bright pink jacket, a grey cap, and patterned trousers is seated in a red and black wheelchair. She is looking towards the right. Next to her, a woman with long brown hair, wearing a patterned dress and glasses, is sitting on a grey concrete block and looking at her phone. The background is filled with other people sitting on similar blocks, suggesting a large gathering or festival. The lighting is bright, indicating it is daytime.

At Aviva Studios, we're driven to make everything we do more inclusive, accessible and diverse.

This includes making sure our venue is comfortable and easy to visit for everyone. We have a dedicated Access Manager who has overall responsibility for ensuring the venue is as accessible as possible, but also ask everyone who works with us to put access at the heart of their events.

# SUSTAINABILITY

On a path towards zero-carbon activity by 2028, we're working with industry partners to test and pilot innovative sustainability technology at Aviva Studios.

We ask all our partners to consider how they can reduce the environmental impact of their events – from encouraging sustainable travel to and from the venue to considering the materials they use.

Our experienced events team are always on hand to provide guidance and support in this area.

# GET IN TOUCH

Ready to plan your event?

To discuss what's possible at Aviva Studios in more detail, get in touch with our events team at: **[venuehire@factoryinternational.org](mailto:venuehire@factoryinternational.org)**

**AVIVA studios**

