

MACHINE HALL



Historic Spaces / Reimagined

Event Pack 2024



*Rousing the dreamers,
challenging the thinkers,
platforming the platformers.*

Welcome to Machine Hall.

A spectacular new venue in Sydney's CBD.

Steeped in 100 years of history, meticulously
reanimated for world-class live events,
activations, conferences & celebrations.

MACHINE HALL

*Inspiring the bold,
enlivening the brave,
empowering the new.*

We host a diversity of events & experiences,
collaborating with leading organisations,
artists and innovators:

- / premium brand & product activations
- / conferences & annual general meetings
- / weddings & celebrations
- / culture events, broadcasting & after parties

WE'VE PROUDLY HOSTED:

 Meta

SAMSUNG

 **ATLASSIAN**

**SXSW
SYDNEY**





Machine Hall

413m²

400 standing / 240 seated

Featuring 12.5m ceilings, wraparound mezzanine level, commercial kitchen and flexible production capabilities.



Vault

105m²

120 standing / 50 seated

Discover Sydney's best-kept secret. An underground speakeasy bar rich in heritage features. Dance the night away or craft an exclusive dining experience in this unique and unforgettable venue,

Third Space

173m²

100 standing / 90 seated

A comfortable and flexible environment ideal for conferences or boutique events, flanked by inspiring heritage elements and abundant natural light.



Spaces.

MACHINE HALL

The image shows a vast, industrial interior space. The ceiling is high, with a complex network of dark steel beams and trusses. The walls are made of light-colored brick, some of which are partially covered by large, rectangular panels. A prominent white spiral staircase with a glass railing is located in the center of the hall. To the right, there are large, cylindrical tanks or silos with glass viewing windows. A large metal hook and pulley system is visible in the foreground on the right. The floor is made of light-colored concrete or stone tiles. The overall atmosphere is one of industrial grandeur and historical significance.

Featured Space / **Machine Hall**



MACHINE HALL

Machine Hall

A spectacular former substation reanimated for contemporary events and experiences. Featuring 12.5m ceilings, wraparound mezzanine level, commercial kitchen and flexible production capabilities.

Capacity

400 standing / 240 seated

Dimensions

Lower Ground: 19.5m x 15.2 m (290m²)
Mezzanine: 36.9m x 2.5m + 8.6m (123m²)
Total: 413m²

EVENT PACK 2024



SPACES

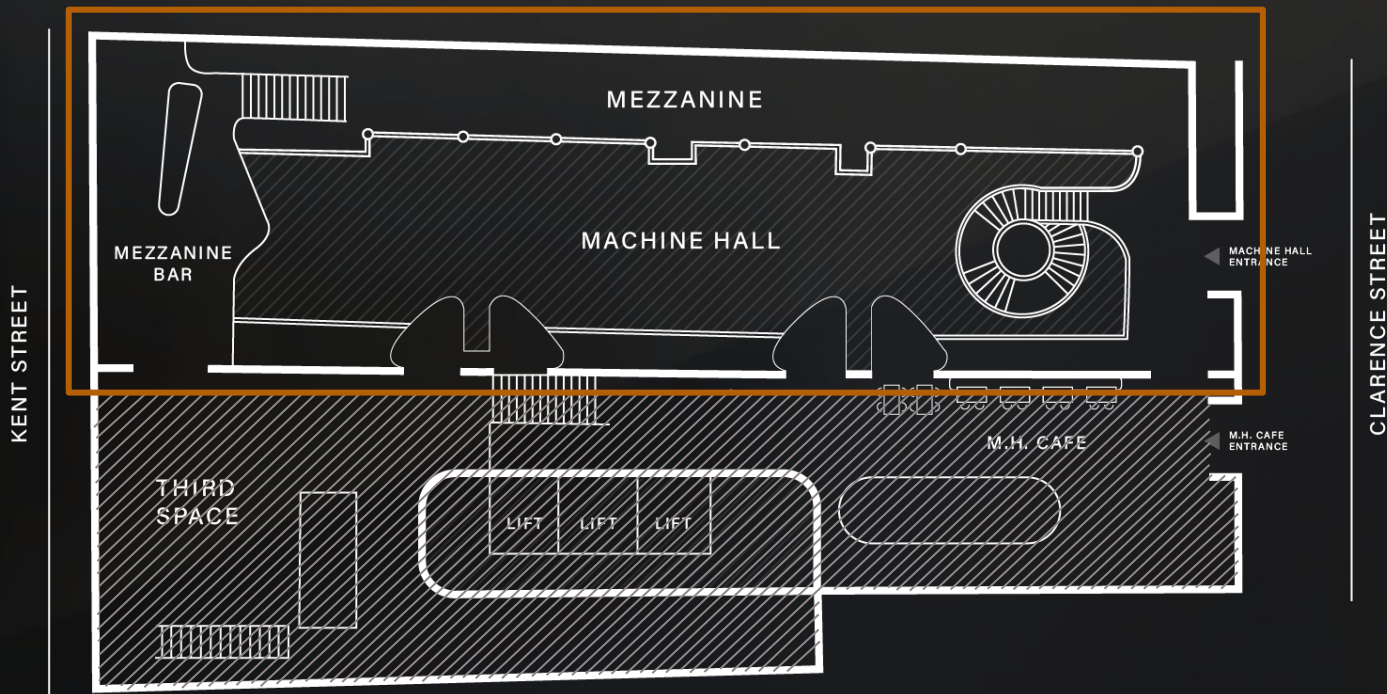


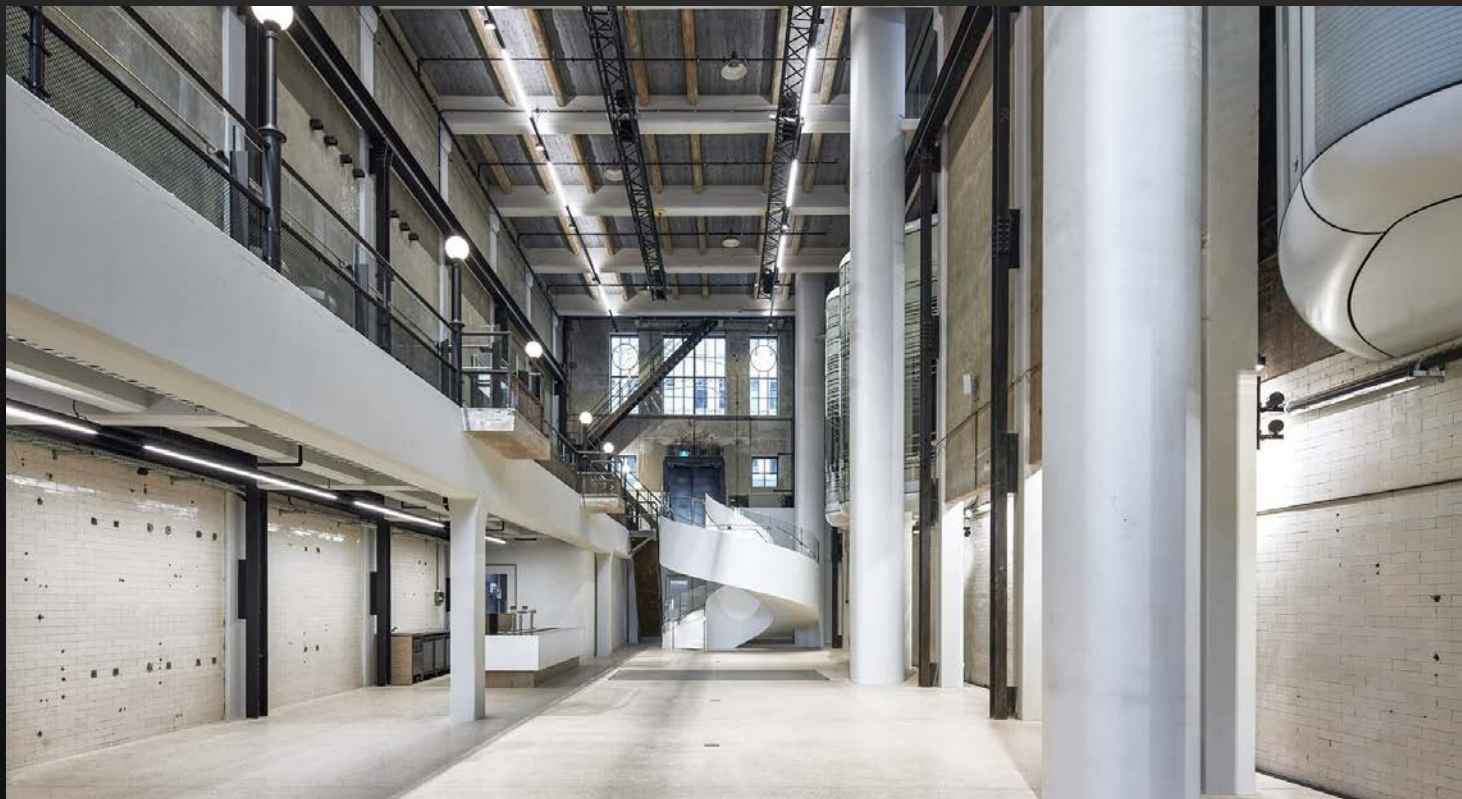
Inclusions & Capabilities

- / Loading dock access via Kent Street
- / 18 x 1t rigging points are installed throughout the venue to allow for additional production capabilities
- / Distributed power access around the building perimeter and central floor boxes
- / 2 x full service bars located on the mezzanine and lower ground levels
- / Commercial kitchen and cool room
- / Access to detailed floor plans including DWG drawings and 3D architectural modelling



Machine Hall spans two floors / Lower Ground & Mezzanine







MACHINE
HALL



Featured Space / **Vault**



MACHINE HALL

Vault

Pass through a discreet, street-level entrance into a subterranean speakeasy bar and lounge. Heritage features surround the central bar where work meets play.

Capacity

120 standing / 50 seated

Dimensions

105m²

EVENT PACK 2024



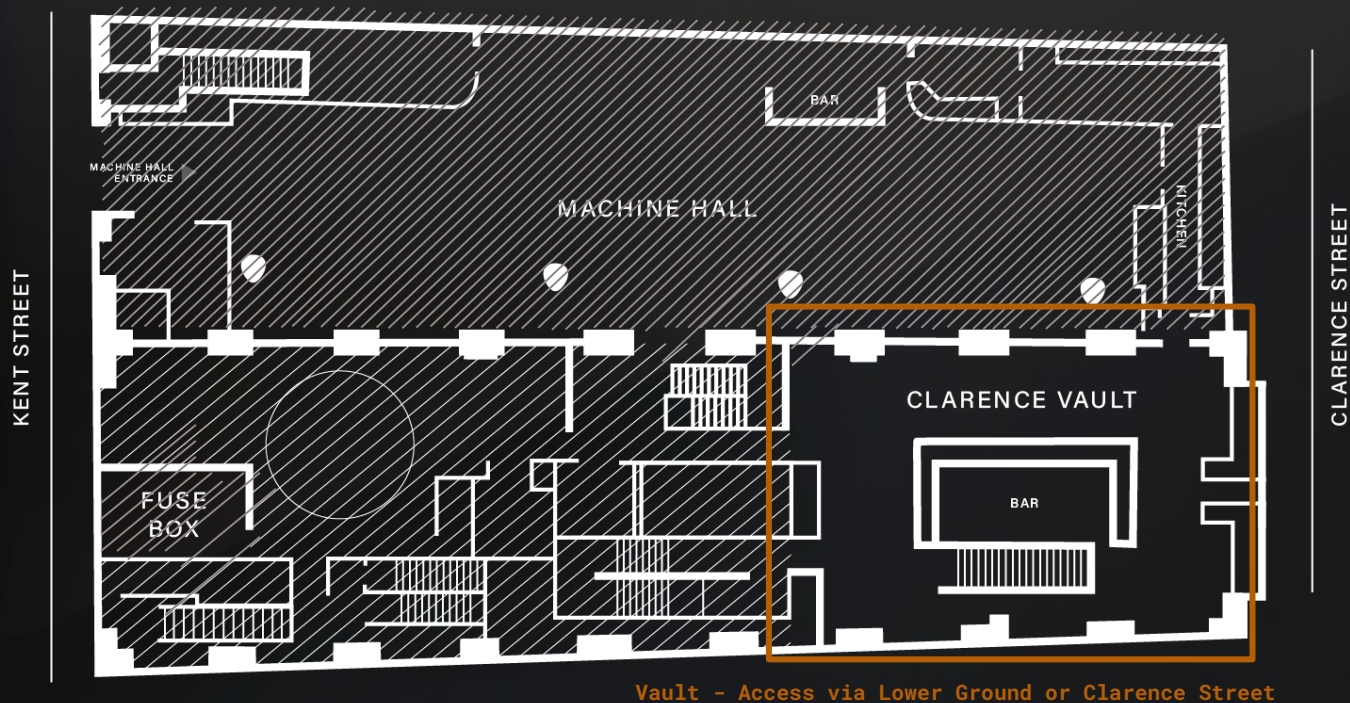
Inclusions & Capabilities

- / Discreet access via Clarence Street
- / 12pm to 2am liquor licence
- / 1 x full service bar
- / Fully furnished bar and lounge
- / Loading dock access via Kent Street
- / Sonos 3D Sound System









MACHINE HALL

The image shows a spacious, modern interior with a high ceiling and exposed wooden beams. In the foreground, there are several orange velvet armchairs arranged around a small white table. To the right, a dark wooden rectangular table is surrounded by green velvet chairs. The background features a brick wall, a large white pillar, and a glass-walled area. The lighting is warm and ambient, with natural light coming from the left.

Featured Space / **Third Space**

Third Space

This curated workspace and lounge presents a comfortable and flexible environment for boutique events, flanked by inspiring heritage elements and abundant natural light.

Capacity

100 standing / 90 seated

Dimensions

Upper Level: 107m²

Ground Level: 64m²

Total: 173m²



Inclusions & Capabilities

/ Loading dock access via Kent Street and street access via cafe lobby

/ Magnificent heritage refurbishment featuring original brickwork and ceilings plus a preserved hydraulic lift (non-functional)

/ Available as is with existing furniture or as a blank canvas

/ Oversize windows providing natural light

/ Privacy curtains

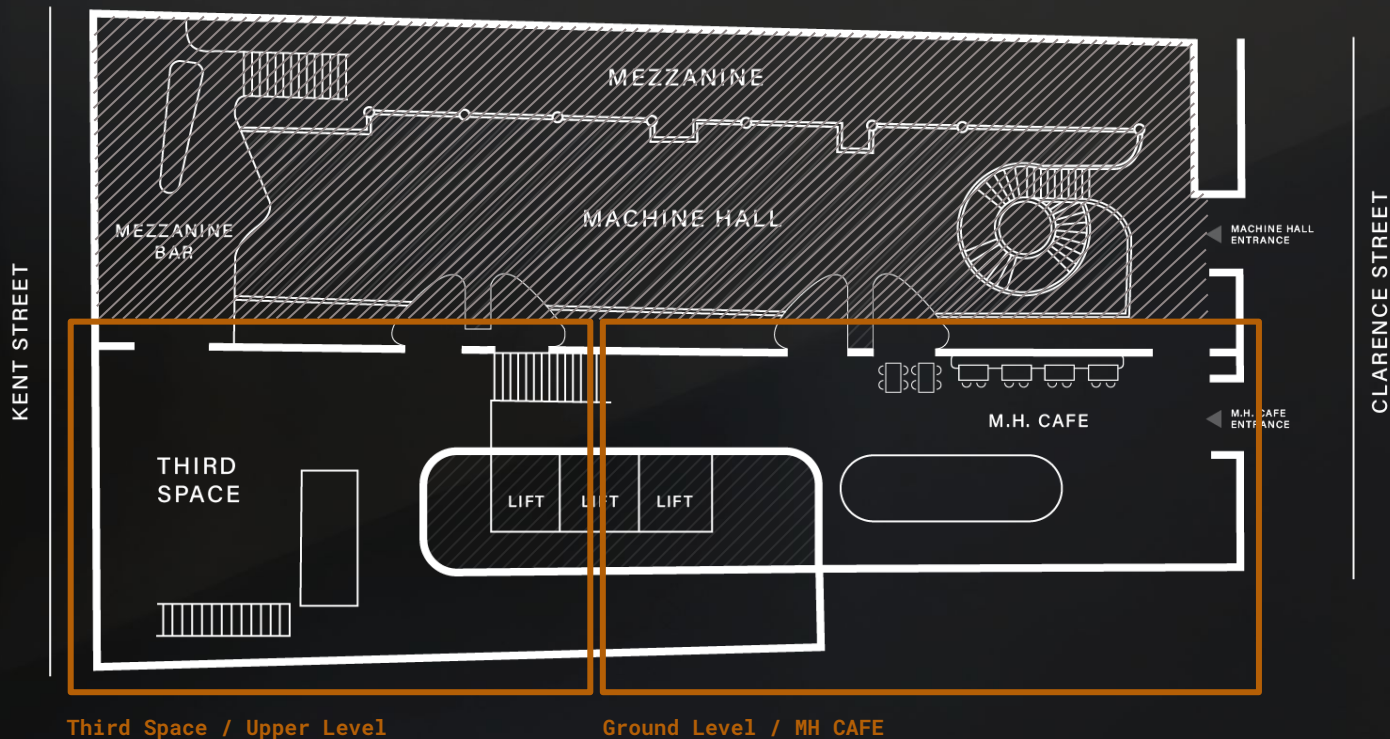
/ Sonos Era surround sound system

/ Air conditioning

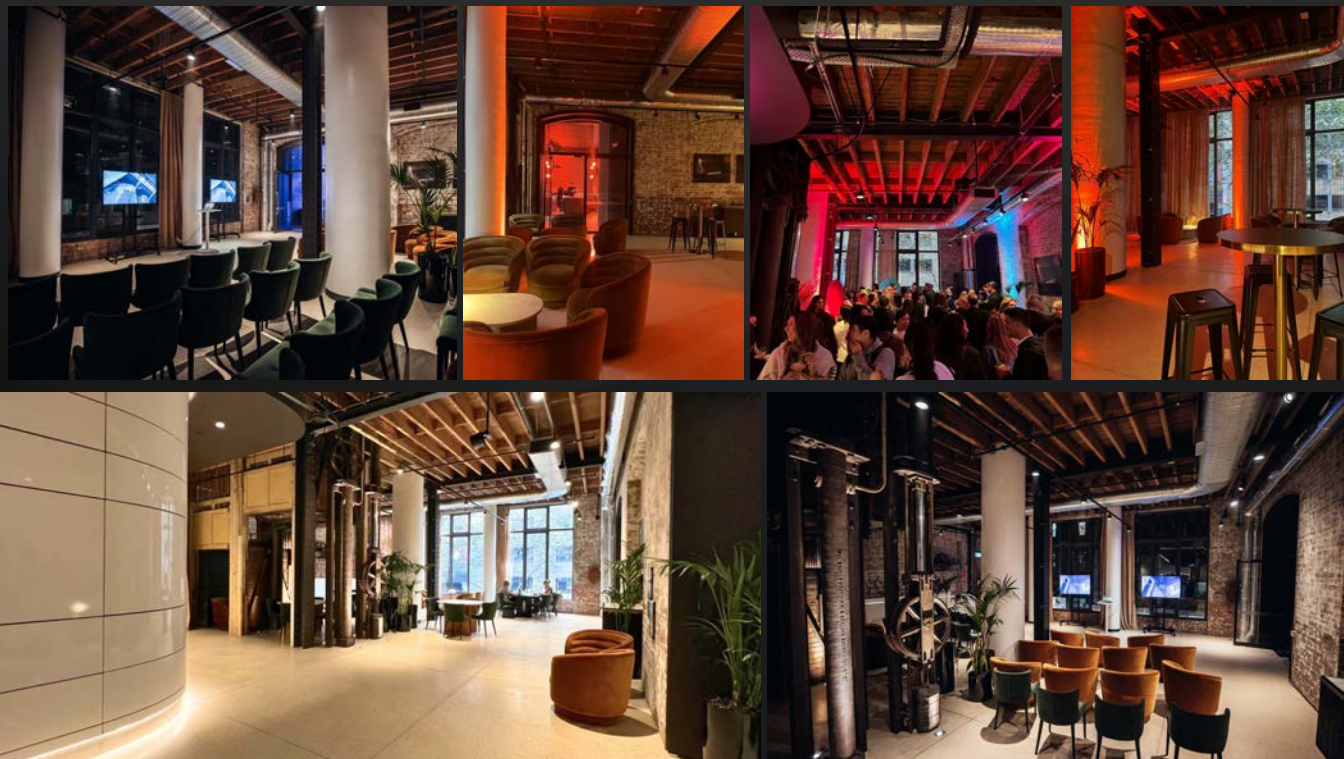
/ Bathroom amenities

/ Access to detailed floor plans including DWG drawings and 3D architectural modelling









MACHINE HALL



Featured Space / **Fuse Box**



FUSE BOX

Fuse Box

An intimate space for private strategy sessions, presentations, live broadcast and recording experiences.

Capacity

10 standing / 8 seated

Dimensions

Total: 17m²

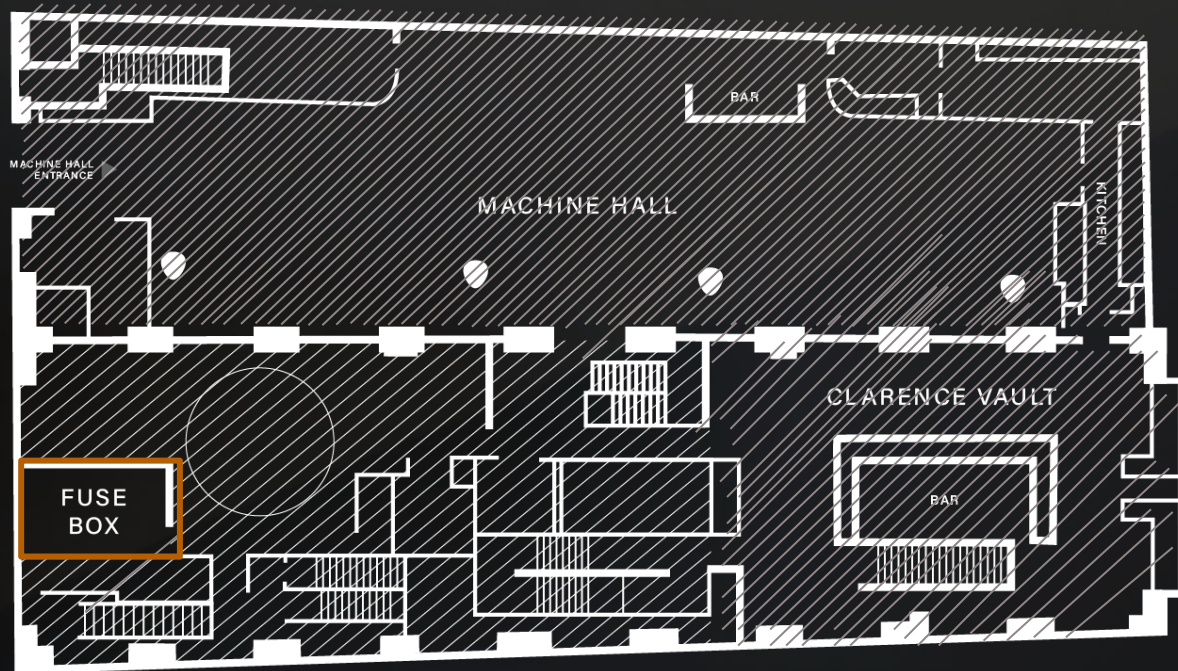
Inclusions & Capabilities

- / Direct street access via Kent Street
- / Dual access included Kent street frontage and discrete entry via loading dock
- / Meeting table and 6 chairs
- / High ceilings
- / Air conditioning
- / Sonos Era surround sound system
- / Access to bathroom amenities



Vault / Entrance via Kent
Street

KENT STREET



CLARENCE STREET



MAKING MAGIC HAPPEN, TOGETHER

Add-on services.

Our multi-disciplinary team work closely to bring your complete event experience to life. We collaborate with world-class partners from the culinary, to the creative, to the technical, to make magic happen.

- / Catering
- / Beverages
- / AV & Event Production
- / Security
- / Staffing
- / Cleaning & Removal
- / Talent
- / Printing
- / Brands & Partnerships

MACHINE HALL

Historic Spaces / Reimagined

Past Event Highlights

MACHINE HALL

TAG HEUER
FLAGSHIP STORE
OPENING PARTY
2024



MACHINE HALL

SXSW SYDNEY

DEFENDER HOUSE

LIVE PROGRAM

& BRAND ACTIVATION

2023



MACHINE
HALL

MESHKI

10 YEAR ANNIVERSARY

2023



MACHINE HALL

HP

PRODUCT LAUNCH

2024



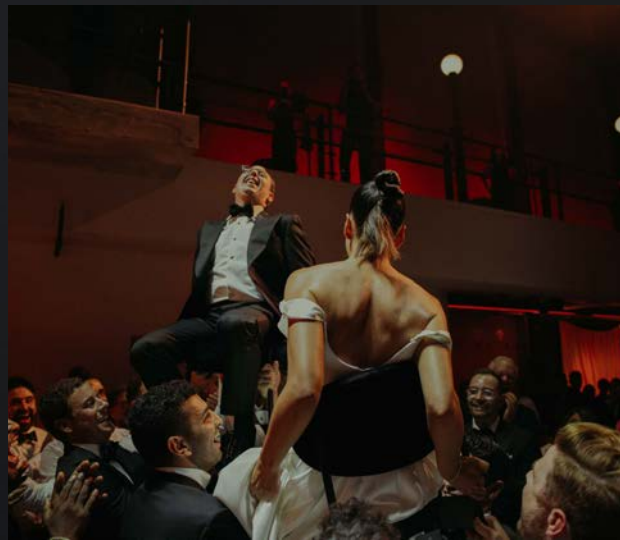
MACHINE HALL

JANETE & MARC

WEDDING BY
PLACE OF LB
2023

FEATURED PARTNERS

/ PLACE OF LB
/ BISTROT 916
/ PELLEGRINO 2000
/ DOCTOR COOPER
/ DAN FONTAINE
/ LUXE STRINGS



MACHINE HALL

EX MACHINA

MACHINE HALL

INAUGURAL MUSIC PROGRAM
2024

Monthly episodes
feature pioneering DJs
and musicians with a
deeper story to tell.

Music can act as a
dynamic and unexpected
medium to delve into
histories, cultures,
politics and new ideas.

EP001 TROY BEMAN

EP002 WILLO



TROY BEMAN / [WATCH THE FULL DJ SET ON YOUTUBE](#)



WILLO / [WATCH THE FULL DJ SET ON YOUTUBE](#)



MACHINE HALL

META

CONFERENCE &
LONG TABLE DINING



MACHINE HALL

COS

COLLECTION RELEASE

2023



MACHINE HALL

MARIE CLAIRE POWER TALKS
EVENT SERIES



MACHINE HALL

BAYTI

DINNER EVENT

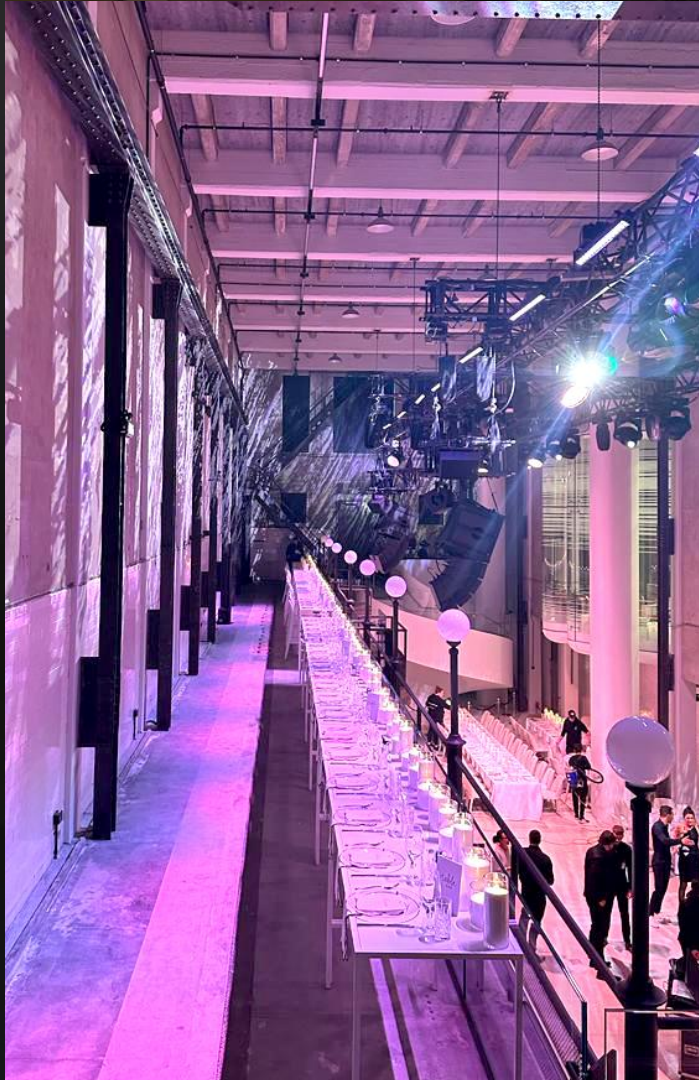
2023



MACHINE HALL

WEDDINGS

VARIOUS ROOM LAYOUTS



MACHINE HALL

VALIANT
EVENT FURNITURE
& ROOM LAYOUTS



MACHINE HALL

Historic Spaces / Reimagined

About Machine Hall



ABOUT MACHINE HALL

CHALLENGING CONVENTIONS

Building upon 100 years of history, we partner with cultural leaders, pioneering brands and trailblazing corporates to deliver a spectacular annual public events calendar, alongside premium brand and corporate events.

This collaborative approach brings the worlds of business and culture together in whole new ways, empowering communities and enabling inspiring cross-sector innovation.

Having sat dormant for 30 years hidden in the heart of Sydney, Machine Hall stands as an architectural icon setting a new benchmark for the transformation of under-utilised heritage buildings globally.

Machine Hall is a unique collaboration between property developer Built, City of Sydney and the founders of Machine Hall.



EVENT PACK 2024

About.

(L - R) Todd Hibbert, Event Producer; Walter Flamenco, Creative Director; Robyn Wilson, Head of Marketing; Michelle Moore, Head of Event Sales; Trish Rogers, General Manager; Paul Schulte, Director; Jordan Weaver-Keeney, Event Sales Executive; Carrie Barker, Director; Will Messiha, Head of Programming & Partnerships

The precinct spans two heritage-protected buildings. Shelley's Warehouse, a tobacco and alcohol warehouse built in 1909 and a five-storey electricity substation owned by the City of Sydney, built in 1930.

It closed in 1985 and fell into disrepair for 32 years, before it was purchased by award winning property developer Built, in 2017.

Together with specialist heritage architects fjcstudio and interior design agency YSG Studio, the space has been sustainably reimaged to leverage the iconic architectural features and preserve the rich heritage fabric – including 14-metre-high ceilings, grand ornate windows and original machinery.

A culture venue unlike any other in the heart of Sydney's CBD.



Originally a major City of Sydney electricity substation, built circa 1930. Spanning five-storeys including a two-storey machine hall (pictured). Many of the original elements remain today, flanked by modern architectural design aspects.



183 Clarence Street
Sydney Australia

All venue bookings, partnerships and
projects head to machinehall.ai