

ARTISTRY



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ABOUT:

Award-winning musician, **J'Something** has partnered with hotel and apartment network, BlackBrick to conceptualise Artistry. Key to the concept is of course the location of Artistry, a place where people can live and work freely between cities with the flexibility of long or short apartment and hotel stays.

A three-level experience which will take guests on a journey from the rooftop restaurant, then on to the middle level for live music and theatre performances and, finally, to the street-level lounge bar for an unforgettable after party. The perfect trilogy operating in one ecosystem and igniting all the senses.

From an economic perspective, this development could be the catalyst for the rebirth of Sandton not just as a business node, but as a cultural node too, attracting a new generation of South Africans and visitors from around the globe.

From an operations perspective Artistry will benefit from the expertise and experience of seasoned music and entertainment entrepreneur, **Ricardo Da Costa** (the man behind The Ivy and Altitude Beach).



The new creative partnership is an extension of the BlackBrick ethos.

ESSENTIAL INFORMATION:

Opening early 2023



A concept that is entrenched in craftsmanship and building with like minded brands who have an artisanal nature

Located in Sandton -
the heart of the
economic hub





ROOFTOP:

A rooftop restaurant where customers will be able to enjoy the beautiful views of Sandton. The Rooftop will include an eatery, bar, pool and outdoor cinema. This is the meeting place, the spot where friends gather to celebrate life and the philosophy of living freely over pre-dinner drinks and great flavourful food that people can relate to whilst enjoying the surrounding city views.

LIII ↘

Rooftop

LEVEL 3

LI ↘

Theatre

LEVEL 2

LI

Afterparty

LEVEL 1

LIII ↘

Rooftop

LEVEL 3

LI ↘

Theatre

LEVEL 2

LI

Afterparty

LEVEL 1

THEATRE:

A state of the art theatre where live music and performances will take place. The 100-seater theatre is intended as the birthplace of original ideas and will be home to a variety of performances ranging from unplugged music and theatrical performances to comedy shows, movie premieres and unique curated talks.





LIII ↘

Rooftop

LEVEL 3

LI ↘

Theatre

LEVEL 2

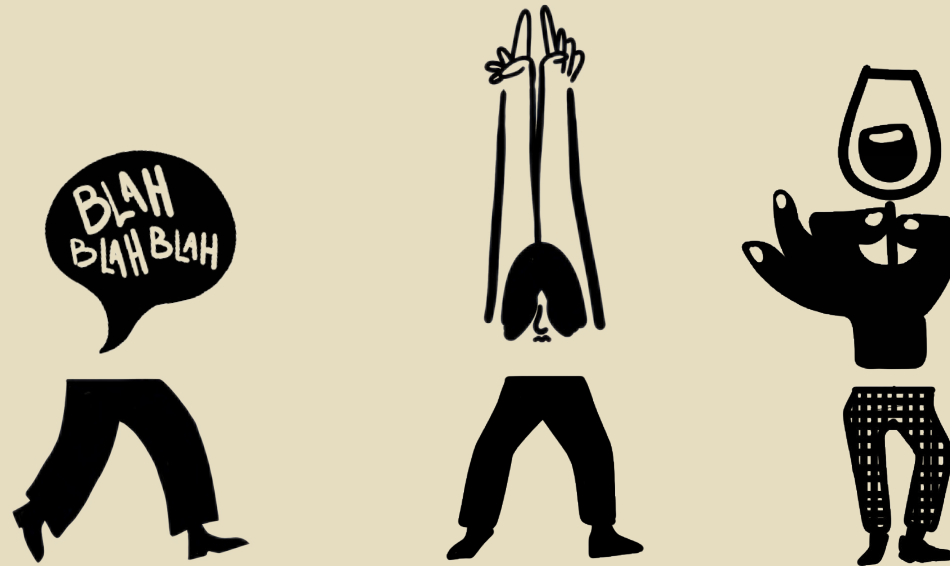
LI

Afterparty

LEVEL 1

AFTERPARTY:

A street-level lounge bar where guests can enjoy an unforgettable after party. The perfect spot to sip on a selection of classic cocktails over conversations dissecting the thought-provoking performance in the theatre or just shooting the breeze. Essentially guests at the AfterParty level of Artistry can set the tone for the way they want to end a night on the town.



CO-CREATORS & TALENT:

Artistry is looking for like-minded brands and collaborators to come on this journey and establish Artistry as one of Joburg's cultural anchors. Artistry is looking for talent and co-creators who are interested in the culinary, cinematic, theatrical and musical arts.

AREAS :

AI

The outdoor cinema
and bar

AII

The theatre

AIII

The lounge

AIV

The pergola at the
restaurant

AV

The bridge bar



LOOK & FEEL





BLACK
BRICK

22 Fredman Drive

ARTISTRY













22 Fredman Drive

X





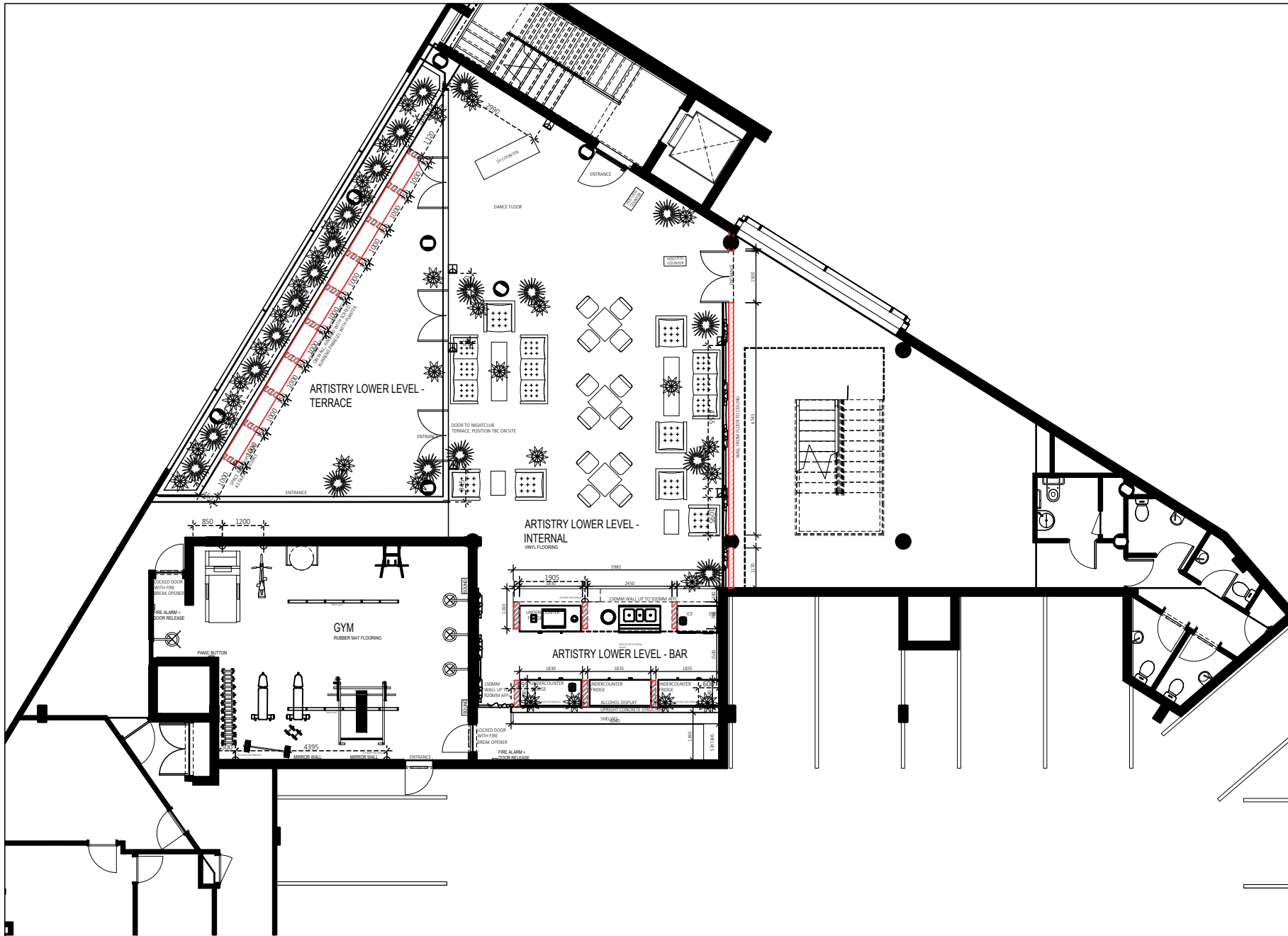






FLOOR PLANS





NIGHTCLUB AREA - Floor Layout
1 : 50

NOTES

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Any errors, discrepancies or omissions to be reported to the Architect immediately. Any queries arising from all the above must be reported to the Architects for clarification before any work is put to hand.

This drawing is not to be scaled. Figured dimensions to be used at all times.

ALL STRUCTURAL STEEL AND CONCRETE WORK TO STRUCTURAL ENGINEERS DETAILS.

Quality of all materials, workmanship and conditions to comply with the relevant S.A.S. and N.B.R. specification and shall conform to the minimum standards specified in the Standard Preambles in the Bills of Quantities.

Contractor is responsible for correct setting out of the buildings, all external and all internal walls with particular reference to boundaries building lines etc.

Contractor to verify all levels, heights and dimensions on site and to check same against the drawings before putting any work to hand.

All Contractors to check the details shown on this drawing for compliance with standards of good building practice with particular reference to special requirements necessitated by local and/or site conditions and to report any comment to the Architect.

Contractors are to ensure that all details shown on this drawing are in compliance with Local Authority by-laws and regulations.

Contractors are to locate and identify existing services on site and to protect these from damage throughout the duration of the works.

IF IN DOUBT, ASK!

DRAWING HISTORY		
REV	DATE	DESCRIPTION
A	20/11/2023	REVISED FOR INFORMATION
B	01/12/2023	REVISED FOR INFORMATION
C	14/01/2023	REVISED FOR INFORMATION
D	05/02/2023	REVISED FOR INFORMATION
E	12/07/2023	REVISED FOR INFORMATION
F	23/07/2023	REVISED FOR INFORMATION
G	01/08/2023	REVISED FOR INFORMATION
H	13/08/2023	REVISED FOR INFORMATION
I	05/09/2023	REVISED FOR INFORMATION
J	14/09/2023	REVISED FOR INFORMATION

DRAWING TITLE:

NIGHTCLUB - FLOOR LAYOUT

CLIENT BLACK BRICK 2	
PROJECT ADDRESS 22 FREEMAN DRIVE, EXT 047 SANDOWN	
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