

# 34 AUTUMN STREET

Hackney event space



Arranged by  
Zack Geraci &  
Zach Haile

# CREATIVE DIRECTOR

## Zackeria Geraci



### Experience

Event Manager 5 years : 93 Feet East  
(FL) Venue Manager 2 years : Shelter (Amsterdam)  
(FL) Event Manager 2 years : Fabric London  
(FL) Event Manager 4 years : FUSE London  
Brand Owner 3 years : Beeyou Records (Ongoing)  
Founder 4 years : FDTN Collective Agency (Ongoing)  
  
(FL) Freelance

### Vision

It has been a dream of mine to work on a space as a creative director, now the time has come i would like to share my vision and experience to create one of the best multi functioning spaces in the world.

My aim is to create a community based creative work space which hosts everything from health classes, art work shops, filming and photography shoots, youth work shops, live music sessions and amplified music events.

I aim to build the strongest team in London event's scene, bringing together a community of hard working and highly qualified individuals to ensure the space is running to its highest potential.

I will endeavour to work closely with the local residents, holding monthly meetings to ensure the community is happy and if not discuss and work on any issues that arise.

As we are aware the event spaces in London are slowly diminishing, and I believe we can create something very special for Hackney and the borough of Tower Hamlets.

# VISION

Concepts that work...



Ideas

# VISION

Concepts that work...



# COMMUNITY

## Weekdays..

34 Autumn Street has the potential to function a multi-purpose event space, which would allow for greater community engagement.

Some examples of what the space could host include:

- Fitness/Wellness classes
- Co-working space
- Photoshoots
- Filming
- Brand activations
- Corporate events
- Supper clubs
- Live music performances
- Youth workshops

In keeping with our aim to create a space that imbeds seamlessly into the local community, we will look to recruit from within the surrounding area as well as provide priority and a form of “neighbourhood discount” to access and utilise the space. There will be a focus on hosting workshops for young people in the hackney area to help enrich lives and promote the arts in a positive way.

# FOOD & DRINK

All week...

To cater to the needs of our patrons, we will offer a variety of food options ranging from healthy snacks to hearty meals. Our menu will feature fresh, locally sourced ingredients and diverse culinary offerings to suit different preferences and dietary requirements.

Also look to serve a range of non-alcoholic beverages, smoothies, coffees.



# WELLNESS

## Weekdays..

The venue will look to organise and host fitness and wellness workshops such as :

Yoga

Meditation

Circuit training

Sound Healing

We will aim to run these classes weekly, offering the local community a discounted rate and reaching out to instructors in the local area to offer them business.



# CO WORKING SPACE

Our venue space will provide a conducive environment for individuals to work remotely, collaborate on projects, or conduct meetings. With ample seating, reliable Wi-Fi, and comfortable workstations, it will serve as an ideal workspace for freelancers, remote workers, entrepreneurs, and small teams. We will be serving coffees and healthy snacks through the day.



# LIVE MUSIC

**Weekdays..**

During the week, the aim is to connect with local DJs and artists to grace our space with their performances, spanning genres from downtempo to jazz and eclectic mixes. Live music performances will take place on Wednesday and Thursday evenings, from vocalists to jazz bands to spoken word - a platform for open mic nights and talented individuals to showcase their skills and creativity, fostering a vibrant and inclusive atmosphere.

On Friday and Saturday evenings we will host in house and promoter lead events that will run until 3am, bringing both local and international artists together.



# TERRACE & BARGE

All week...

We will utilise the space behind the venue on the canal by bringing a barge to accompany the terrace outside. This will provide a variety of beer and alcoholic beverages, as well as food options.

The aim is to have a seating/bar area inside the barge along with a covered terrace upstairs for additional seating and alternate space for live music.



# YOUTH WORK

**Weekdays..**

Look to work with the following groups of children:

- Children assessed by the local authority as being in need, at risk or vulnerable
- Free school meal children
- looked-after children or previously looked after children
- children with an EHC (education, health and care) plan
- children who have low attendance rates at school or who are at risk of exclusion
- children living in areas of high deprivation or from low-income households who are not in receipt of free school meals
- children in transition phases between nursery and primary school or primary and secondary school

Provide a safe environment for children to understand and learn DJing, music production, song writing, rapping and artist development

