

# ONEALDWYCH

## ONE ALDWYCH PARTNERS WITH SOMERSET HOUSE AHEAD OF THE BEANO: THE ART OF BREAKING THE RULES EXHIBITION



(September 2021) - **One Aldwych**, London's cultured, independent hotel, has partnered with its Covent Garden neighbour, **Somerset House**, to provide guests with a strong dose of childhood nostalgia at the upcoming **Beano: The Art of Breaking the Rules exhibition** - celebrating the world's longest running weekly comic's mix of mischief, mayhem and fun. This partnership is part of a wider cultural campaign by the hotel to celebrate local Covent Garden creatives, which also includes collaborations with Floral Street Fragrances and The Donmar Warehouse.

Running from **21 October 2021- 6 March 2022**, the exhibition highlights include:

- Over **100 comic artworks** from the Beano archive, including **original drawings never previously seen in public**, charting the comic's 83-year history of mayhem-making
- Over **50 contemporary artists**, brought together as some of today's greatest creative rule-breakers
- All contributing artists share a rebellious sensibility, often mixing comedy with subtly coded social commentary, such as artist duo **Gilbert & George**, sculptor **Phyllida Barlow** and artist **Sarah Lucas**
- Some artists also express a very personal appreciation of Beano through their works, acknowledging the influence of comics on their artistic practice, including writer **Alex Wheatle**, Oscar-winning animator **Nick Park** and artist **Nicola Lane** who reimagines Dennis as he turns 70 this year
- Audacious contemporary artworks hang on the walls of **larger-than-life recreations of Beano's most iconic settings**, as if stepping inside the pages of the comic
- Interactive installations for all the family include: **Peter Liversidge's** patchwork of protest signs, giving visitors the chance to do away with the old world order and choose a new rule for life, painted live in the exhibition; jukebox filled with music influenced by Beano's rebellious streak - curated by **Bob Stanley of indie dance band Saint Etienne** - inviting visitors to choose the soundtrack to the show, and a **new catapult game** allowing audiences to take (virtual) aim at the world's great works of art

All guests who arrive at One Aldwych will be greeted by their famous Beano papier-mâché dog, Spencer, before heading to the equally iconic Lobby Bar to enjoy four newly launched Beano-inspired

cocktails and mocktails - **Dennis the Menace, Minnie the Minx (Virgin), Banana Man and Roger the Dodger (Virgin).**

The **Dennis the Menace** is a layered cocktail served in a Champagne glass, and consists of crème de cassis, strawberry purée, raspberry cordial, Diet Coke and Rosé Champagne whilst the tropical **Banana Man** is a fruity concoction comprising of banana rum, vanilla syrup, lemon, mango and pineapple juice, passion fruit purée, Champagne, topped off with pineapple leaves and dried banana.

Alcohol-free options include the **Minnie the Minx**, which features Blueberry Boba, Everleaf Mountain, ginger lemongrass cordial, blood orange juice, dandelion burdock soda and alcohol-free prosecco. The **Roger the Dodger** is served in a sling glass and is a refreshing blend of raspberry & blackberry smash, lime, mint, elderflower cordial and cranberry juice.

Executive Chef Dominic Teague and his team have also added popular Beano dishes including Bangers & Mash, Pork and Apple Banger, Cheddar and Spinach Sausage and a Spicy Lamb Sausage alongside an Ice Cream Sundae to the bar menu.

Available for stays between 21st October 2021 and 6th March 2022, for mischief makers young and old alike, a specially created **Beano Experience** at One Aldwych includes:

- Overnight accommodation for two or four guests
- Entry to the Beano exhibition at Somerset House
- Beano inspired cocktails / mocktails in One Aldwych's Lobby Bar (one per person)
- Breakfast the following morning
- Complimentary parking
- Use of the hotel's indoor swimming pool

From £489 for two in a Classic Bedroom. From £832 for four in a Classic Suite. [www.onealdwych.com](http://www.onealdwych.com)

**For more information, please visit [www.onealdwych.com/offer/beano](http://www.onealdwych.com/offer/beano).**

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#### **Editor's Notes:**

**One Aldwych - Covent Garden's cultured, independent hotel** - a true modern oasis, privately-owned, standing proud within the distinctive, stand-alone, triangular building, former home of the great Morning Post newspaper, at the point where the City meets the West End. With stunning spacious, clean, contemporary interiors by Fabled Studio and Robert Angell, embellished with Art Nouveau flourishes inspired by the building - and spirited English touches - warm, welcoming and a little unconventional. The result is an exquisite, expressive, original style as befits a truly independent London hotel. One Aldwych has two stylish restaurants - Covent Garden's neighbourhood restaurant, Indigo, is the home of simply delicious dishes by Chef Dominic Teague, using ingredients from the best British independent producers - while the informal Eneko Basque Kitchen & Bar is the vision of Michelin-starred Spanish chef Eneko Atxa. Other facilities include the Lobby Bar, The Library, 30-seat Screening Room and Health Club with 18-metre / 59-foot chlorine-free swimming pool, spa and gym.

**About Somerset House:** *London's working arts centre*

Somerset House is London's working arts centre and home to the UK's largest creative community. Built on historic foundations, we are situated in the very heart of the capital.

Dedicated to backing progress, championing openness, nurturing creativity and empowering ideas, our cultural programme is ambitious in scope. We insist on relevance, but aren't afraid of irreverence, and are as keen on entertainment as enrichment. We embrace the biggest issues of our times and are committed to oxygenating new work by emerging artists. Where else can you spend an hour ice-skating while listening to a specially commissioned sound piece by a cutting-edge artist?

It is this creative tension - the way we harness our heritage, put the too-often overlooked on our central stage and use our neo-classical backdrop to showcase ground-breaking contemporary culture - that inspires our programme. Old and new, history and disruption, art and entertainment, high-tech and homemade, combined with the fact that we are home to a constantly shape-shifting working creative community: this is our point of difference. It is what we are proud of. And it is what makes the experience of visiting or working in Somerset House inspiring and energising, urgent and exciting. [www.somersethouse.org.uk](http://www.somersethouse.org.uk)