

RICH MIX

PerfectTed

CASE STUDY

Rich Mix is an arts centre, cinema and charity.

East London's home of independent film and music, we connect some of the city's most adventurous and diverse audiences to our exciting, ambitious and vital programme of contemporary culture.

As one of London's busiest arts centres, we're experienced in staging and presenting events of every kind. Our skilled team can expertly plan your event and ensure everything goes to plan on the day.





Rich Mix hosted PerfectTed, a London-based company behind Europe’s first matcha-powered energy drinks, currently stocked across 3,000+ locations in retailers such as Tesco, Waitrose, Holland & Barrett, and Planet Organic.

After appearing on BBC’s Dragons’ Den and accepting a £50k offer from Steven Bartlett and Peter Jones, PerfectTed hired our Screen 1 cinema and Cinema Bar to host their Dragons’ Den viewing party.

When looking for a space to hire, PerfectTed said they particularly wanted to work with a venue that could offer “good service, staff, flexibility and a cool ambiance”.

Asked what drew PerfectTed to Rich Mix, they told us that their priorities were our location and the flexibility our spaces could offer for their event.

After their screening, PerfectTed booked our Cinema Bar to host an afterparty, when guests snacked on matcha popcorn. PerfectTed said the technical support was great, and that all of their guests “loved the party and the venue”.

On the night, PerfectTed said:

‘Rich Mix was the perfect partner to host our Dragons’ Den viewing party.

The staff’s exceptional service and the venue’s remarkable flexibility made our Dragons’ Den viewing party an unforgettable experience!’

We can organise a wide range of events, including conferences, parties, product launches and more	Zone 1 location, a short distance from Shoreditch High Street Overground and Liverpool Street Station	We offer versatile and unique spaces for 80–370 people	As an independent charity, all venue hire profits go back into supporting our mission and core purpose: welcoming the communities of the world in East London to create, enjoy and share culture.
Flexible prices for events of every size	Spaces available to hire on their own or in conjunction with other spaces	Accessible building (more info at rich-mix.org.uk/visit-us/accessibility)	
		Wi-Fi and air conditioning	

GET IN TOUCH – The best starting point to plan your event at Rich Mix is to contact us and tell us everything you hope to achieve via our online enquiry form. We’ll then come back to you with some ideas.

RICHMIX.ORG.UK/HIRE-US | EVENTS@RICHMIX.ORG.UK