



PRIVATE EVENT FACILITY RENTALS @ THE ICA



601 W BROAD ST, RICHMOND, VA 22030

# ABOUT THE ICA

Designed by world-renowned architect Steven Holl and completed in 2018, the ICA's Markel Center is a sleek and contemporary urban venue for private and corporate events and weddings. With 41,000 square feet of flexible space, the Markel Center offers a variety of event options against an always stunning backdrop. Guests will have access to world-class exhibitions and architecture throughout the award-winning, LEED-Gold Certified building.





**LOCATIONS  
AVAILABLE:**

# AUDITORIUM

With its warm cherry wood tones and state-of-the-art technology, our 204-seat auditorium is the optimal space for hosting your film screening, awards ceremony, lecture, and more. To help you navigate the fully-equipped space, we pair you with an experienced AV specialist to support your unique event needs.



# THE ROYALL FORUM

The light-filled Forum offers an architecturally-striking backdrop for any event, from intimate dinners to larger receptions for 200 guests. Modular furniture allows for unique layouts with a fresh, contemporary feel.



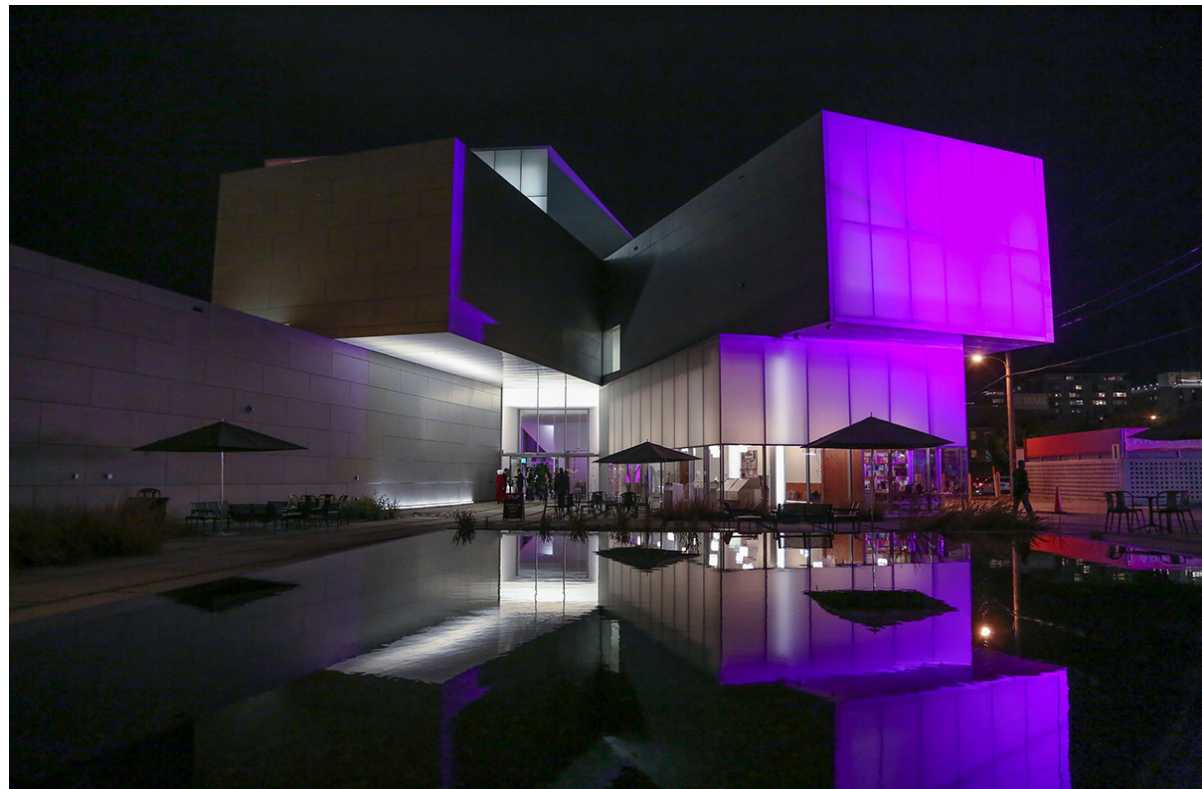
# ABBY W. MOORE CAFE

The Abby W. Moore Cafe is the perfect space for coffee and conversations. The windows that wrap around the cafe bring in the energy of the city and lots of sunlight. Different table and bench arrangements provide intimacy for smaller groups.



# THINKING FIELD

With modern landscaping, a calming reflecting pool and plenty of space, your guests will enjoy spending their evening in this lovely outdoor retreat. The Thinking Field offers a seamless transition between cocktail hour and your Forum reception.





# NEWMARKET TERRACE

Providing city views and an intimate setting, the NewMarket Terrace is ideal for cocktail hour, VIP reception, or networking events. Additional space is available just inside on the 2nd floor landing.



# AVAILABILITY

**The Auditorium is available for use during public hours and after hours.**

Monday 8 a.m. - 11 p.m.

Tuesday 8 a.m. - 11 p.m.

Wednesdays 8 a.m. - 11 p.m.

Thursday 8 a.m. - 11 p.m.

Saturday 9 a.m. - 11 p.m.

Sunday 9 a.m. - 11 p.m.

**The Royall Forum, Abby Moore Cafe, NewMarket Terrace, and Thinking Field are available for private events when the ICA is closed to the public.**

Monday 8 a.m. - 11 p.m.

Tuesday 5 p.m. - 11 p.m. Access for setup as early as 3 p.m.

Wednesday 5 p.m. - 11 p.m. Access for setup as early as 3 p.m.

Thursday 5 p.m. - 11 p.m. Access for setup as early as 3 p.m.

Saturday 5 p.m. - 11 p.m. Access for setup as early as 3 p.m.

Sunday 5 p.m. - 11 p.m. Access for setup as early as 3 p.m.

Access to the Abby Moore Cafe for load-in and setup is available no earlier than 5:00 p.m., Tuesday-Sunday, unless determined otherwise by the Events & Scheduling Coordinator.





# PRICING

Space	Capacity	VCU Dept.	VCU Student Org.	Corporate /Social	501(c)3 + Tax-Exempt
Auditorium	204 seated	\$500	\$250	\$2,500	\$2,000
Royall Forum	150 standing 80 seated	\$1,000	\$500	\$2,000	\$1,600
Abby W. Moore Cafe	80 standing 40 seated	\$500	\$250	\$750	\$600
Thinking Field	150 standing	\$300	\$150	\$1,000	\$800
NewMarket Terrace	25 standing	\$150	\$75	\$350	\$280
2nd Floor Landing	40 standing	\$150	\$75	\$400	\$320

## ALL PRICES FOR 4 HOURS OF EVENT TIME

**Wedding Rate: \$4,000**

Access to the entire facility, including the Forum, Cafe, Thinking Field, Terrace and 2nd Floor Landing

5-hour event + setup/breakdown

Includes tables, chairs, event staffing, security and housekeeping

Gallery access can be added for an additional staffing fee

## PLEASE NOTE:

- The ICA does not host, sponsor, or serve as a venue for art sales, auctions or gallery displays. We will only display the artworks in our exhibitions, including during private events.

- At times, works of art may be installed in public and event locations. These works may not be covered, hidden, or moved by clients, vendors, or attendees.

## LABOR

Gallery Associate (3 hour minimum)	\$15/hour
Additional Security (4 hour minimum)	\$25/hour
VCU Police (3 hour minimum)	\$50/hour

## FEES

Additional Event Hour	\$250/Hour
Photography Session	\$100/hour
Excessive Cleaning Fee	\$500



## STANDARD EQUIPMENT LIST

Table, 72" X 30 "	14
Table, 72' X 18"	4
Table, 72" diameter	16
Table, 48" diameter	6
Table, 24" diameter	12
Table, 72" serpentine	3
Banquet Chairs	200
Easels	2
Rope & Stanchion	10
Coat Racks	2

## AUDITORIUM A/V EQUIPMENT LIST

Projector  
Barco Projector (Cinema Quality)  
Screen (Permanent)  
Microphones, (4) Lavalier + (4) Handheld  
Lectern  
Podium (Smart)



# APPROVED VENDORS

## CATERING

Soul N' Vinegar  
Michelle Parrish - michelle@soulvinegar.com  
804.389.2473  
soulvinegar.com/catering

A Sharper Plate  
Kristen Walker - kwalker@asharperpalate.com  
804.553.0495  
sharperpalate.com

Garnish RVA  
Louis Campbell - louis@garnishrva.com  
804.262.5787  
garnishrva.com

Groovin' Gourmets  
info@groovinggourmets.com  
804.868.8900  
groovinggourmets.com

Mosaic Catering + Events  
Cassie Vestal - cassie@mosaiccateringevents.com  
804.380.2067  
mosaiccateringevents.com

Max's on Broad + Tarrant's Cafe  
Frances Santarella - frances@RVAhospitality.com  
804.225.0400  
maxsonbroad.com

Apple Spice Junction  
Mac Purrington - mac@applespice.com  
804.249.3888  
applespice.com

## SPECIAL EVENT RENTALS

Commonwealth Event Co.  
804.264.6621  
commonwealththeevent.com

Classic Party Rentals  
804.743.7980  
classicpartyrentalsva.com

Party Perfect  
804.359.2400  
partyperfect.com

Ampa Events  
info@ampaevents.com  
804.358.5451  
ampaevents.com

## TENTING

Skyline  
Pierce Woodsmall  
pierce@skylinetentcompany.com  
434.977.8368  
skylinetentcompany.com

Commonwealth Event Co.  
804.264.6621  
commonwealththeevent.com

## AUDIO VISUAL

The AV Company  
JF Legault  
jflegault@theavcompany.net  
434.977.8288  
theavcompany.com

Advanced Visual Productions  
info@AVP-RIC.com  
804.747.4777  
avprva.com

Boitnott Visual Communications  
804.379.9400  
boitnottvisual.comv

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