

SXSW LONDON **1-6 JUNE 2026**

BRAND ACTIVATIONS

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SHAPE
THE FUTURE
IN PERSON.

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Waymo

Protein Studios, 31 New Inn Yard, London EC2A 3EY
Monday–Thursday, 1–4 June

Waymo, official super partner of SXSW London, brings the future of mobility to life at the Waymo Cafe + Studio. Drop by the space, grab a cuppa and discover how Waymo's fully autonomous ride-hailing service will integrate into London's transport network. See firsthand how the tech works, and sign up to be one of the first to ride when Waymo launch in London.

Bellwethers: Nature & Climate House

Juju's, Truman Brewery, 15 Hanbury St, London E1 6QR
Tuesday, 2 June

Bellwethers Nature & Climate House is a dedicated space for conversations on the future of the global economy. Designed as a convening point for leaders across industries, the activation explores themes of climate, resilience, and systemic transition, with a programme focused on shaping a more sustainable and future-facing economic model. This year's theme is Shaping the Future Economy, with dedicated sessions on The Foundations of Everything and New Power Building New Resilience.

Expo

Truman Brewery
Tuesday-Thursday 1-4 June

The SXSW London Expo is a focal point of the festival, where creativity, culture, and cutting-edge technology come together. Featuring immersive activations, hands-on demos, and breakthrough ideas from global innovators and emerging startups, such as Snap Inc., LinkedIn, Adobe and IBM. The Expo offers attendees a space to discover, connect, and experience what's next across different industries.

Saatchi & Saatchi

Protein Studios, 31 New Inn Yard, London EC2A 3EY

Thursday, 4 June

The Saatchi & Saatchi New Creators' Showcase makes its debut at SXSW London. Returning for its 36th year, with a curated selection of emerging talent from around the world. Featuring non-commercial work across filmmaking, animation, and advertising, the showcase offers a platform for new creative voices to be seen, celebrated, and discovered by the industry.

Zumba

Dray Walk Gallery

Monday–Thursday, 1–4 June

As the Official Fitness Partner of SXSW London, Zumba brings its high-energy movement to the festival with Zumba House. This vibrant activation blends fitness and celebration through a programme of classes, taster sessions, and live demos running throughout the day. Beyond the dancing, Zumba's presence at the festival supports mental health charity CALM, with a donation made to the charity for every person that takes part.

