

incipio

VENUE BROCHURE

W12
STUDIOS

PERGOLA
Olympia

Lost
IN BRIXTON

PERGOLA
Paddington

The Prince

BLOOM

ABOUT INCIPIO GROUP

Since 2014, Incipio Group has been specialising in creating large, new and exciting social venues concentrating around food and drink.

We have evolved a business approach that is simple and powerful; we are able to combine our extensive relationships within the restaurant industry with our experience of creating and maintaining attractive and diverse venues.

No venue stays the same for more than a few months with themes, restaurants and sites revamped and relaunched regularly to keep the venues varied and current.

From its origination as a street food dining experience in Shepherd's Bush Market, Incipio Group launched its first major project in 2016, a 600 capacity roof top venue in White City called 'Pergola on the Roof'.

'Pergola on the Roof' incorporated four of London's finest independent restaurants and in 2016 was visited by more than 120,000 people during its separate summer and winter offerings.

In 2017 we began by adding a second Pergola concept venue, 'Pergola Paddington', which proved an even bigger hit than its sister project. It is built on the top of a vacant platform in Paddington station and has a capacity of 850. In 2017, 'Pergola Paddington' attracted nearly 180,000 visits in the 26.5 weeks it was open. In mid-November last year we launched 'The Prince'. Applying the Incipio Group business model, we created a unique and exciting venue by taking over a whole street in West Brompton comprising of four contiguous old buildings and a pub.

We restored the old Prince of Wales pub and its gardens, rebuilding the outside space into a beautiful woodland garden around one of our trademark pergolas, all heated and enclosed. The four adjoining buildings were each converted into restaurants and a connecting deck was built linking all the restaurants and the revamped pub. The Prince averaged 7,000 visitors a week in the 6.5 weeks between launch and year end 2017.

W12 Studios in White City Place became our fourth project operational in 2017 and also our first permanent site. W12 Studios is a more grown up version of our Pergola concept and had its soft launch in February 2018 when it became a revolving food and drink venue accommodating up to 450 guests.

At the beginning of August 2019 we saw Lost in Brixton join our portfolio. A little imagination and a lot of love has turned a hidden corner of Brixton into a secret rooftop terrace, big enough to get LOST in.

We finished 2019 off in style opening Bloom Kensington, the design is stripped back, tiled, velvet booth seating and more refined. We have created a timeless and long-standing stalwart of London's nightlife. This will no doubt be one of our most popular venues in 2020.

Whether you need a venue for 150 guests or 850 guests we have something to accommodate every event. From summer parties, Christmas parties, exhibitor drinks, product launches or simply an excuse for a party we have got the perfect venue for you.



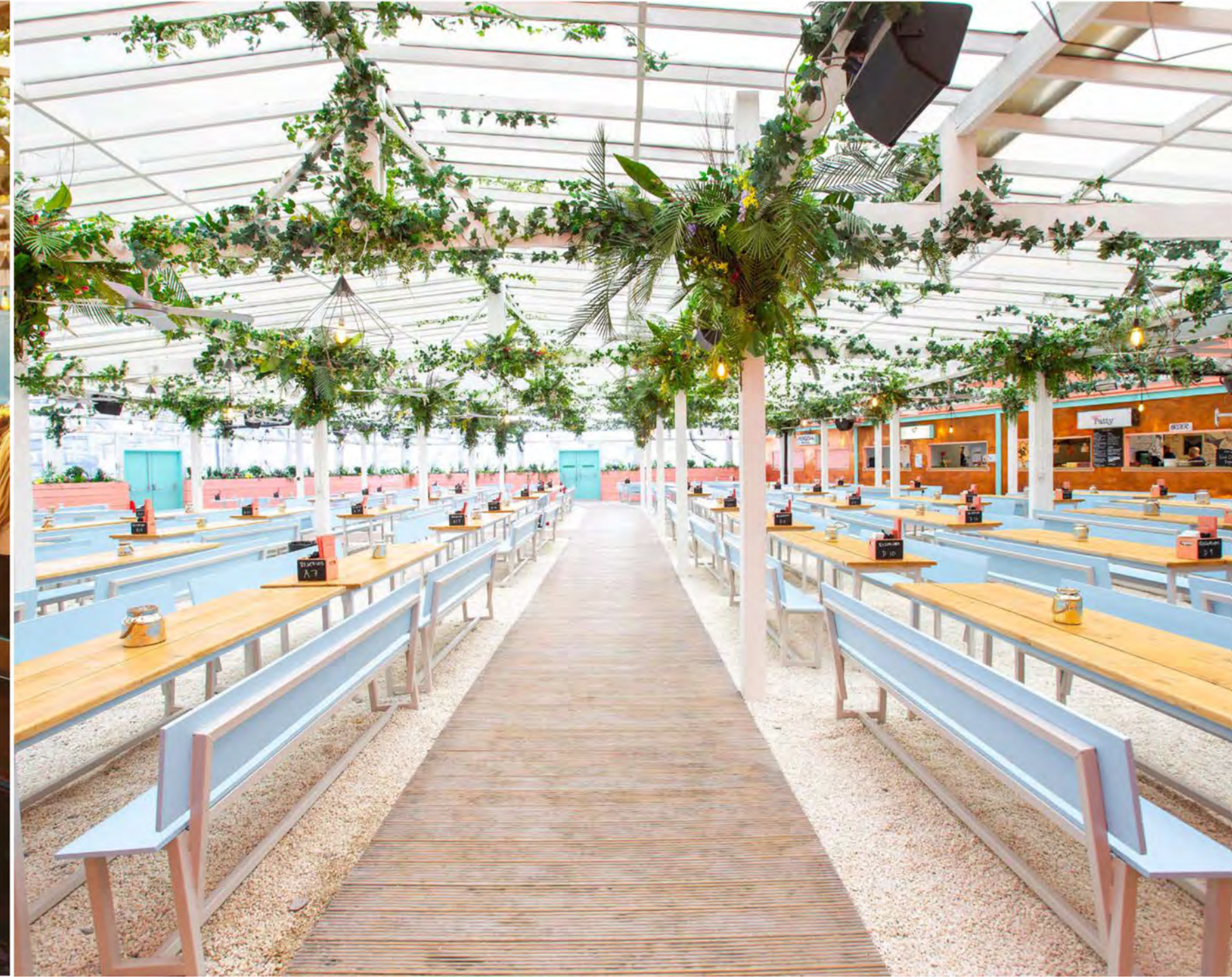


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VENUE BROCHURE

Pergola Paddington transforms British springtime into Balearic high summer, hidden gardens, alfresco drinking and dining in the heart of London, 850 seats with 2 bars and 4 restaurants set over 2 levels.

PERGOLA
Paddington





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VENUE BROCHURE

1 street, 3 bars, 4 restaurants, 800 guests capacity, music, food, drink and an English summer garden. An entire street has been transformed into an epicurean avenue, dedicated to some of London's most exciting food, drink and social experiences.

The Prince





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VENUE BROCHURE

Pergola Olympia is set on the roof of the historic Olympia London, mixing overgrown ivy and botanical planters with a modern interior and rustic furniture this is the perfect setting for your next event, accommodating up to 500 guests with 2 bars and 3 restaurants.

PERGOLA
Olympia

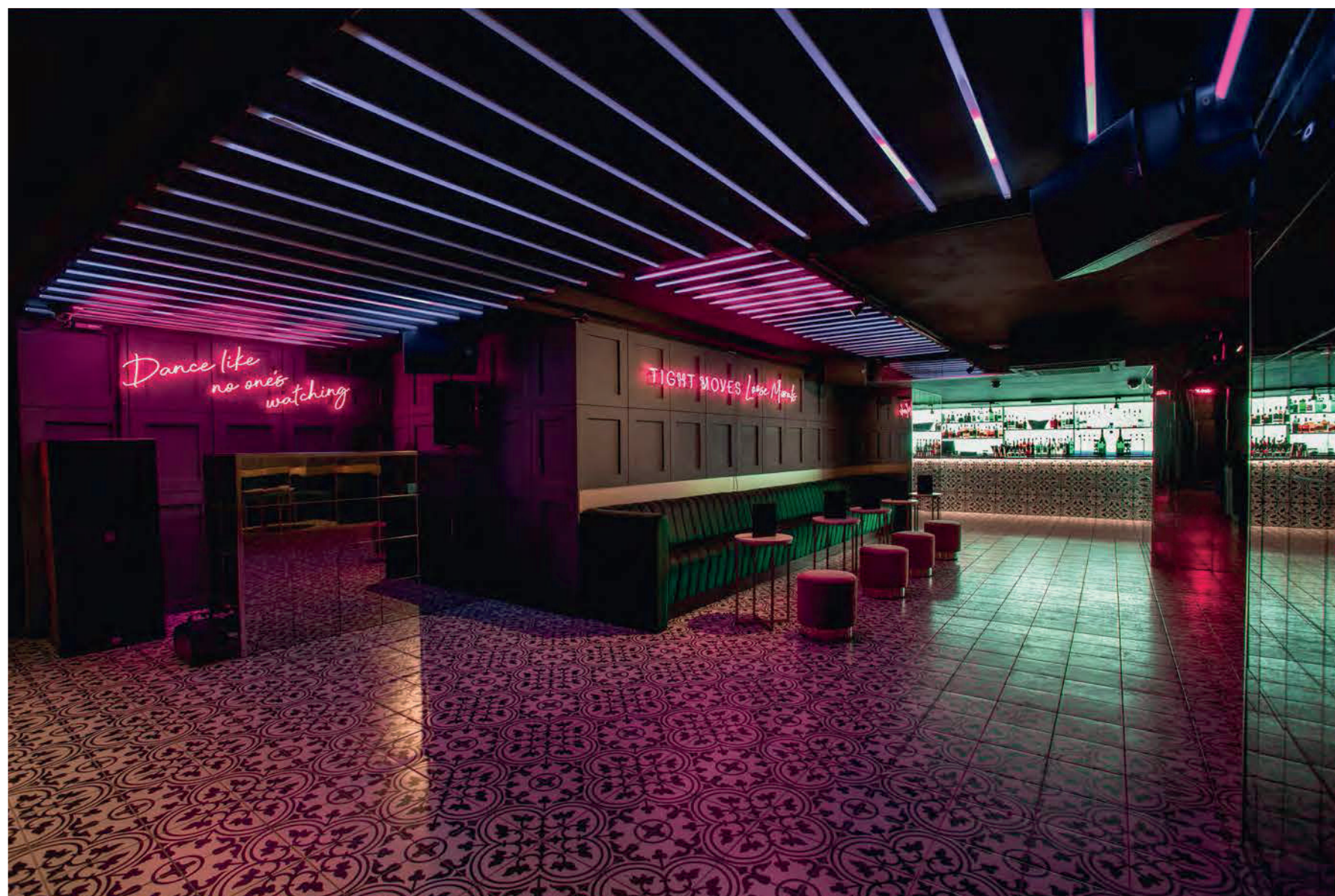


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VENUE BROCHURE

Bloom in Kensington brings something new to the table, a late-night bar open until the early hours, this will be the must have party venue. Keep your eyes peeled, we know this one will be a sell-out with a 350-guest capacity.

BLOOM





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A concrete jungle with drinks, food and happy times, a little imagination and a lot of love has turned a hidden corner of Brixton into a secret rooftop terrace with a retractable roof for up to 440 guests.





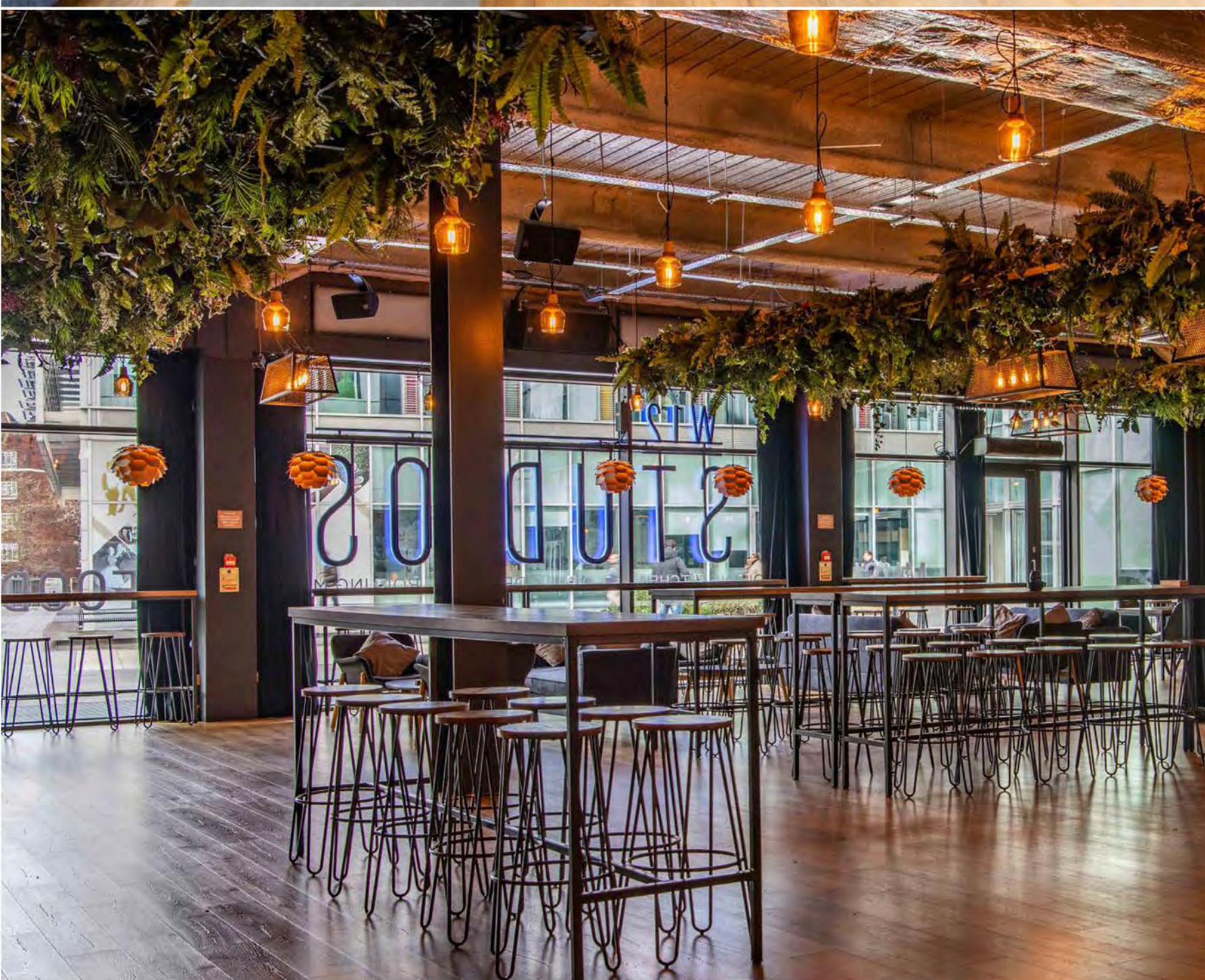


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VENUE BROCHURE

W12 Studios, set in the heart of White City and accommodating up to 450 with one long bar and Cue Point providing delicious bites. A beautiful terrace at the front of the venue that accommodate up to 100 guests is perfect in both the summer and winter months.

W12
STUDIOS



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