

**KEYES
ART
MILE**

EVENTS PORTFOLIO AND RATE CARD



HOST YOUR EVENT IN THE HEART OF JOBURG'S ART PRECINCT
Keyes Art Mile Events | Venue Portfolio

Presented by A Better World Network

www.keyesartmile.co.za

#keyesartmile

@keyesartmile

INTRODUCTION

Keyes Art Mile is the newest Art Precinct in Johannesburg situated in Keyes Avenue in Rosebank. It is not only an assemblage of galleries, design stores and fine restaurants, but a creative hub for people to connect, experience and share. The iconic Trumpet Building is neighbour to the Everard Read and CIRCA Galleries and home to SMAC Gallery and TMRW Gallery. In addition to the galleries, True Design, Okapi, Anatomy Design, BGR, Afrikoa Cafe, Marble Restaurant, Mesh Club, MIX Bar and Momo Kuro offer visitors the opportunity to dine and shop. Keyes Art Mile is also home to The Pantry Market on the last Saturday of every month, bi-monthly Keyes Art Nights events that celebrate the opening of a fresh exhibition in the Atrium and a series of Talking Art at Keyes.

At the epicentre of the Trumpet Building is the triple volume Atrium space, ideal for a variety of events and gatherings for brands and organisations who are looking for a space within this art and design hub.



Street view exterior of the Trumpet Building, Circa Gallery and Everard Read Gallery on Keyes Art Mile

VENUE PARTICULARS

VENUE HIRE OPTIONS | RULES & REGULATIONS

EXCLUSIVITY

The Atrium is a thoroughfare space leading to galleries and restaurants. While not a high traffic area, the large Atrium cannot be made 100% private or exclusive for any event.

OPENING AND CLOSING TIMES

The venue hire is based on an event ending at midnight on the event date. Should you like your event time to extend after midnight, this will be at the sole discretion of the venue management.

ACCESSIBILITY

The Atrium is accessible to people with disabilities via a ramp from Keyes Avenue to the lifts next to the small atrium. The lifts access all floors of the Trumpet Building, including the large Atrium venue.

SITE INSPECTIONS

Please note: site inspections and viewings are strictly by appointment only - please contact sam@abetterworld.co.za to book a viewing. As the venue is a public space, you are welcome to pop in on your own time.

BRANDING

Please note: Event branding is permitted within the Atrium space with certain restrictions. No branding is permitted within any of the galleries as they are tenants and are not part of the venue hire. Branding will not be allowed against the windows, outside the doors or near to the gallery spaces or retail stores/showrooms within the Atrium. Limited branding will be permitted outside the building or on the sidewalk - please provide this for approval prior to the event. Should you have display requirements for e.g. cars or larger items for your event that need to be outside, please discuss this with us.

NOISE LEVELS

The Atrium cannot be hired for dance events or concerts where the noise levels are high due to our restaurant tenants - Marble and Momo Kuro - as well as our MESH Club tenant that provides office and co-working space to companies and individuals. Events can bring in a DJ or band but it should be for background music and not for performance orientated sets.

TYPES OF EVENTS

Public events with entry fees are allowed within the Atrium space except for live music or dance related events. Events requiring entry fees like talks or other gatherings should be discussed and approved with the Atrium events team during the booking enquiry process.

PARKING

Guests should be encouraged to use UBER or Taxify when attending events. There is parking available diagonally across Jellicoe Avenue. There is limited parking in and around Keyes Art Mile while the new sections on Keyes Avenue are under construction.

SECURITY

Keyes Art Mile has an ongoing 24 hour contract with 24/7 Security. We encourage any additional security needed for your events to be done through 24/7 to ensure streamlined security across the precinct. All high value items such as artworks or tech should have additional security. We are happy to include a costing for your security as part of your cost estimate.

CLEANING

Cleaning services need to be included in your event planning. We provide a basic clean prior to and post your event as per our normal cleaning routine. Additional cleaning required should be planned for after your event or additional cleaning requested when making your booking.



The Atrium venue, Trumpet Building, Keyes Art Mile

LARGE ATRIUM

Size: 204 square meters

Layout or floor plan can be provided on request

Cost to hire: R50 000-00 ex VAT per day

Additional setup day: R20 000-00 ex VAT per day

Access for load in can be made via the service lifts next to Okapi store on Keyes Avenue or via the main stairs leading up to the Atrium space.

ADDITIONAL SERVICE OFFERINGS

EVENT MANAGEMENT

Should you require event management services including creative ideation, budget development, briefing and managing suppliers such as technical, catering, entertainment, decor, MC services or any other elements relating to your event, please let us know as we can provide this to you inhouse. Please note that this will be an additional fee over and above the venue hire fee.

TECHNICAL AND STAGING

Keyes Art Mile has a number of preferred suppliers for the venue. Please let us know if you would like a quote or an introduction to these preferred technical suppliers.

CATERING

We can provide you with a number of excellent catering companies or we can request a quote on your behalf. Please note that there are no kitchen facilities in the Atrium, so catering needs to be prepped offsite by caterers and only plated and served from the venue.

DECOR AND STYLING

We work with a selection of excellent, attention to detail decor and styling companies and freelancers. Let us know if you need assistance with this.

ENTERTAINMENT

We are able to offer you a variety of new and exciting artists, DJ's and MC's. Please let us know if you have this requirement for your event and if we can assist with this.



BOOKING ENQUIRIES

SAM MANCLARK

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