



MARKET@THESHEDS
ART, FOOD AND MUSIC EXPERIENCE

012Central, Pretoria CBD, Tshwane



**A PROUD
DISPLAY OF
THE CAPITAL
CITY'S
CREATIVE
OFFERING.**

Art Music Food Des

market@
the
sheds

capitalcollective.co.za





MORE ABOUT..

- Tshwane's hippest inner city market, hosted at **012central**, the trendy, multi-space precinct development in the CBD.
- Described as an African urban experience, it merges the best of city markets with the flavours of South Africa's Capital, with **local entrepreneurs, designers, artists and musicians** forming the bulk of the participants.
- All in all there are **60+ stands, 7 live bands / performers, pop-up art exhibitions, creative activations** and an open stage where local artists create a laid-back, acoustic, jazzy atmosphere.
- Trading hours are from **11h00 to 20h00. Entrance is R50.** Kids, Vespa riders and cyclists enter free. Hours and rates sometimes change when there are special editions of the market.
- The market usually takes place every last Saturday of the month. Dates sometimes change over long weekends.
- There is **FREE and SAFE parking** at 216 Sisulu Street which provides direct access to the market. Visitors can also park at the State Theatre, 140m away from the main entrance at 381 Helen Joseph street.

Market@theSheds is *the* place to start the rediscovery of the Tshwane you thought you knew. It is a project of the Capital Collective, a non-profit organisation promoting rejuvenation efforts in the inner-city. The event is sponsored and hosted by Media Mosaics Events & Marketing Communication Consultants.

Discover the True Colours of the Capital and join the drive to re-awaken Pretoria's beautiful inner-city!



Objectives

1. Create a **highly, sought-after arts and culture, tourist attraction** in the inner city of Pretoria where high volumes of visitors go to *experience and buy* the best of local art, music, food and design.
2. Provide a **platform for local artists, designers, musicians, artisans and entrepreneurs** to showcase their talents and goods.
3. Create **job opportunities** for local performers, musicians, artists and casual labourers in the city.
4. Create a Development Hub where design, art, music, fashion and craft entrepreneurs have access to **training, support and development opportunities** to become successful working businesses, develop their skills and grow in their trade to able to provide an offering that is unique, of high quality, on-trend and in demand.
5. Facilitate **access to other markets** for selected musicians, artists, designers, artisans and entrepreneurs, **locally, nationally and internationally**.
6. Create market linkages by facilitating trade relationships between “clients,” SMME’s, local organisations and the external market.
7. **Facilitate access to finance and other opportunities** for SMME’s together with key role players and partners.



Target Audience LSM 7 – 10

- Young, cool, up- and coming South Africans of all races
- Proud Pretorians, connectors, influencers, forward-thinkers, art lovers, change agents, explorers, travellers, foodies, theatre goers and funky families of all ages
- The diplomatic community, foreign representatives and tourists

The atmospheric ambiance draws a diverse group of people from all walks of life: fashionistas, art lovers, foodies, musicians, shopaholics, tourists, explorers, trendsetters and socialites of all ages. Visitors like to hang out with friends or family and enjoy gourmet coffee, craft beer, fine wines, cocktails, gourmet food, cool music, design, fashion, art and interesting people.

The Market is getting a lot of support from the local community, corporates, the diplomatic corps and the City of Tshwane and attracts **between 800 and 1500 people per event**.



BRAND DRIVERS



Target Audience



Target Audience



Target Audience



In numbers



Facebook Reach
per event

153 000+

Facebook Likes

29 595+

Visitors
per event

1000+

Trader
Opportunities P/Y

550+

Events held
since
Oct 2014

49

Job Creation p/y

1295+



140 Google Reviews

Google links

450 000+ results

Voted best / most fun Market in Tshwane

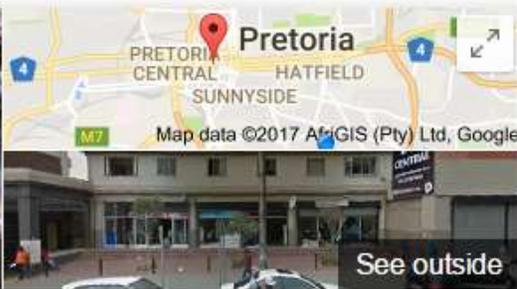
2016, 2017

twitter
followers

1956

Instagram
followers

5570+



"Welcome surprise"

Reviewed 13 August 2015



Funky, arty with a great vibe. Great to have a reason to go into the city again. Great food variety, all take-aways or sit outside. Mcool new concept.

"Who said there ain't no love in the heart of the city?"

Reviewed 3 weeks ago

What a cool spot. Market@theSheds provides an eclectic atmosphere where beautiful people meet and enjoy great food and hours of live music. Last week's event was spectacular with some of the best acapella bands in the city for a long time. All topped off with fried tilapia fish and cassava leaves from Mankwato. A must visit!

"Cosmopolitan fun"

Reviewed 2 April 2016

This is one of the most cosmopolitan experiences on the capital social calendar and a reflection of how our cities are lived in on a daily basis. The monthly market never disappoints and I have had a few beers on a number of occasions.

There is good variety of courses, food, wines and great drinks on offer (wines, craft beer and cocktails.)

Plenty of space to sit either inside or outside and you can move around depending on your music taste. The stage is inside where the stalls are and here you can listen to a wide variety of up and coming artists for different tastes.

Initially it surprised me how safe I felt in this area but now I have come to accept that safety and parking are no concerns to prevent anyone from attending. The market area is clean, the facilities well managed and the venue seems to be improving constantly. This is a treat whenever my weekend calendar allows the luxury.

"Market@thesheds"

Reviewed 3 weeks ago

Market@thesheds is an environment out of the ordinary. The ambiance is great, food is galore and very tasty, people are great. The event is well organised and well coordinated. I would urge those people that need a different kind of fun to visit this market so they can come enjoy and also make new friends over good music, great food and a great atmosphere.

"Something to experience!"

Reviewed 4 weeks ago

In a country where inner cities are often visited by necessity and not always by choice, Market @ the Sheds recently became Pretorians' hangout place of choice each last Saturday of the month. A creative space, gourmet food, a variety of live music, a cosmopolitan mix of interesting people and an infectious vibe. A gem in the City of Tshwane. Come see for yourself! You will be amazed and will keep on coming back for more.

"Inner City Surprise"

Reviewed 4 weeks ago

Mareli Wassenaar deserves a medal for bringing us back to the inner city! Her brain child, Market @ the Sheds, brings good food, cool music and a fantastic atmosphere together. Situated just off the old Church Street, the market is a breath of fresh air in an inner city, which has sadly become derelict and unkempt. The market reminds of the Neighbour Goods Markets in Cape Town and Braamfontein: trendy, cool, hip and just lekker. Safe parking available adjacent to the market or at the State Theatre across the road. Even children enjoy the experience - there is a courtyard where they can run around. One can only hope that this gem will convince investors that Tshwane inner city is worth reviving!



TRACK RECORD



PRETORIAS ALTERNATIVE SZENE BLÜHT - UND ZIEHT DADURCH WEITERE KREATIVE AN

DAS TEMPO WIRD SCHNELL

die Musik lauter. Vor all den Trommler legen jetzt drei junge Männer – alle mit Anzug und Hüten gekleidet – trommeln um die Wette und dafür vom Publikum frenetisch gefeiert. Es ist ein Auftritt von Rhythm, der zu den Höhen an diesem Vormittag zählt: Feiern in alternativen Vierteln von London, Berlin-Kreuzberg bis Brooklyn erinnert.

Doch die Bühne der Band setzt sich in Pretoria und ist ein gutes Beispiel für den Wandel in der Südafrikas Hauptstadt. Denn bislang haben Besucher vor allem Johannesburg als lebendige Metropole be-



1 Eine Installation mit überdimensionalen Skulpturen ist in Menlyn zu bewundern.

2 Junge Mode von Victor Zingelile und anderen Designern im „Bow Afrika Fashion“-Store.

3 Mit viel Enthusiasmus engagiert sich Mareli Wassenaar für die Wiederbelebung der Innenstadt.

4 Wandmalereien wie hier bei „Market @ The Sheds“ verschönern viele Gebäude.

TRACK RECORD

Culture Trip



In old Pretoria, travelers find the new South Africa



Süd-Afrika 3/2018 Special: Nov 18 21. Jahrgang 30129 ISSN 1435-4797 DE 4,50 €/12,00 €/12,00 CHF 12,00 DAB 18

Süd-Afrika

MAGAZIN

GARDEN ROUTE

NAMIBIA
OVAMBOLAND
ERONGO-GEBIRGE

TAUCHEN
IM SARDINEN-
SCHWARM

ZIMBABWE
SAFARI IM
MANA POOLS PARK

Pretoria
HIPPE SZENE

Schwarze Literatur | Bedrohliche Mischlinge | Chamisso

30 Fun Things To Do In Pretoria For Free And Under R300

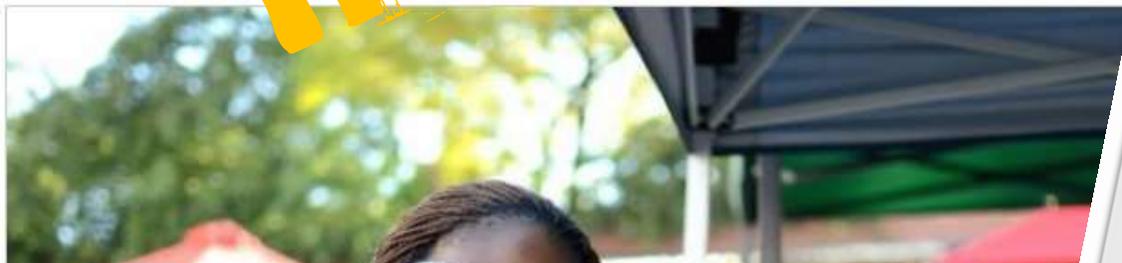
27 August 2015

 Rebecca Houston
@HoustonlikeNYC

Pretoria holds its own with an amazing mix of cultural, outdoor and foodie experiences on offer. We discover 30 affordable, free and fun things to do in Pretoria, a city known for more than just its aubergine blossom and the blue sky. With monthly pop-up markets, free museums, the longest urban trail in SA and one of the best mountain bike tracks, there's always something to explore in Pretoria. In no particular order:

Many thanks to [Indy's Gallery](#) for the wonderful...

1. Attend the Vrede Market-at-the-Shed



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AFRICA DAY

TRACK RECORD

FEATURING THE MUFFINZ

market @
the
sheds

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26 MAY 2018 SATURDAY 11:00 - 20:00

KIDS, CYCLISTS, VESPA RIDERS
ENTRANCE FREE.





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Hosting and Funding the official World Choir Village during the World Choir Games in Tshwane, July 2018

TSHWANE 2018 SOUTH AFRICA
World Choir Village
hosted by market@sheds

Arts, Culture &
SMME
Development at
SHE DECIDES
Conference
United National
Population Fund



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SMME Development at AZA
Architectural Conference
SA Institute of Architecture



**SMME Development
SA Tourism ETAS
Annual Digital
Tourism Conference**



**SMME Development at
World Bank
Urban Forum Conference**



VALUE PROPOSITION to sponsors & Funders



Market@theSheds is the Capital's trendiest Art, Food, Design and Music Experience in the city. Described as an *African urban* experience, it merges the best of city markets with the flavours of South Africa's Capital, with local entrepreneurs, designers, artists and musicians forming the bulk of the exhibition. Compared with Arts on Main, the Neighbourgoods Market in Johannesburg and Biscuit Mill in Cape Town, it boasts a unique local flavour and offering, with popular, varied live music performances.

The most Popular, Authentic Arts and Culture Attraction in the city.



Access to a Young, Upcoming Audience of creatives and trendsetters



Maximise on the opportunity to reach over 35 000 followers in Tshwane and Gauteng through social media channels



LEADERSHIP DEMONSTRATION

Showcase your organization's commitment to sustainable SMME Development, Arts and Culture development, Social Cohesion and City Rejuvenation.



SERVICE/PRODUCT SHOWCASE

Highlight your organization, products or services at an event where participants are spending money and aspiring to brands that signify money power.

Showcase your advanced technology solutions that is changing how people how people manage their hard-earned cash.

Drive your brand's connection to city living, innovation, new trends, technology..



DISCOVER
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COLOURS OF
THE CAPITAL



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