



INSPIRATIONAL CATERING



SONAH
FINE FOODS
-EST. 2018-

OUR MUSEUM

MOCO Museum

At Moco Museum—short for Modern & Contemporary Museum—we are dedicated to sharing art with everyone. Founded in 2016 by Kim and Lionel Logchies, we are an independent museum showcasing a diverse collection of modern, contemporary, and digital art. With locations in Amsterdam (2016), Barcelona (2021), and London (2024), we exhibit iconic works by celebrated artists like Keith Haring, Andy Warhol, Banksy, KAWS, Yayoi Kusama, and Jean-Michel Basquiat, alongside emerging talents.

We dare to be different. Breaking away from tradition, we believe art is for everyone—welcoming all, no matter their familiarity with the art world. By sparking curiosity and creating meaningful experiences, we redefine the museum journey, inspiring visitors to connect with art on a personal level.



INTRODUCTION

Host your unforgettable Event at Moco Museum Amsterdam.

Moco Museum Amsterdam is your gateway to hosting an exclusive, intimate event in a venue as unique as your vision. Our space is designed to captivate and amaze your guests, serving as the ideal backdrop for creating unforgettable memories.

- **Exclusive Access:** Rent the entire museum, allowing guests to explore a private museum and experience art uniquely.
- **Tailored to Your Event:** Together with Moco, you can customize the event to suit your needs. From catering to décor, our space serves as the perfect canvas for your creativity.
- **Lasting impression:** our venue combines historic charms with contemporary art, offering a unique setting that guarantees a lasting impression on your guests for any event.
- **Highly accessible:** Moco is perfectly situated on Museumplein in the heart of Amsterdam. With excellent connections by road and public transport, it ensures your guests can arrive effortlessly.

Event Capacity

Standing	160 guests
Seated	50 guests



THE LOCATION

Villa Alsberg

Our modern and contemporary art collection is housed in the historic Villa Alsberg (1904), designed by Eduard Cuypers, nephew of the renowned architect Pierre Cuypers. Villa Alsberg stands as one of the first residential family homes on Museum Square. Once reserved for the few, Moco changes the energy of this space to welcome all to the inspirational power of art.

At Moco, we celebrate the building's heritage while infusing it with vibrant modern art. The preserved architectural details create a striking contrast with the contemporary works, making Moco Museum an **exceptional venue for your event**— whether it's a corporate gathering, private reception, or creative meeting.



GROUND FLOOR

Banksy & Digital Immersive

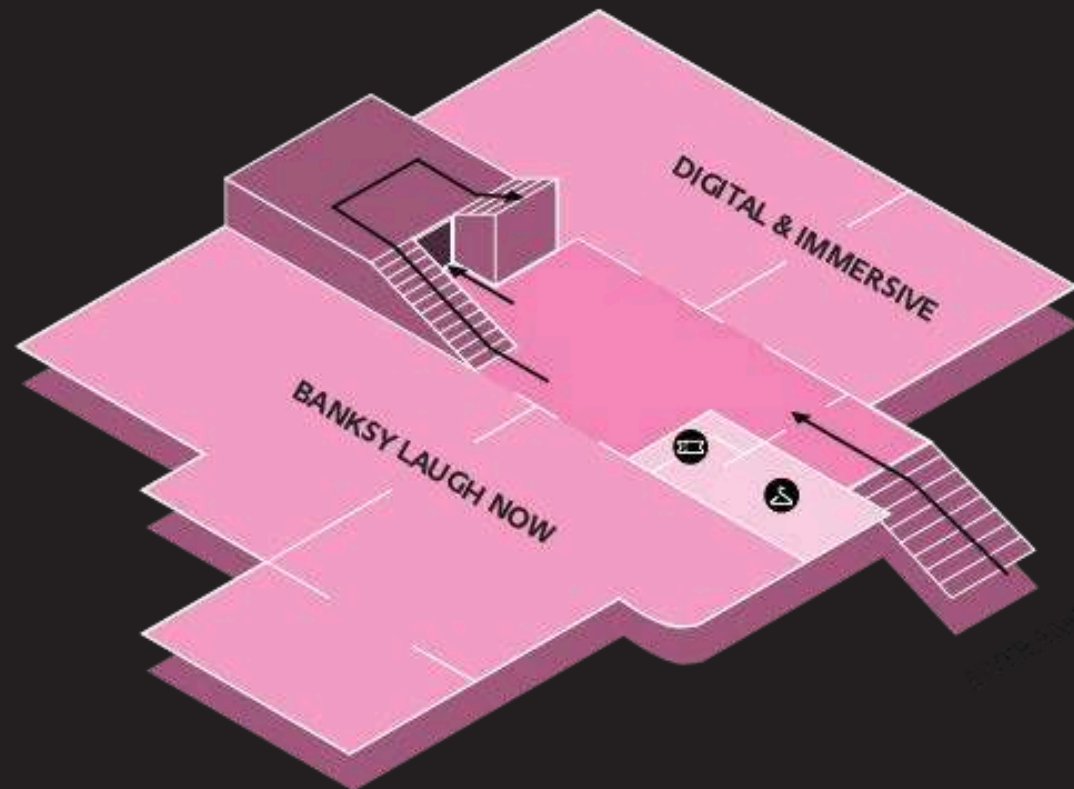
The Ground Floor at Moco Museum combines the iconic with the innovative, featuring the Banksy: Laugh Now exhibition alongside the ever-evolving digital and Immersive space.

The Ground Floor is the primary event space, offering an playful layout and versatile areas that provide multiple options for customizing your event setup.

Artists featured on this floor:

Banksy

Six n. Five



FIRST FLOOR

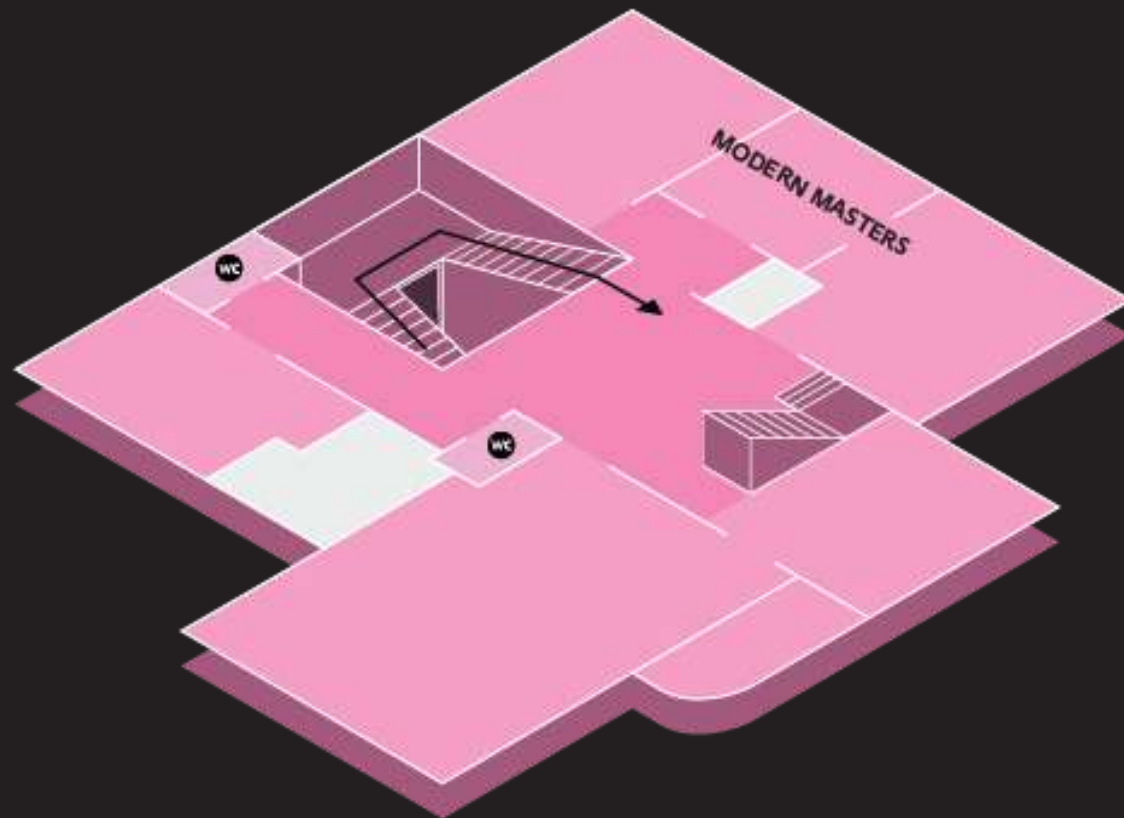
Modern & Contemporary Masters

The first floor at Moco Museum blends the timeless voices of Modern Masters with the bold visions of today's rising stars.

Modern Masters have shaped our culture with their timeless visions, from Warhol's iconic works to Basquiat's bold expression. These artists represent the past, influencing generations with art that transcends time.

Some of the Artists featured on this floor:

Andy Warhol
Jean-Michel Basquiat
Yayoi Kusama
Keith Haring
Robbie Williams
Hajime Sorayama



TOP FLOOR

Contemporary Masters

The top floor at Moco Museum is a vibrant space where contemporary artists push boundaries, challenge societal norms, and spark reflection on the world around us.

The top floor at Moco Museum highlights contemporary artists like Marina Abramović and Tracey Emin, whose works challenge norms and provoke reflection on love, society, and politics.

Some of the Artists featured on this floor:

Marina Abramović

Tracey Emin

Damion Hirst

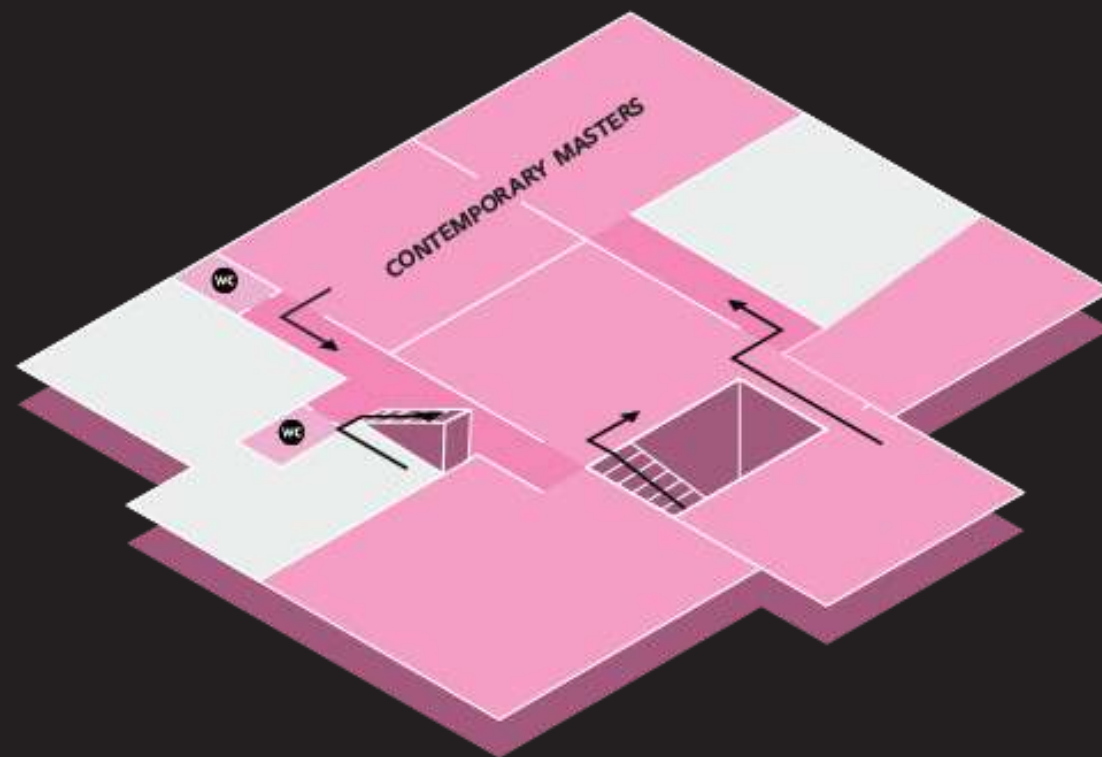
Kaws

JR

Hayden

Kays

Icy & Sot



LOWER GROUND FLOOR

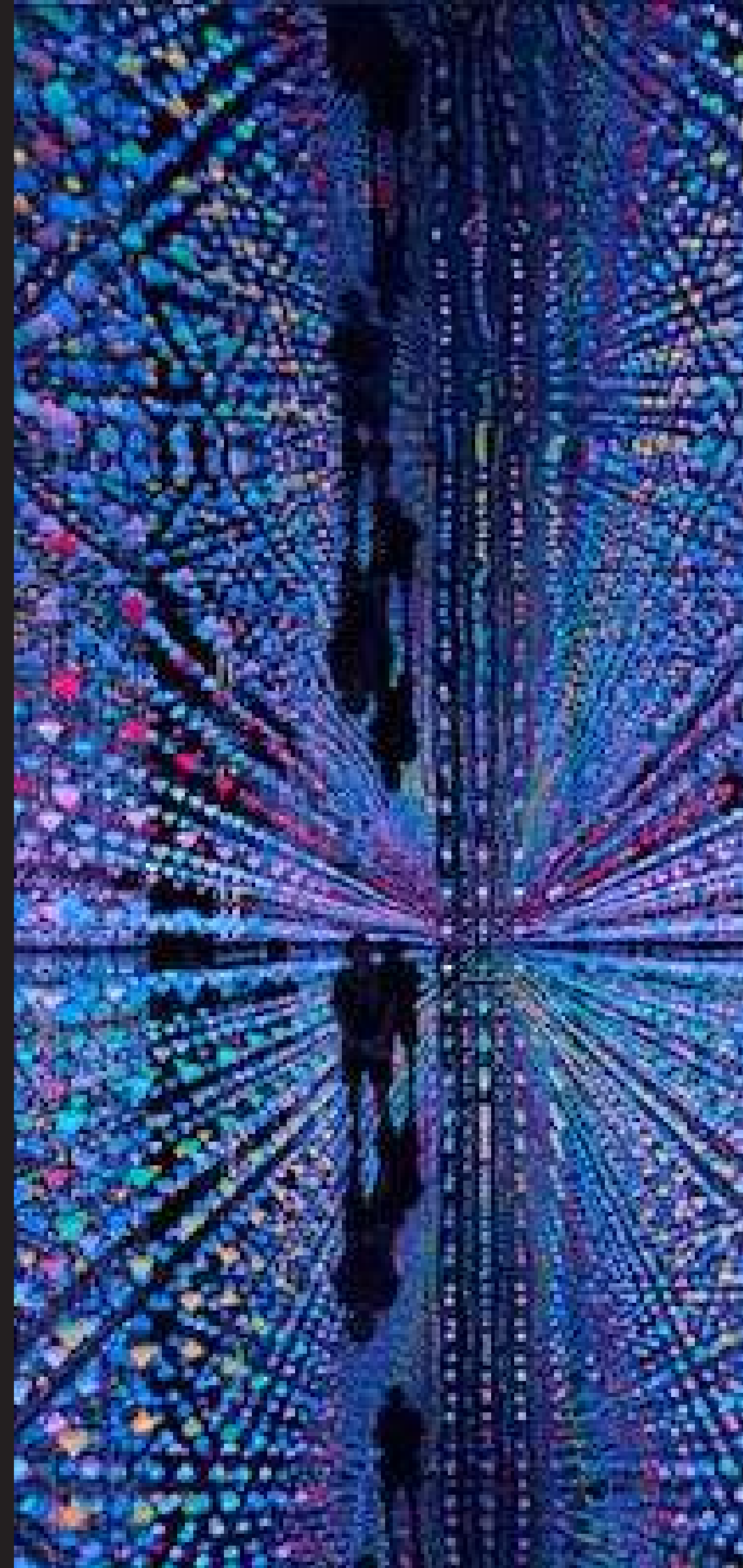
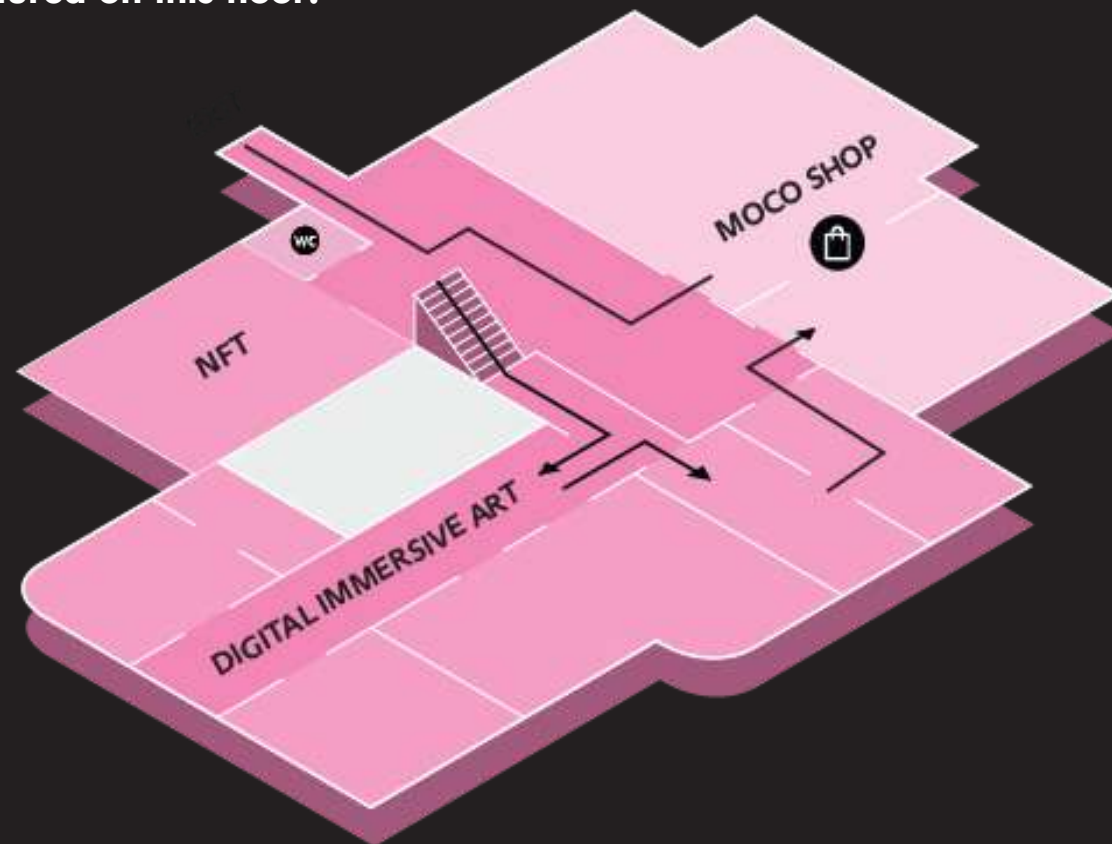
Digital & Immersive

The Basement of Moco Museum showcases Digital & Immersive Art, offering multi-sensory experiences that redefine how we connect with art.

Using cutting-edge technology, contemporary artists create innovative works that push the boundaries of digital media.

Some of the Artists featured on this floor:

Studio Irma
Andrés Reisinger



GARDEN

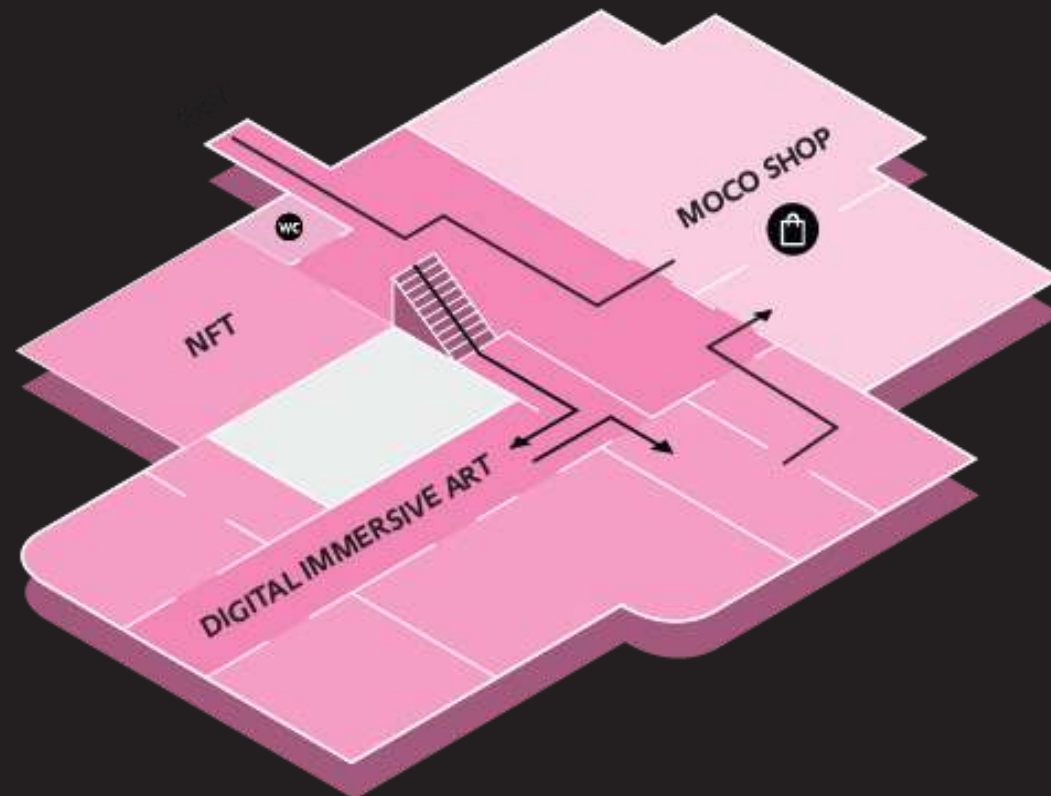
MOCO Garden

Our one-of-a-kind garden is home to a collection of captivating statues waiting to be discovered. Here, you can take a ride on a steampunk rocking horse or strike a pose with a giant red gummy bear.

The Moco Garden is open to all, offering free entry and serving as a perfect complement to the museum square. Get up close and personal with the art, immersing yourself in the outdoor collection for a truly interactive experience.

Some of the artists featured:

Marcel Wanders
WhIsBe
Marc Ange
Adam Parker-Smith
Six n. Five





EVENT EXAMPLES

Seated dinner

The ground floor offers a fantastic space for hosting seated events.

Surrounded by iconic Banksy artworks, this distinctive setting provides a one-of-a-kind backdrop for your special occasion. As an example, this space has

As an example, this space has previously accommodated 50 seated guests.



EVENT EXAMPLES

Standing Reception

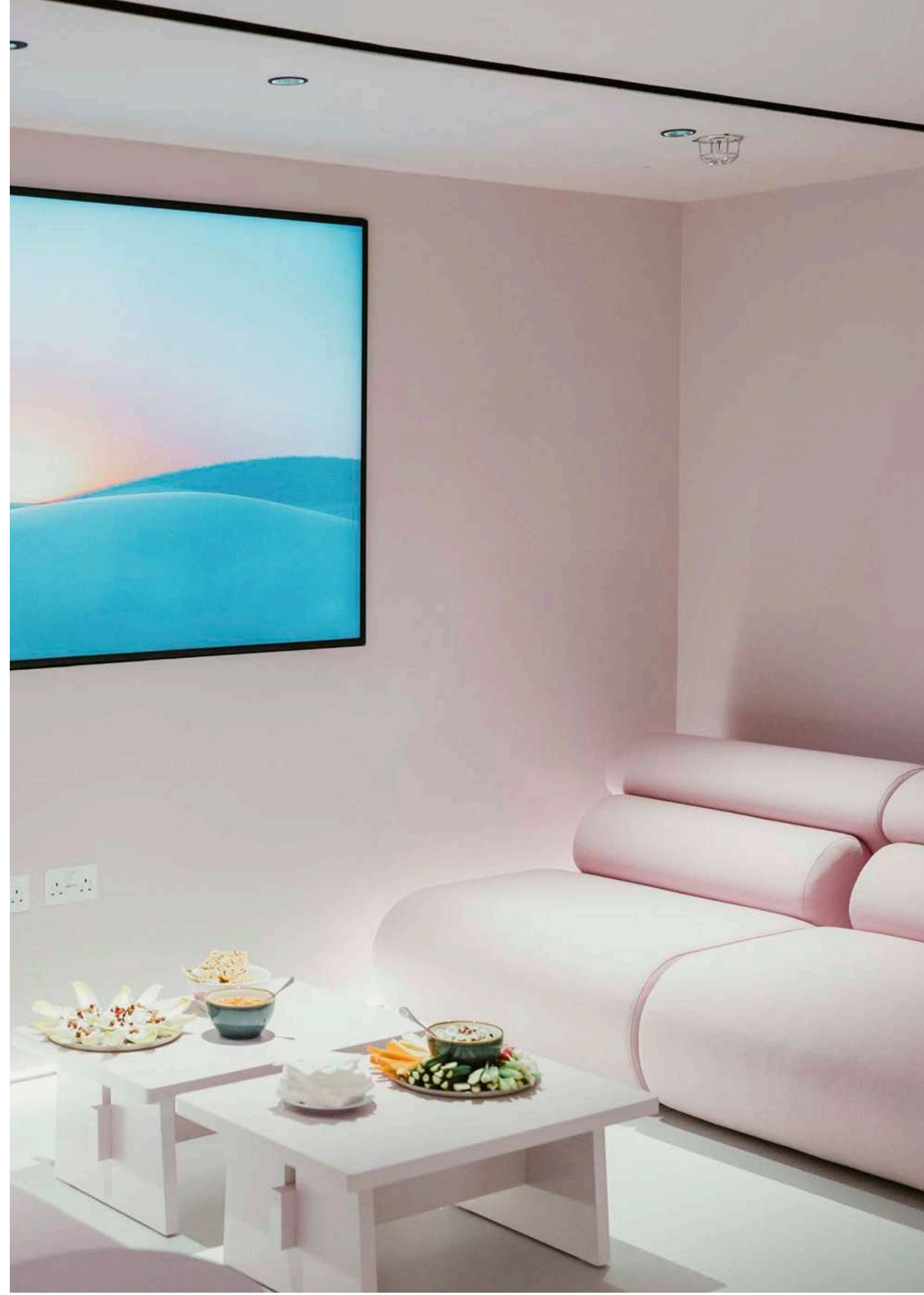
In addition to seated dinners, our space is perfect for hosting standing events. We can accommodate up to 150 people on the ground floor at once and tailor the setup to your needs.

Whether you'd like standing tables, a bar in the serre, or a welcoming setup in the entrance hall, we can create the ideal atmosphere for your event. Let us know your vision, and we'll bring it to life!

EVENT EXAMPLES

Meeting Space

Our pink rooms are perfect for professional meetings in a unique setting. You can meet with your guests inside an actual artwork, with space for up to 10 people.





VIP/PINK ROOM

Vip Experience

Located in the attic of the museum, you'll find our hidden gem—the pink room, designed by Six'n Five. This all-pink space offers a peaceful retreat, allowing you to unwind and fully immerse yourself in its calming atmosphere.

The VIP room/green room, has a capacity of 10 people and is ideal for exclusive guests or intimate breakouts during events.

For those wishing to reserve it for a more personal experience, please reach out to the museum directly at events@mocomuseum.com.



EVENT EXAMPLES

Special Occasions

Our Pink Room is the perfect setting to celebrate life's special moments with your loved ones. From birthdays to surprise proposals, it has hosted unforgettable memories.



ADD ON

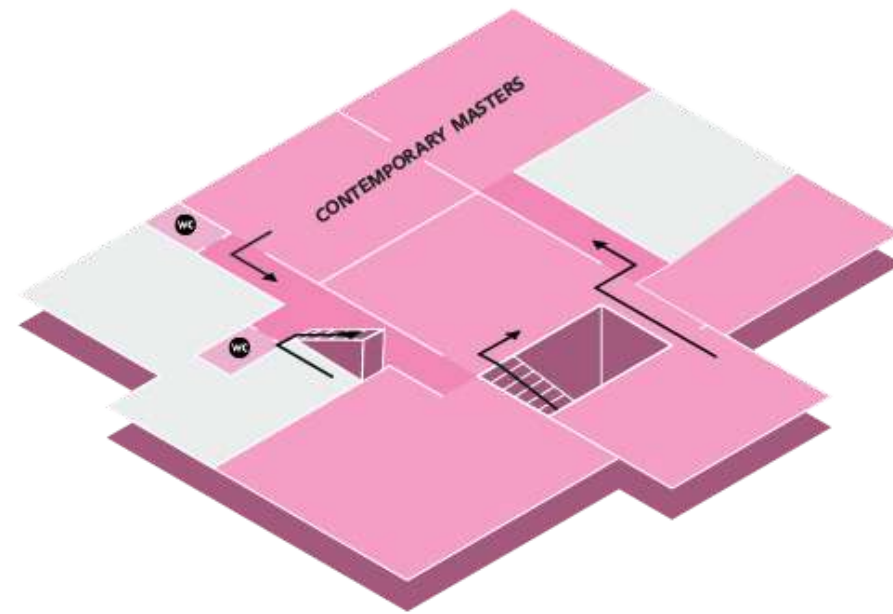
Guided Tour

Make your event at Moco Museum unforgettable by adding a private guided tour with a dedicated Moco Insider. Dive deeper into the world of modern and contemporary art as our expert guides provide unique insights and fascinating stories about our iconic works and hidden gems. Perfect for groups looking to add an enriching, art-focused element to their experience, this exclusive option can be added to your event.

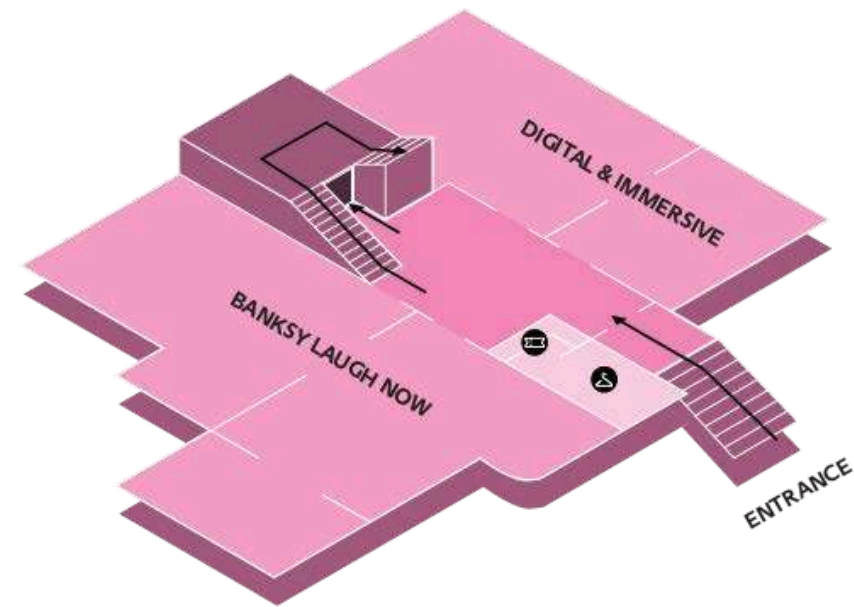


Floors

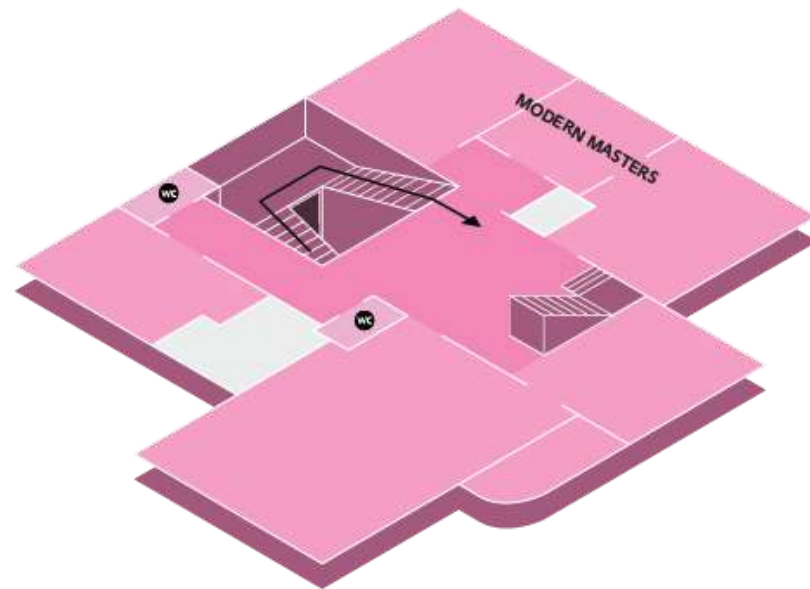
Top floor:



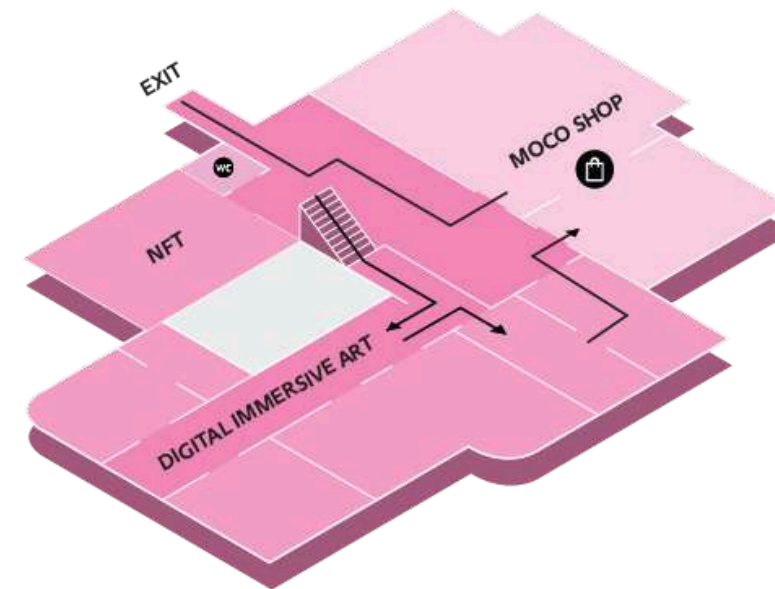
Entrance:



1st floor:



Basement:





INFORMATION

GENERAL INFORMATION

We are open 365 days a year.

- High Season: Daily from 09:00 to 20:00
- Low Season: Daily from 09:00 to 19:00

What's Included?

- Events contracted with Moco Museum Amsterdam will include access to all three floors of the venue.
- Use of all spaces
- A museum host or hostess

Not standardly included

- Security
- Cleaning
- Catering
- Decoration
- Audiovisual equipment

COSTS

- The exclusive rental price for the museum is EUR 5,000 for a standard rental period of three (3) hours.
- Additional time beyond these three hours is charged at EUR 1,250 per hour.
- Upon request, the museum may close up to two (2) hours earlier than the regular closing time.
 - A surcharge applies for early closure:
 - EUR 2,500 per hour in the low season
 - EUR 5,000 per hour in the high season
- The garden is available as an additional event space for a fixed fee of EUR 1,750.
- This fee covers three (3) hours when rented separately, and unlimited hours when combined with museum rental.

CONTACT

Get in touch

Reach out to personalize your event. Your dedicated contact at Moco Museum is here to support you every step of the way and will gladly help bring your ideas to life. To ensure everything runs smoothly, all plans will be reviewed and approved in collaboration with them.

For more information about hosting your event at Moco Museum, contact us at events@mocomuseum.com

To help us assist you, please include:

- Event date and time
- Number of attendees
- Type of event
- Any specific needs or requirements

Our team will get in touch to explore the possibilities of bringing your event to life in our one-of-a-kind venue.



Brands we worked with



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