



# SWG3 EVENTS GUIDE

2024



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# ABOUT US

SWG3 is a world-class arts venue located in Glasgow's west end. SWG3 is home to multiple flexible spaces all available for hire, as well as creative businesses, independent shops, galleries and a restaurant.

Every year, the venue grows in both capacity and ambition. SWG3 hosts events spanning live music, global brand activations, club shows, corporate dinners, fashion shows and food festivals. The venue is also the host of the annual Yardworks Festival – the UK's largest celebration of graffiti and urban arts. We welcome over 250,000 visitors a year who come to party, listen, watch and experience; to soak up culture, dine, dance and find inspiration in the arts.

Indoor, outdoor, sweeping or intimate – SWG3 can accommodate every and any event brief, including dry hire and 'no exclusivity' arrangements, whilst also offering a fully qualified production team to assist with operational planning through to logistics and event management.

For over a decade now, SWG3 has been regenerating its 15,000m<sup>2</sup> footprint of vacant and derelict buildings into a spectacular retail, leisure and event space. The finely tuned mix of business and leisure has created a truly unique venue in Scotland, making the SWG3 complex a destination in its own right – and the perfect venue for tailor made experiences.

With a truly versatile, flexible range of spaces, and an experienced events team on hand, there's no limit to what we can make happen.

Regularly delivering diverse events and hires, from intimate dinners and film shoots to sweeping corporate ceremonies, glittering product launches, global conferences and full-building takeovers, our events management team are experienced in making sure that each and every event operates smoothly and seamlessly. From lighting technicians and sound engineers to events managers, whatever the occasion, you'll have a team of professionals on hand to make sure your event runs exactly as you need it to.



# WHAT WE CAN DO



**CORPORATE EVENTS  
AND CONFERENCES**



**LIFESTYLE AND  
ENTERTAINMENT**



**PRIVATE PARTIES  
AND CELEBRATIONS**



**DINNERS AND  
DRINKS RECEPTIONS**



**PHOTOGRAPHY  
AND FILM SHOOTS**



**BRAND ACTIVATIONS  
AND LAUNCHES**



**ARTS AND  
CULTURAL EVENTS**



**FESTIVALS AND  
MARKETS**



# GROUND FLOOR

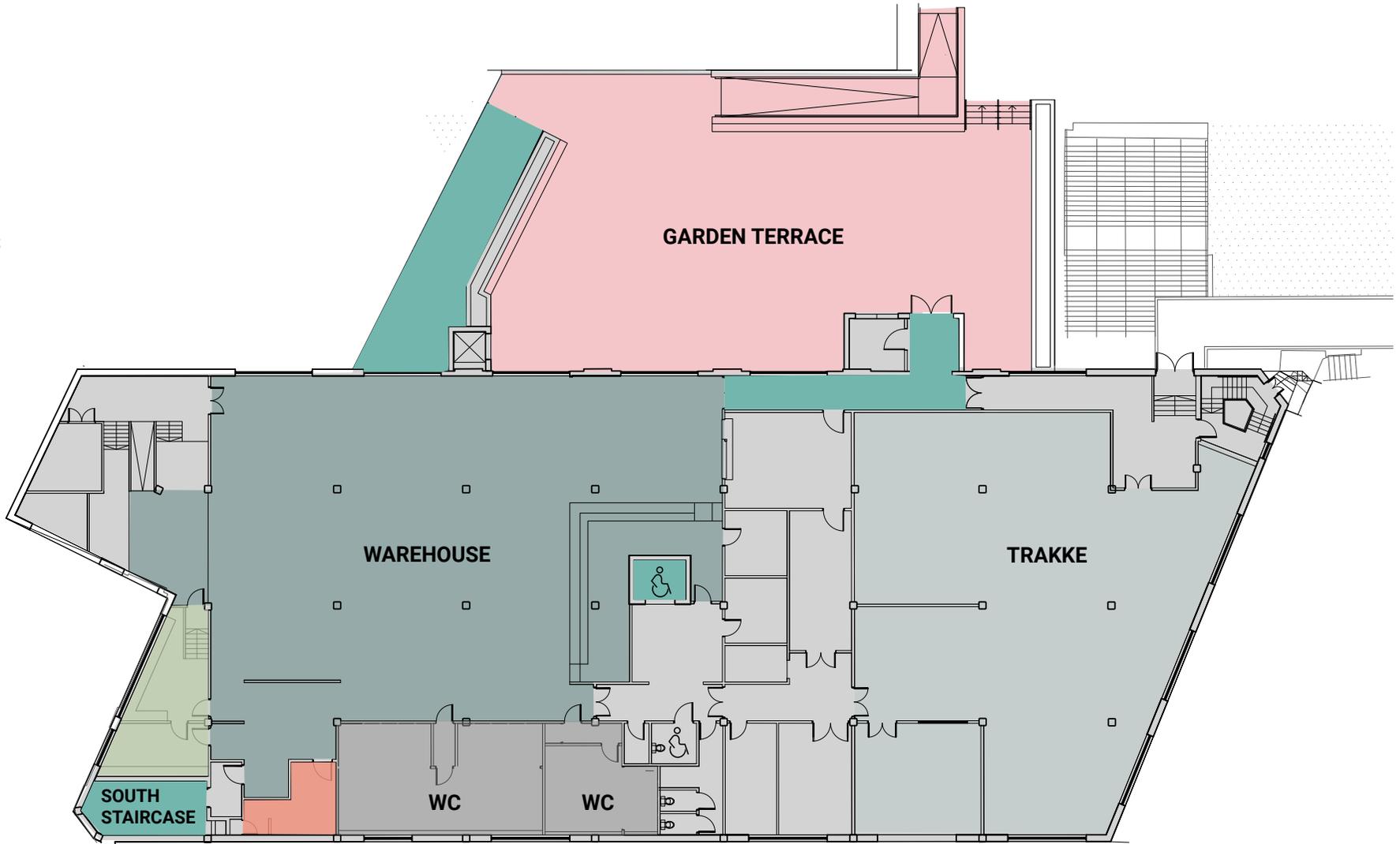
- OUTDOOR AREAS
- VENUES
- RECEPTION AREAS
- GREEN ROOM
- VENUE ACCESS
- YARD





# LEVEL ONE

- OUTDOOR AREAS
- VENUES
- RECEPTION AREAS
- GREEN ROOM
- VENUE ACCESS





# OUR SPACES

SEVEN DIVERSE SPACES  
AVAILABLE TO HIRE



### FULL COMPLEX

Nine diverse, versatile spaces with capacities from 100–4200, spanning indoors and outdoors



PAGES 9—12

### GALVANIZERS

Standing 1250  
Seated 600  
Dinner 500



PAGES 13—16

### TV STUDIO

Standing 1000  
Seated 300  
Dinner 300



PAGES 17—22

### WAREHOUSE & TERRACE

Standing 500  
Seated 200  
Dinner 240



PAGES 23—26

### THE POETRY CLUB

Standing 125  
Seated 40



PAGES 27—30

### PHOTO STUDIO

Standing 100  
Seated 100  
Dinner 60



PAGES 31—36

### ACID BAR

Standing 150  
Dinner 50



PAGES 37—40

### GALVANIZERS YARD

Standing 4200



### GARDEN

3,200m<sup>2</sup> of greenspace, plus a seated terrace area



### YARDWORKS STUDIO

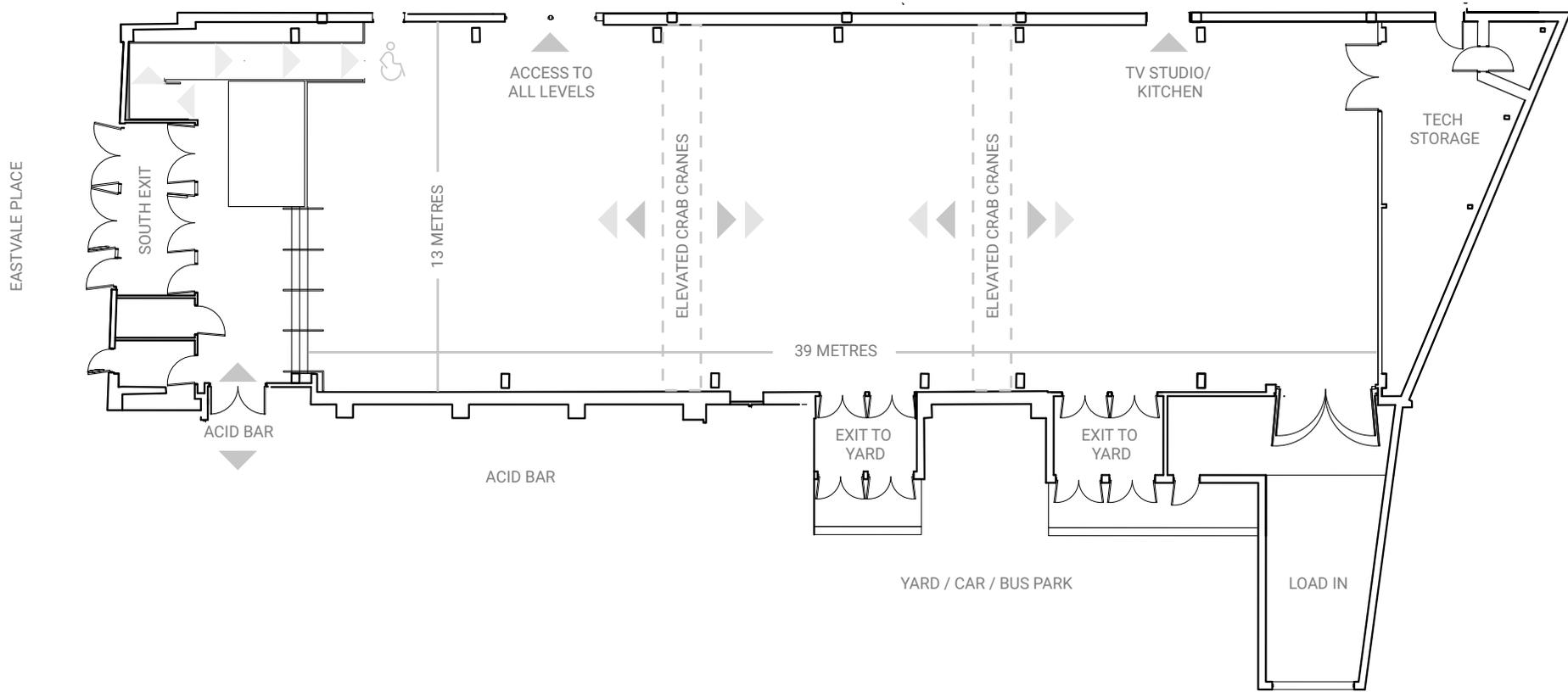
A 6-metre wall for graffiti and painting, plus meeting rooms and event spaces

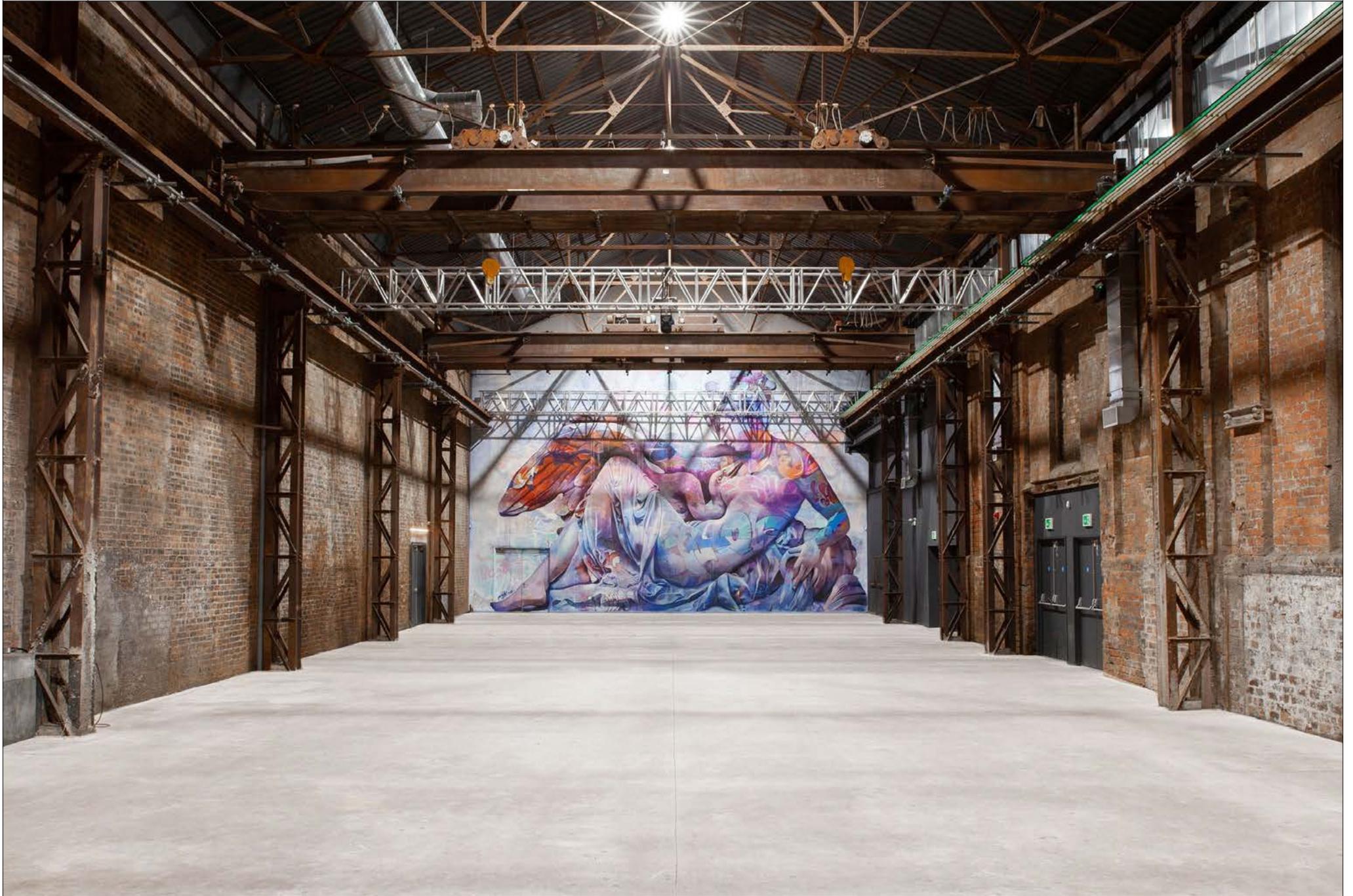


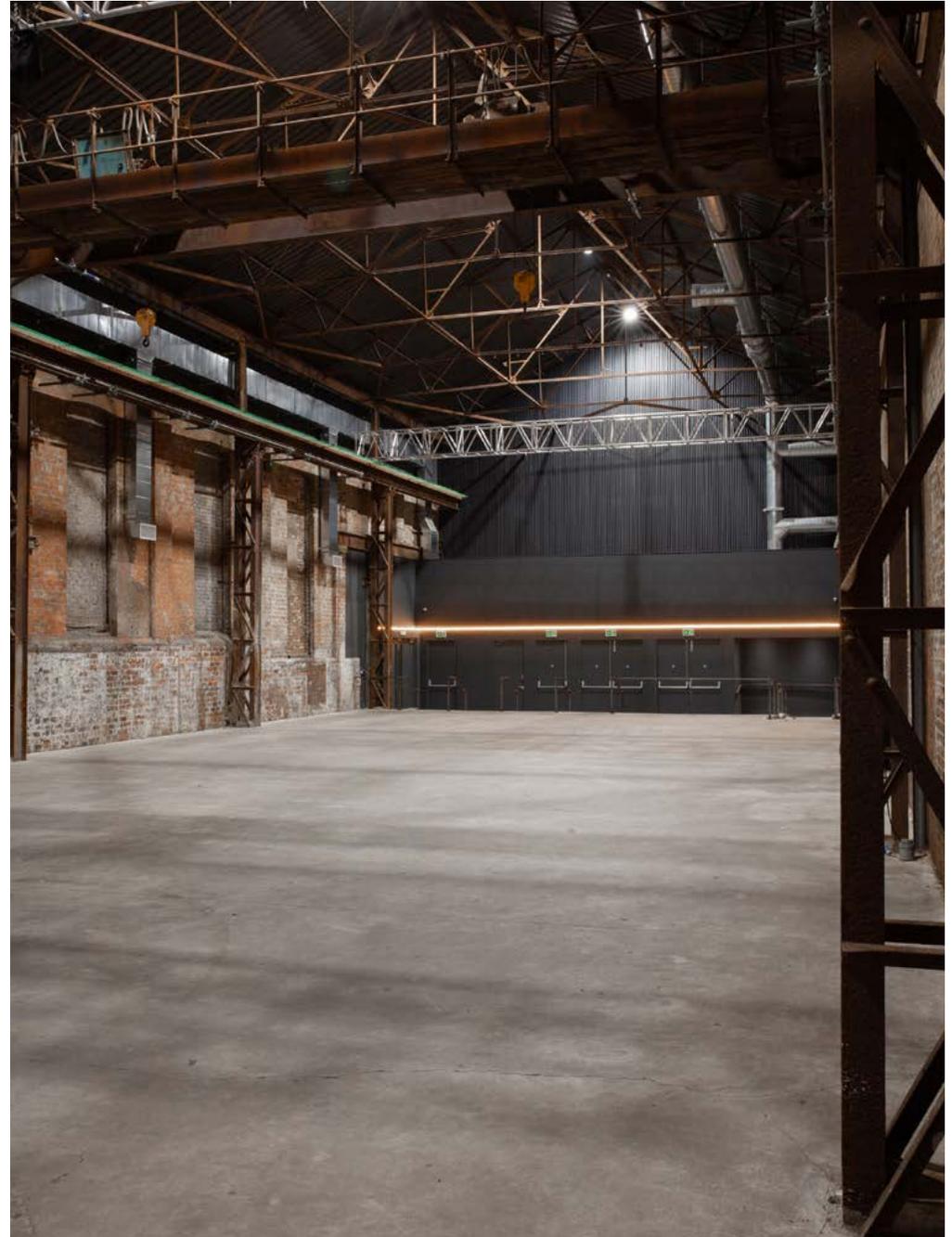
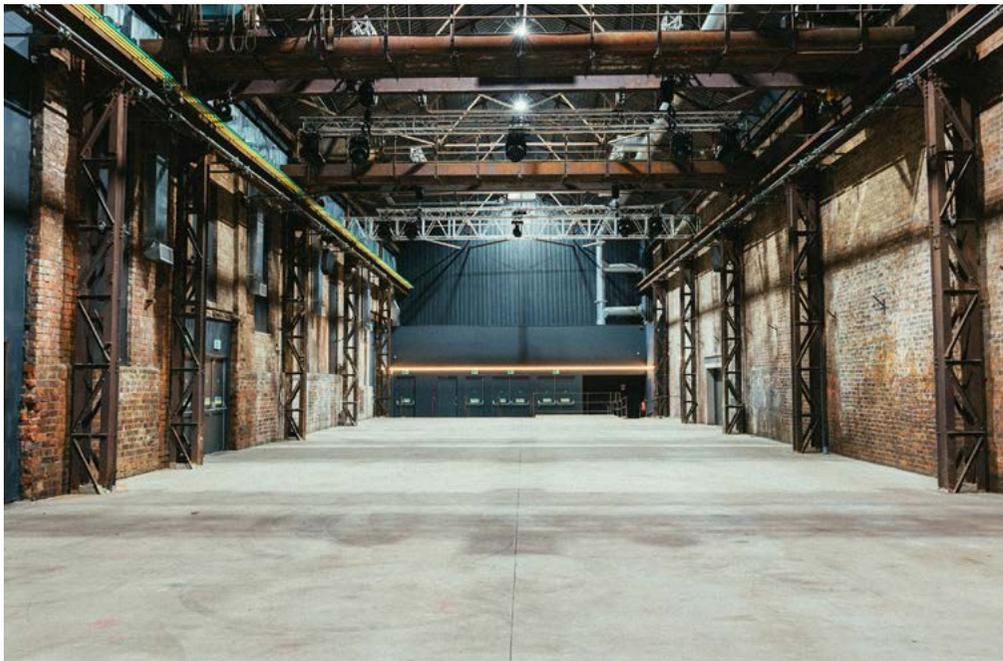
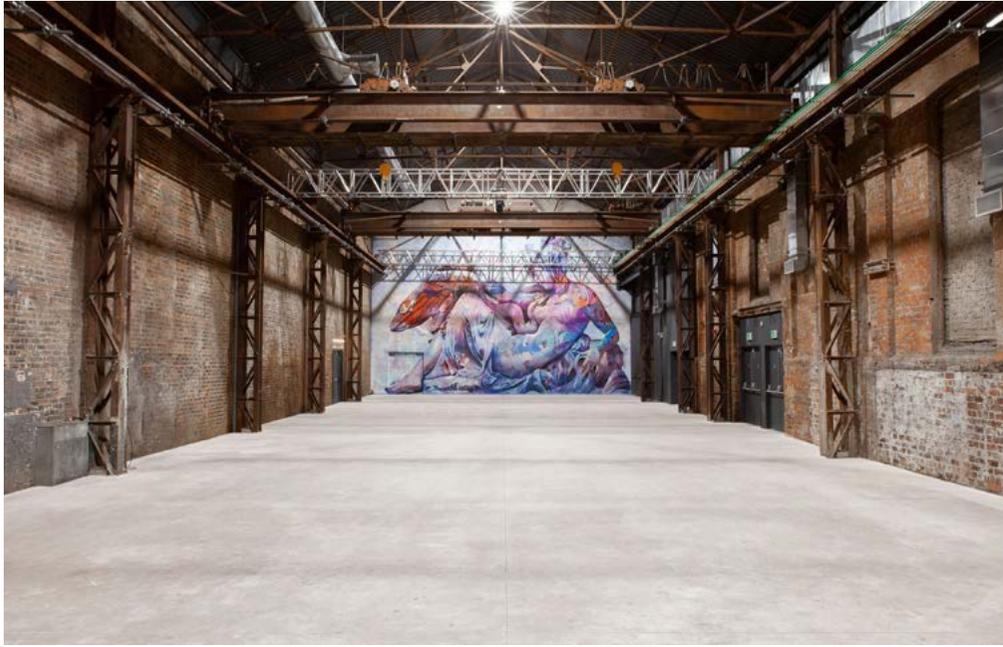
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## GALVANIZERS

Standing	1250
Seated	600
Dinner	500







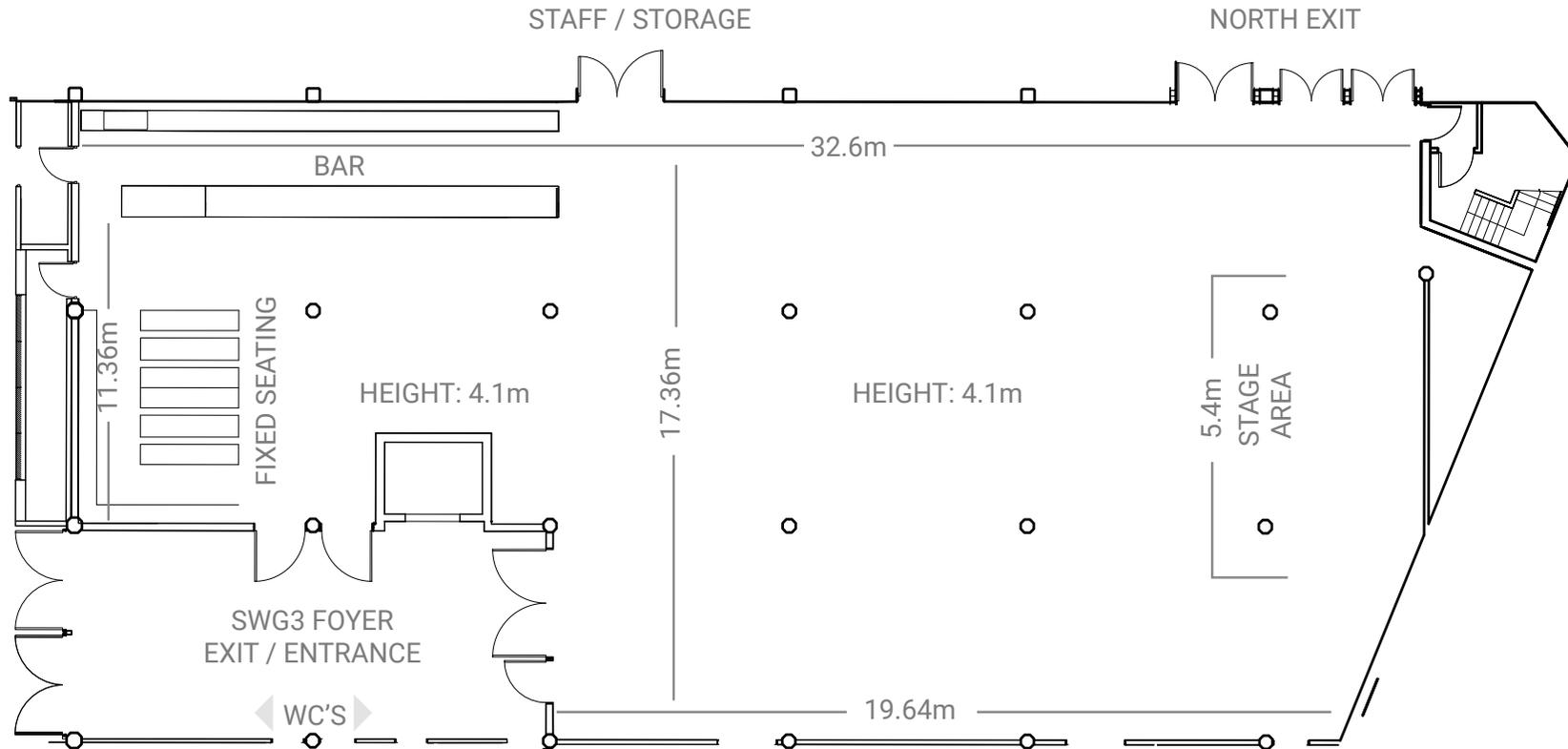


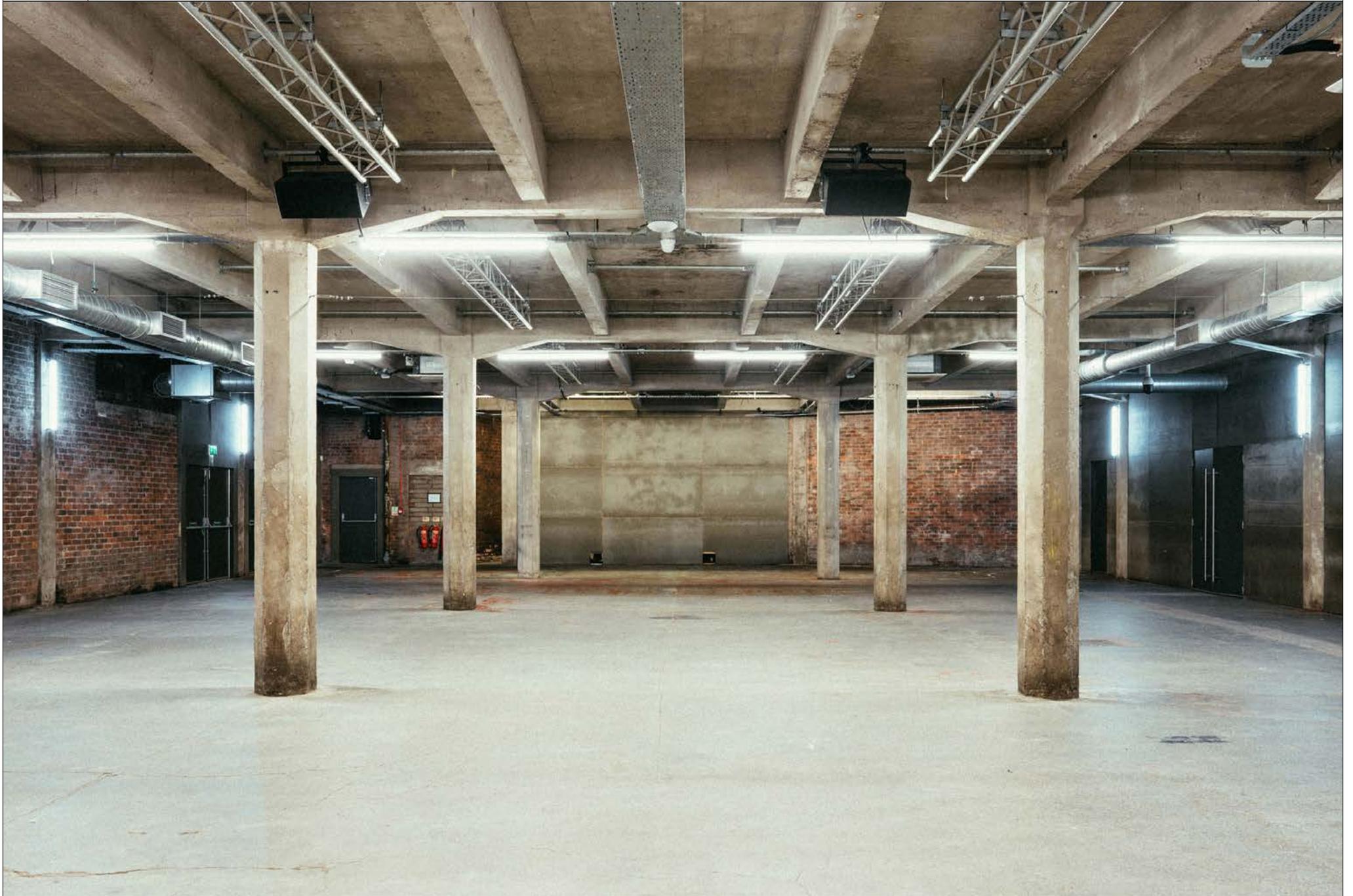


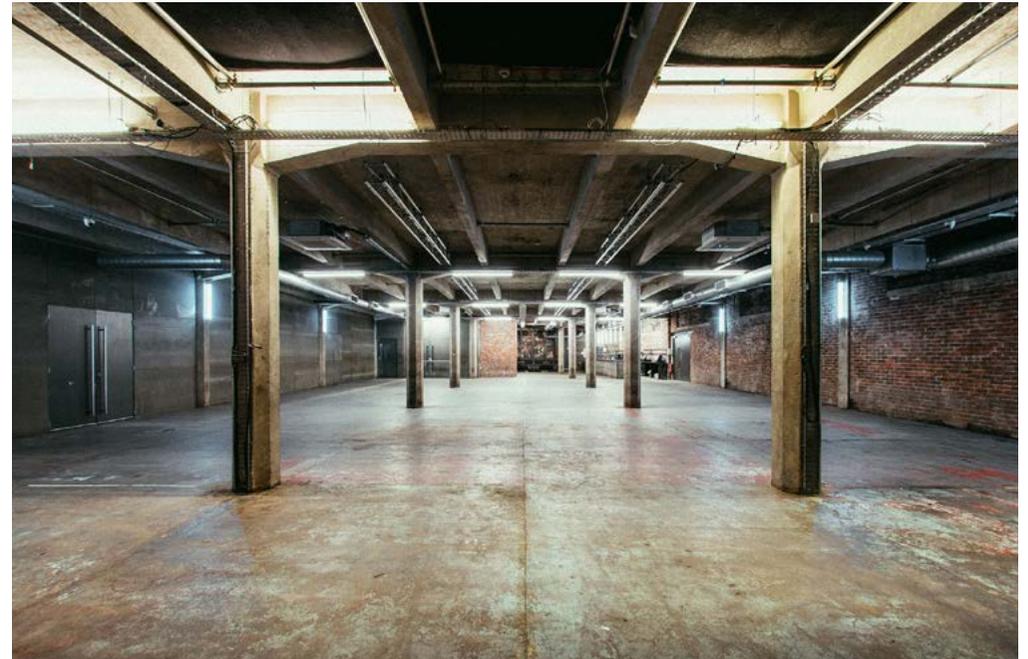
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# TV STUDIO

Standing	1000
Seated	300
Dinner	300







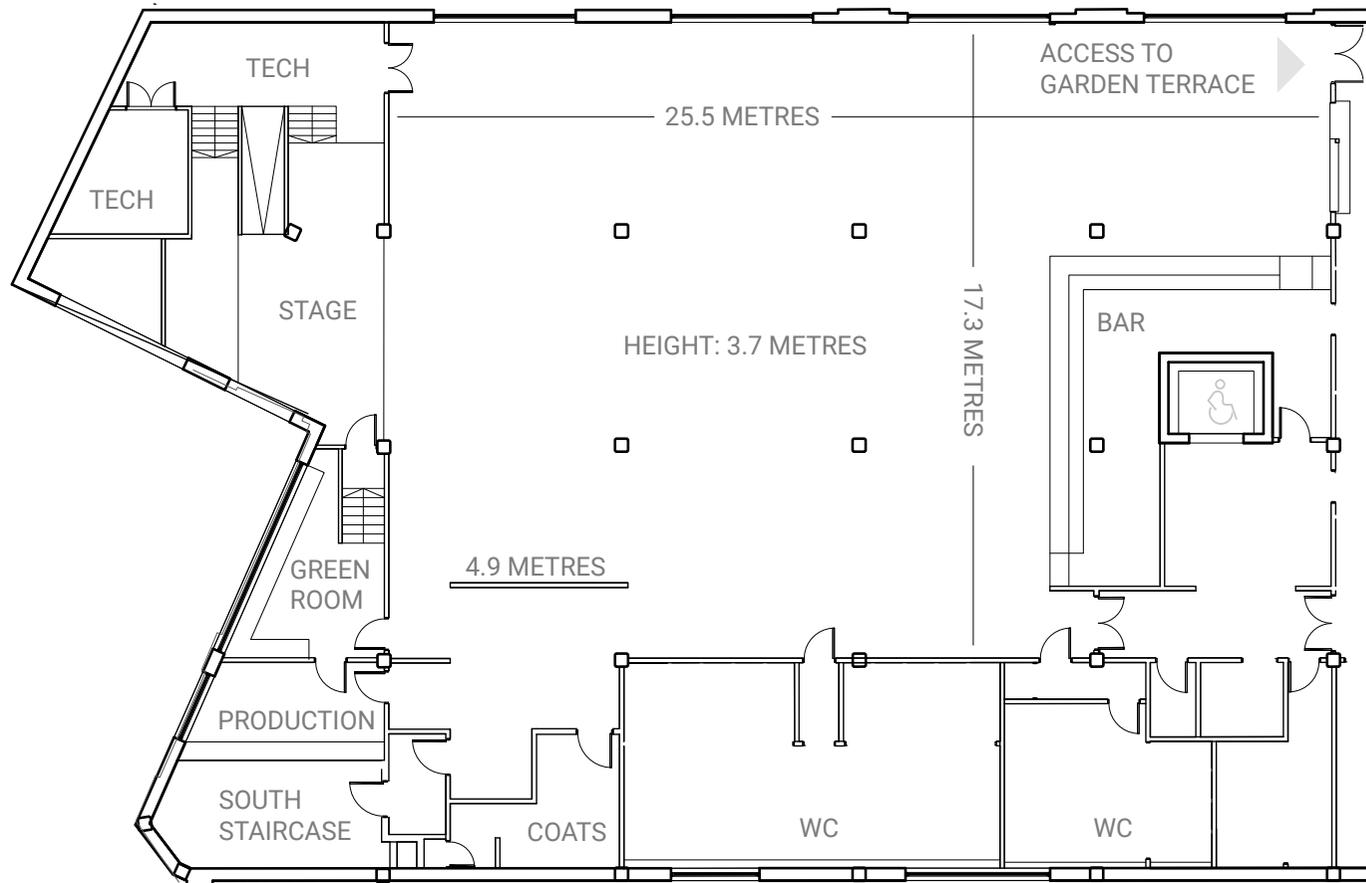




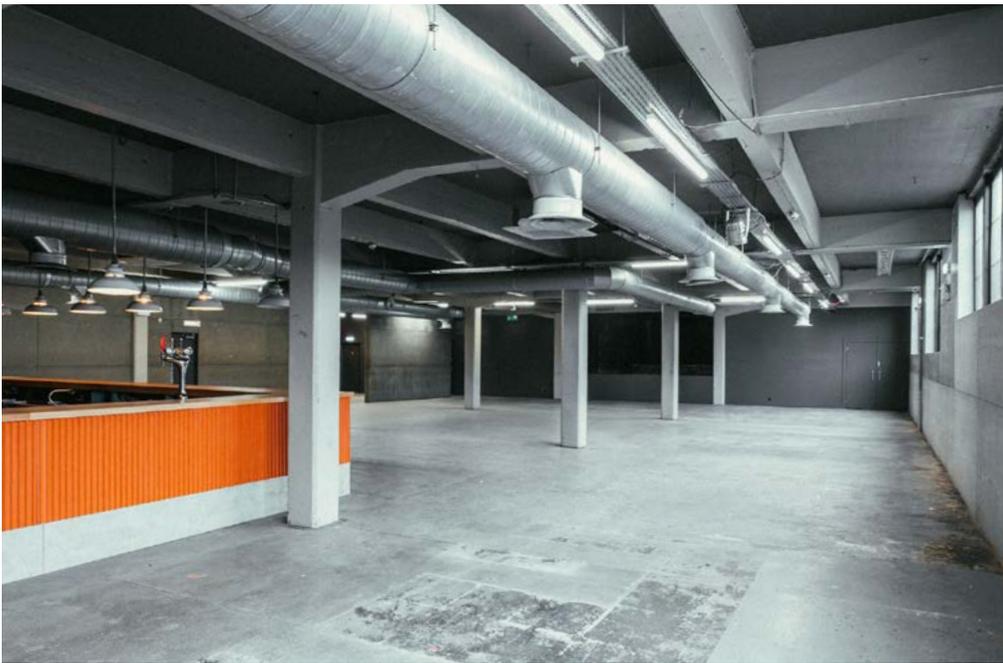
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## WAREHOUSE & TERRACE

Standing	500
Seated	200
Dinner	240

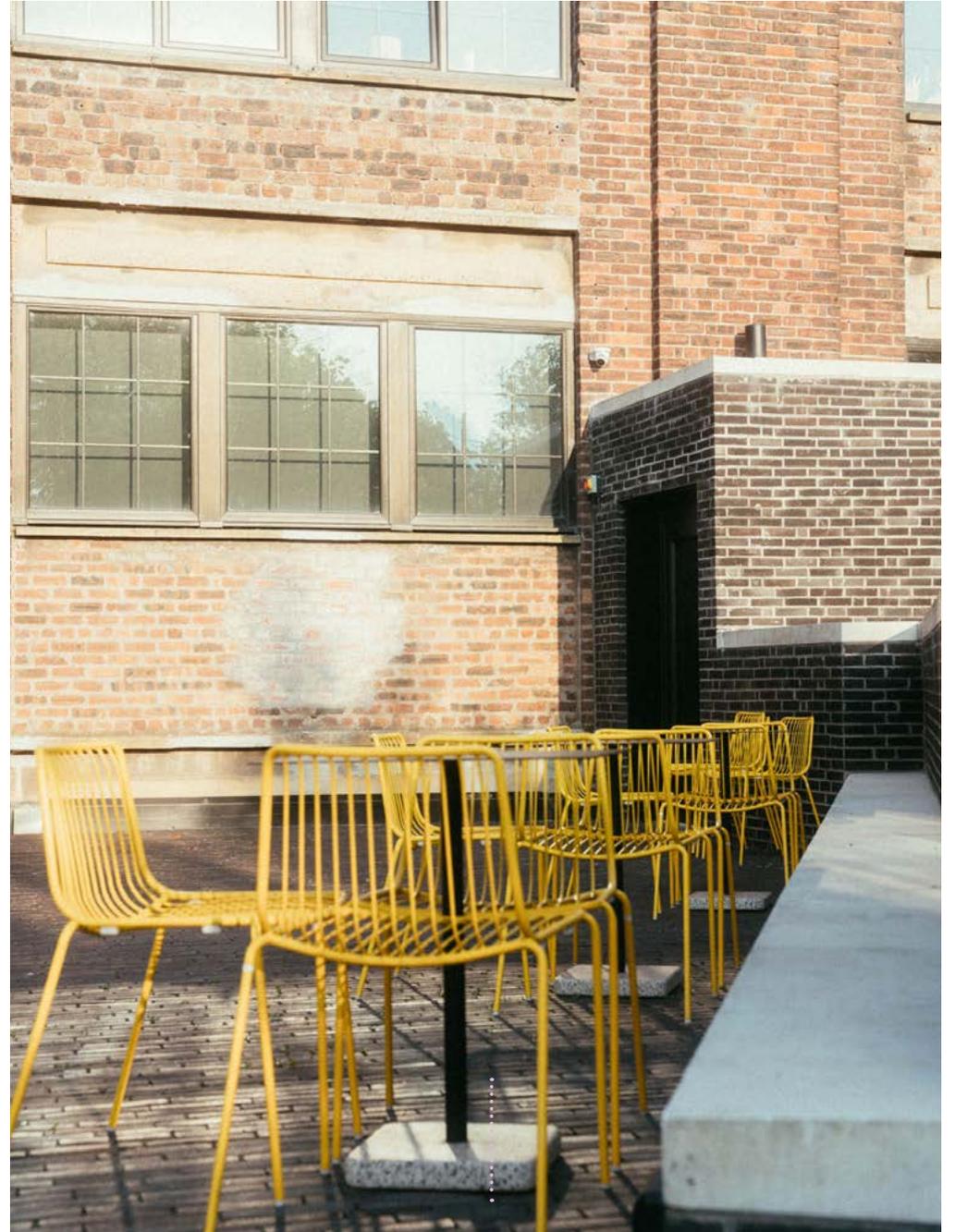










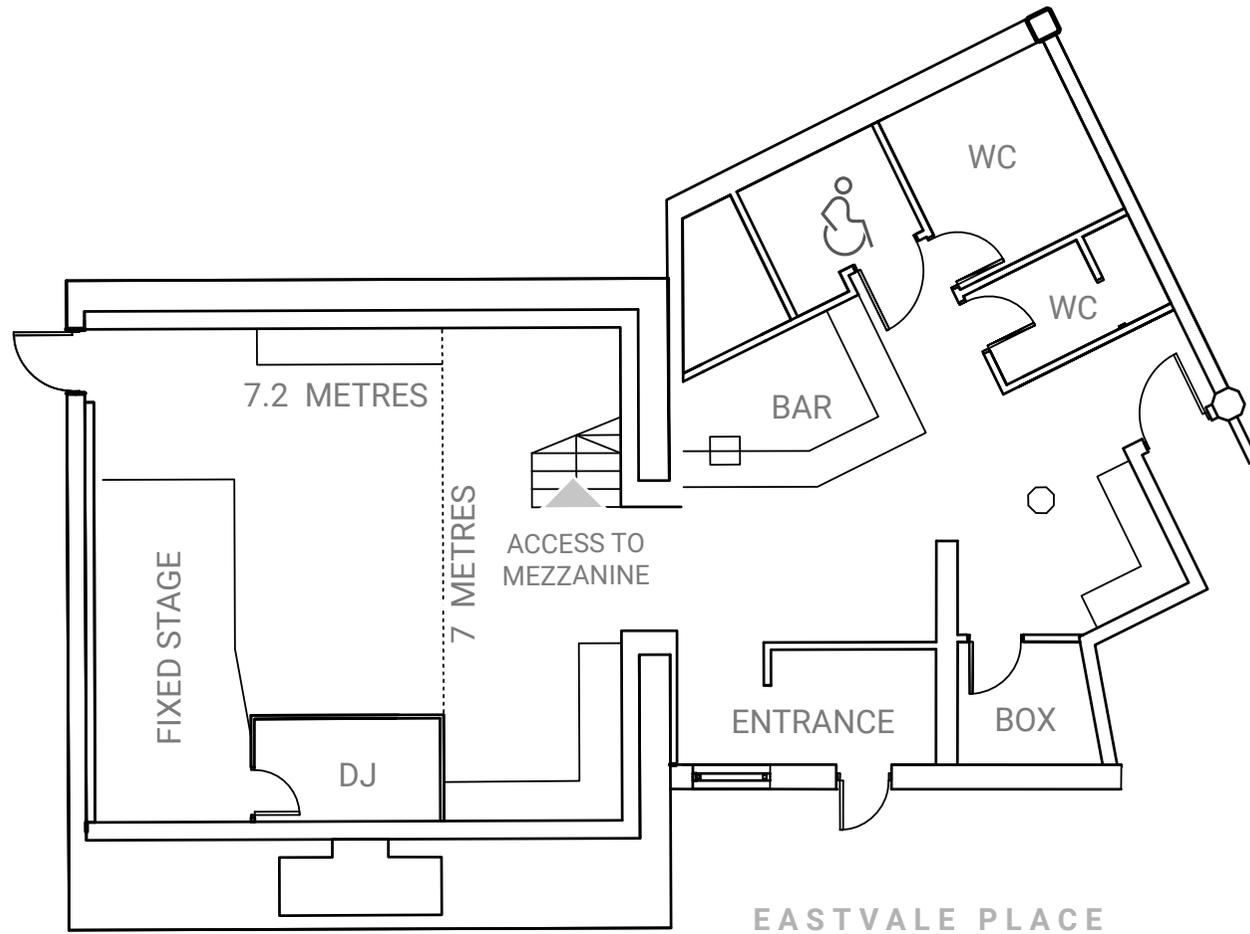




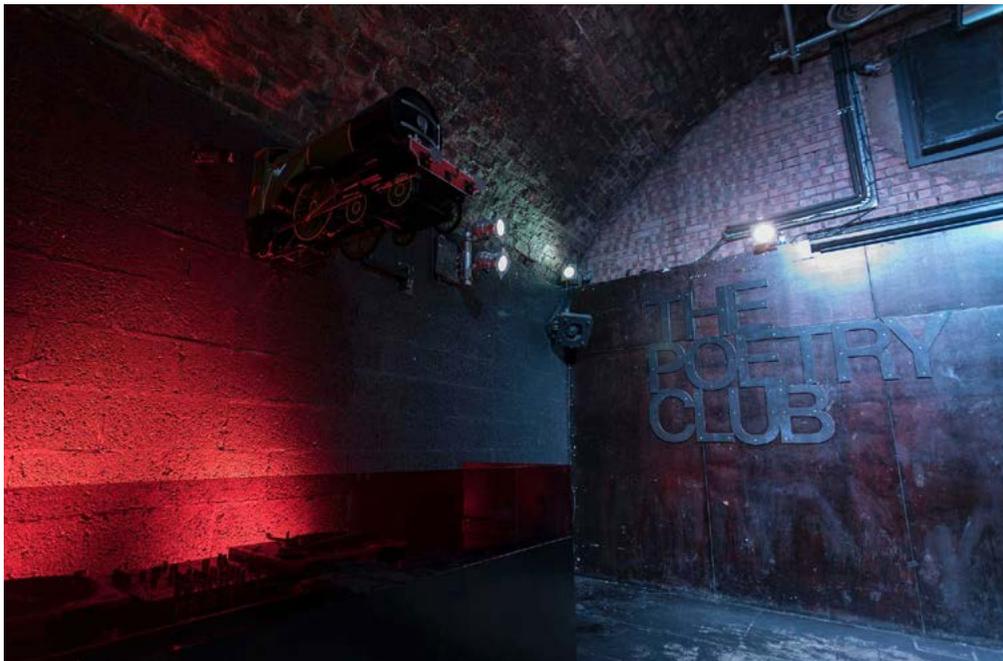
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## THE POETRY CLUB

Standing	125
Seated	40







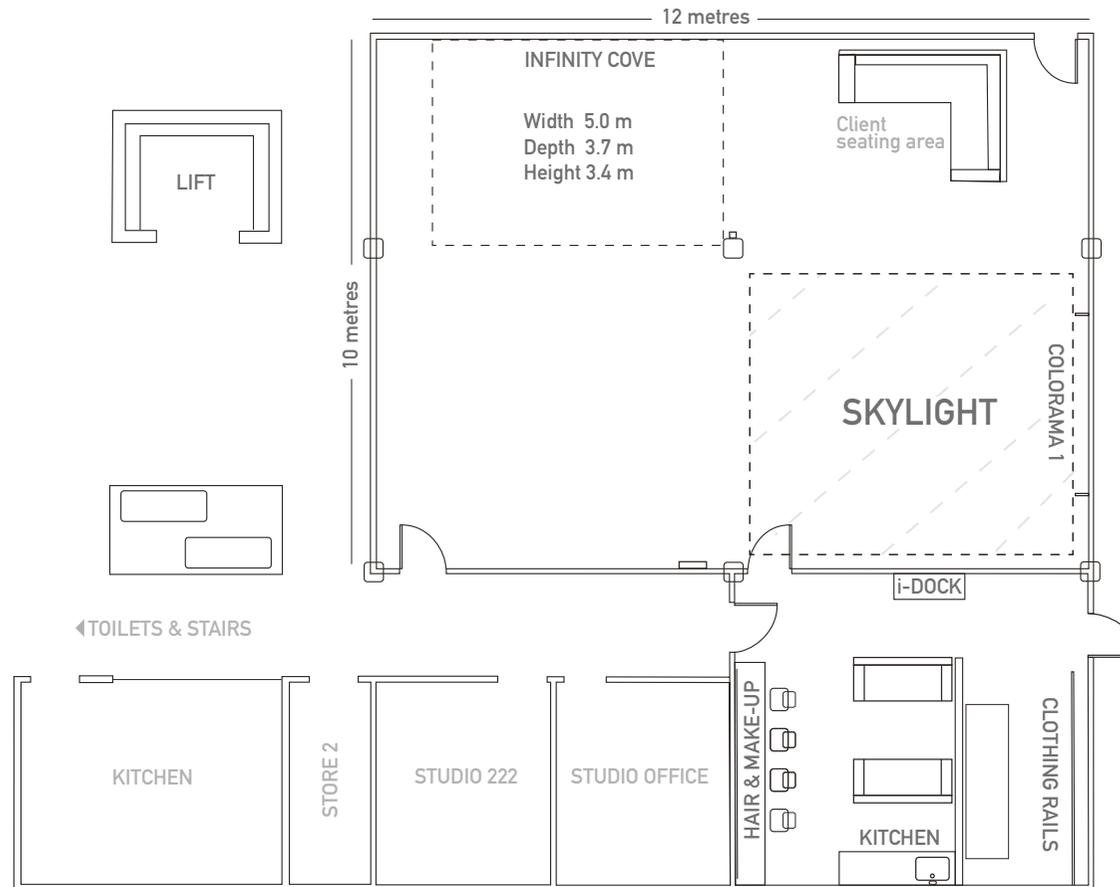




# PS

## PHOTO STUDIO

Standing	100
Seated	100
Dinner	60







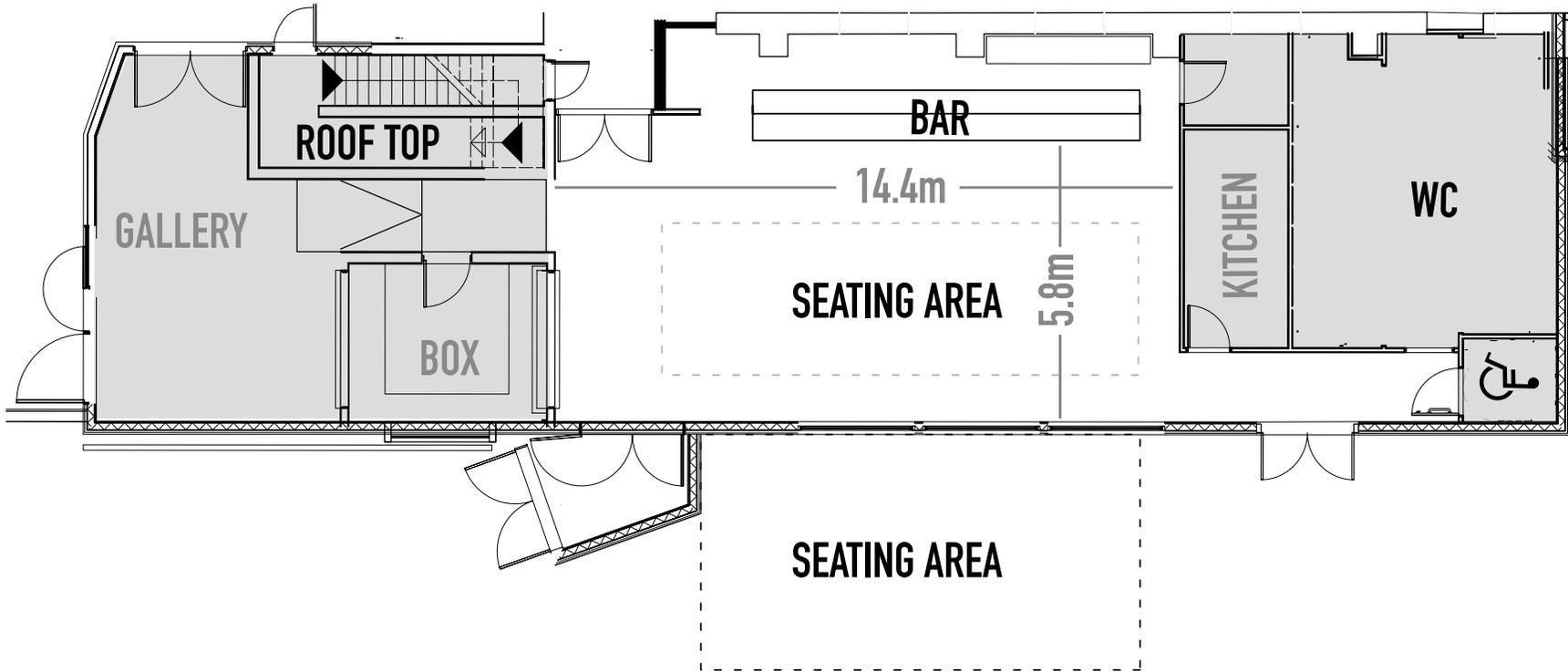




# AB

## ACID BAR & TERRACE

Standing	150
Dinner	50

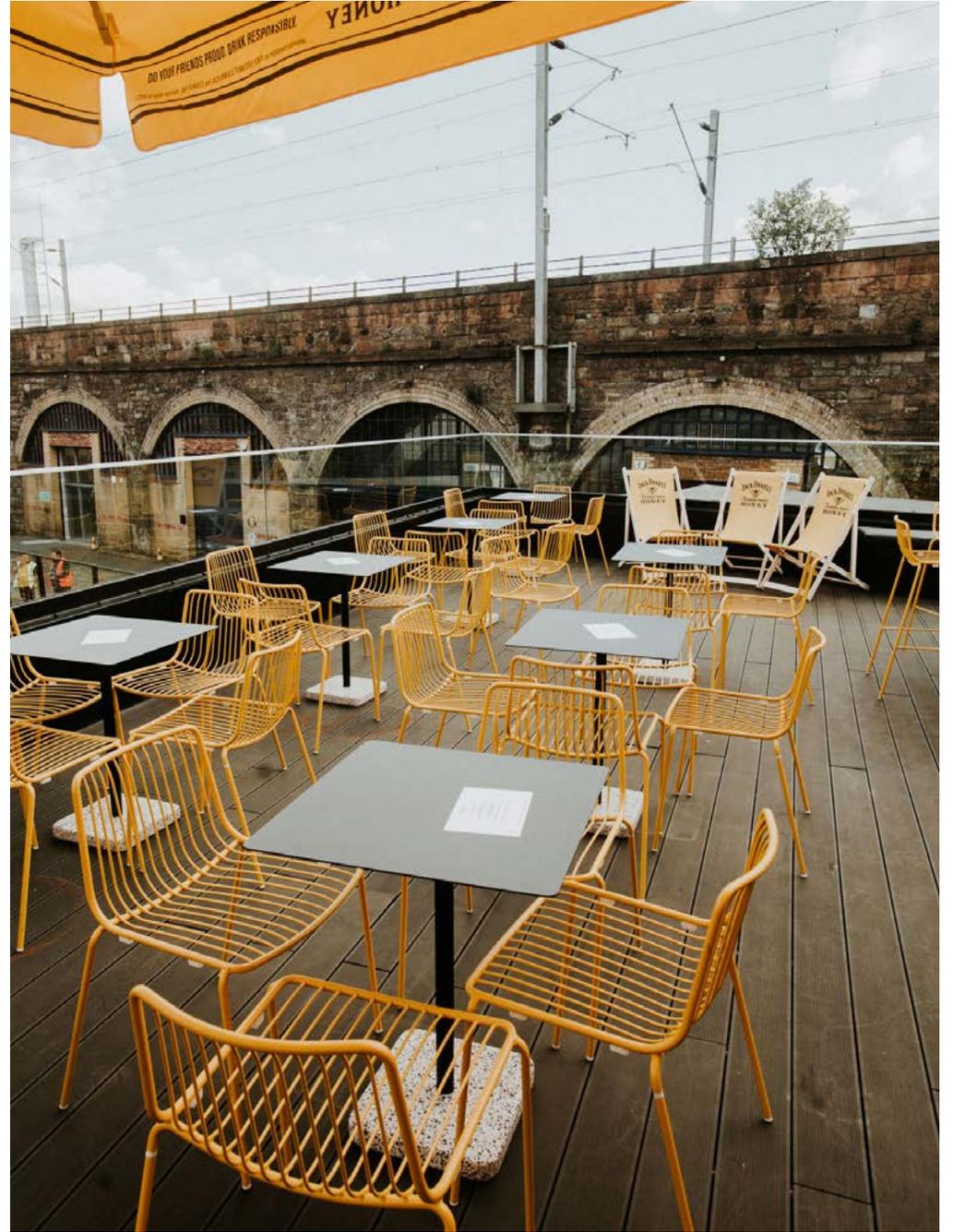










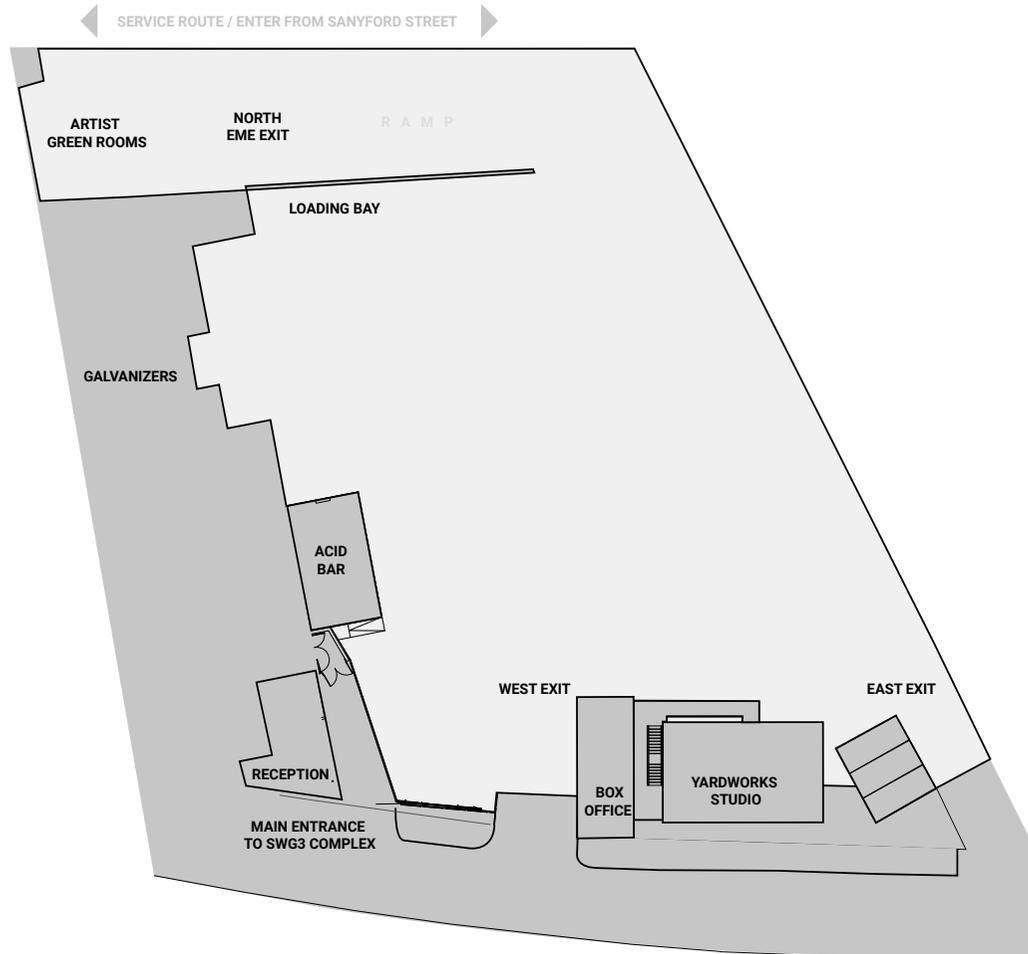




# YD

## GALVANIZERS YARD

Standing	4200











# WHAT WE'VE DONE

PREVIOUS EVENTS  
AND HIRES





The New York Times Climate Hub — Warehouse



The New York Times Climate Hub — Galvanizers / Warehouse



Diaggio World Class — Galvanizers



Diaggio World Class — Acid Bar Terrace



Amazing People Awards — Galvanizers



Women's Circle: Charity Fundraising Dinner — Warehouse



Wedding Reception — Photo Studio



The New York Times Climate Hub — Acid Bar



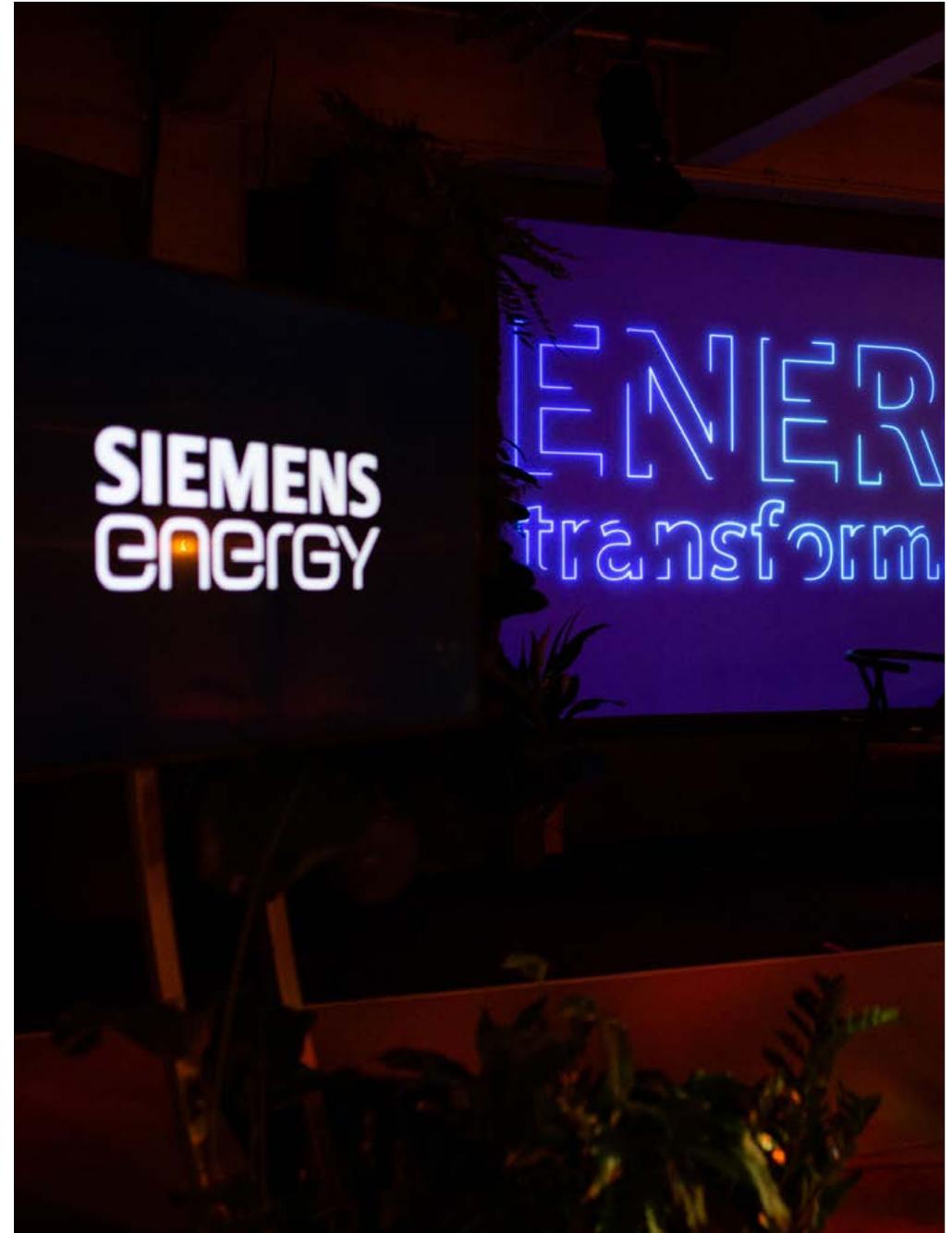
Diaggio World Class — Galvanizers



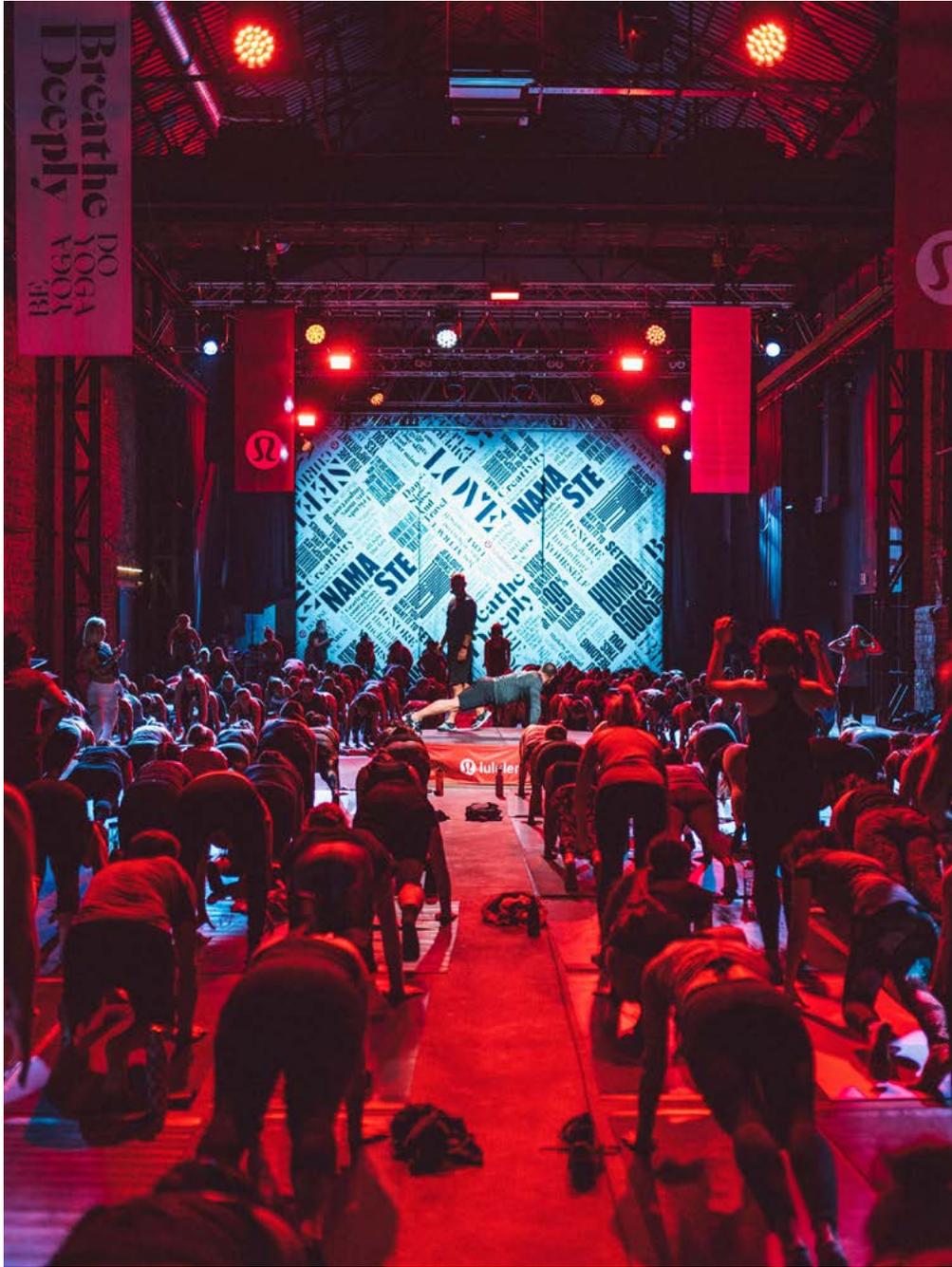
Diaggio World Class — Galvanizers Yard



Rihanna Fenty Beauty Launch — Galvanizers Yard



Siemens Energy Conference — Galvanizers



LuLu Lemon Launch — Galvanizers



Fly Fitness — Galvanizers



Patrick Topping — Galvanizers



Groove Armada Live — Galvanizers



The xx — Galvanizers Yard



Elrow — Galvanizers



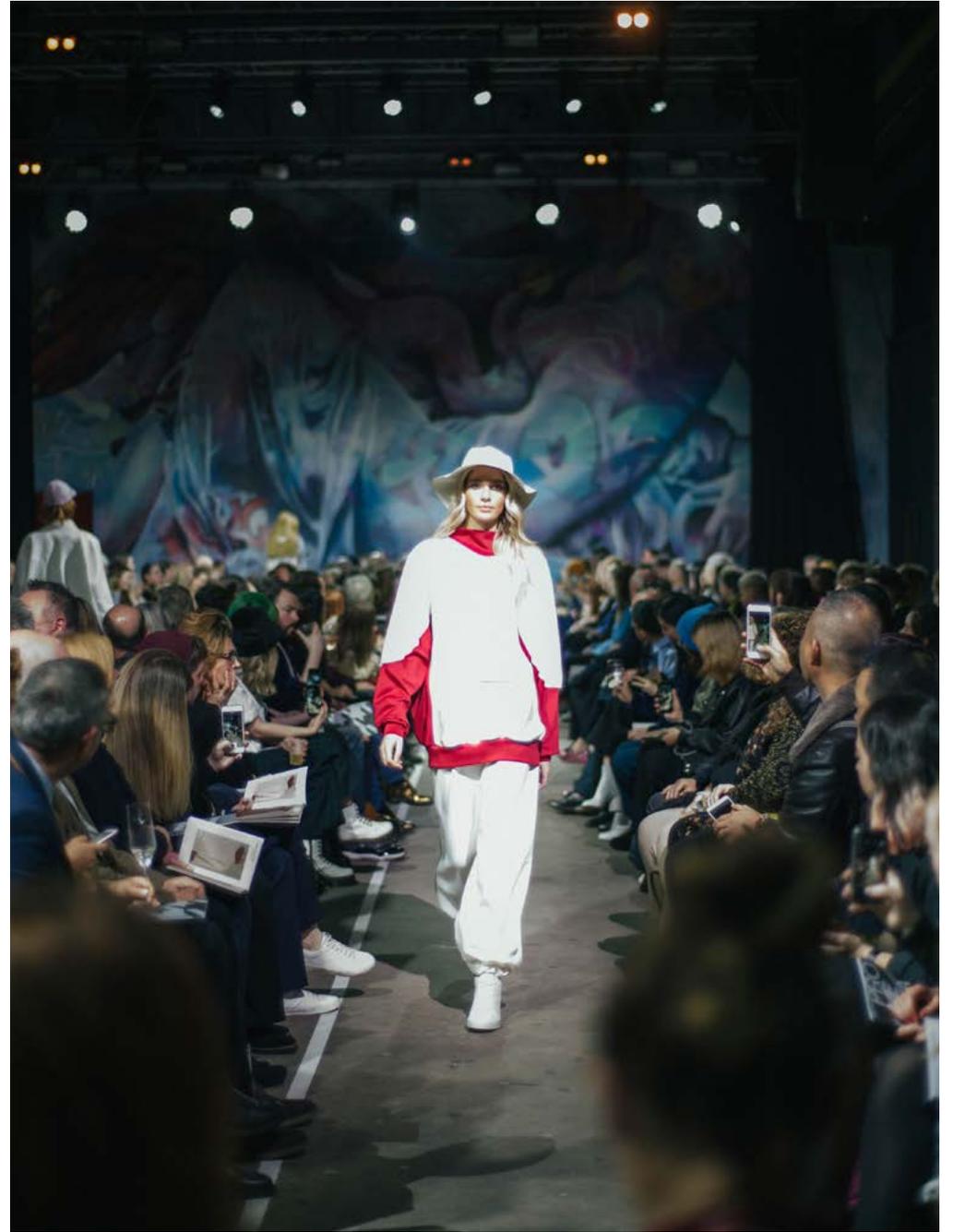
LCD Soundsystem — Galvanizers Yard



Richard Wentworth for Glasgow International 2018 — Galvanizers



Film screening at Glasgow International 2018 — Galvanizers



Glasgow School of Art Fashion Show — Galvanizers



Yardworks Festival — Galvanizers Yard



Yardworks Festival — Galvanizers Yard



# GETTING HERE

SWG3 is located at 100 Eastvale Place, Glasgow, G3 8QG, and is easy to get to on foot, by car or by public transport.

## BY TRAIN AND SUBWAY

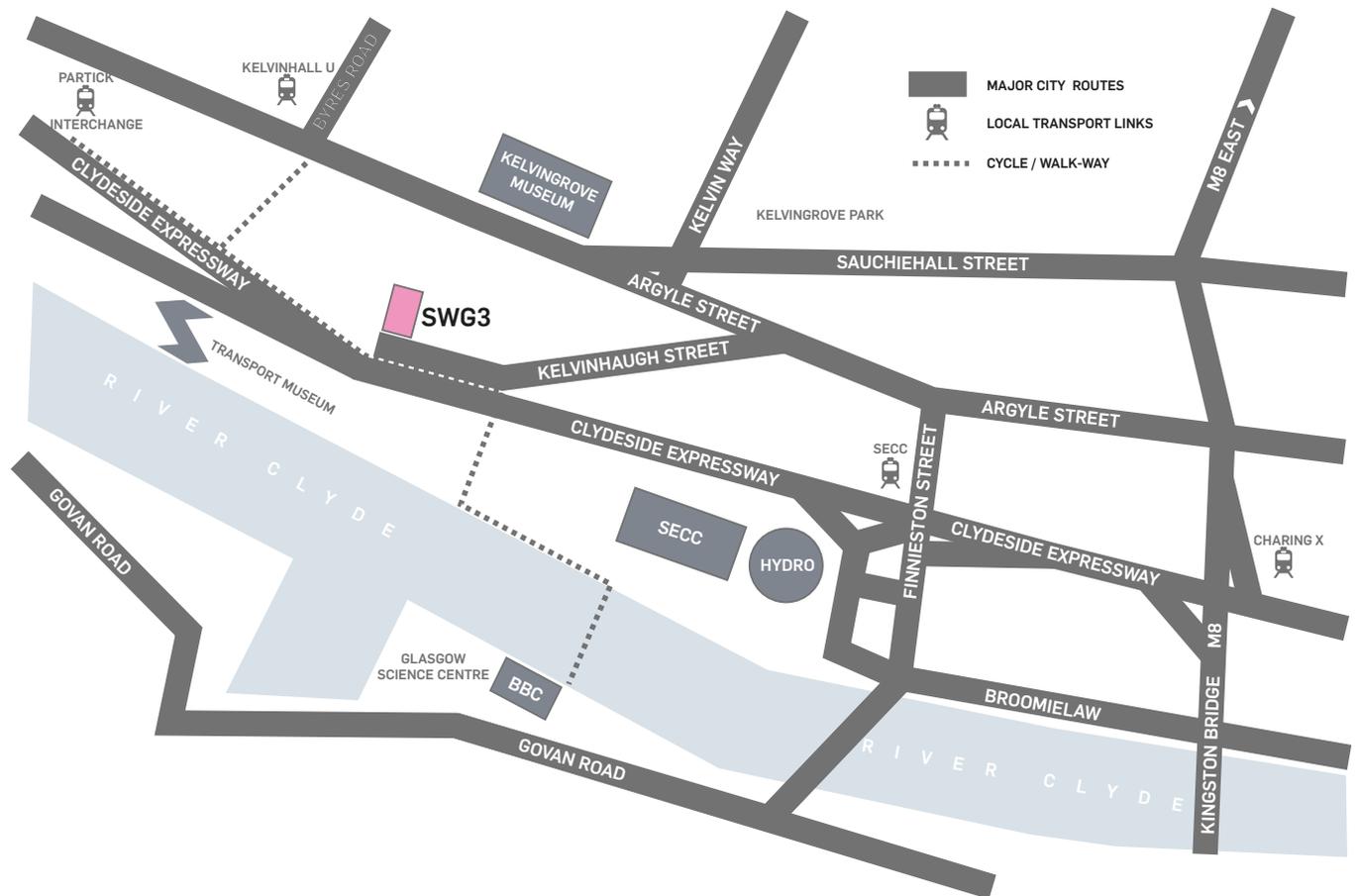
The nearest travel hub is Partick Interchange, which has a subway station and regular trains from Glasgow Central Station. From here, it's a 10 minute walk alongside the Expressway.

## BY CAR

There is metered on-street parking on Kelvinhaugh Street and the surrounding streets leading up to the venue. The nearest car park is at Riverside Museum, which is a 10 minute walk away.

## BY BIKE

Cycle racks are available on-site at SWG3 and at the top of Kelvinhaugh Street, which also has a Nextbike station.





SWG3