



UNIQUE EVENT SPACE 'HOSTING' SERVICE LAUNCHES IN SOUTH AFRICA

www.spaceblock.co.za

Finding a unique space on short notice for a product shoot, party, film set or business function in South Africa is about to become a lot easier and more affordable with the launch of a new online-only service called Spaceblock ~ www.spaceblock.co.za

The brainchild of property entrepreneur David Teasdale, Spaceblock takes an Airbnb-like model that connects clients directly with property owners using a sophisticated technology platform that simplifies the process of finding and renting event spaces.

"Spaceblock was born out of the sheer frustration of how long it took to find and secure a unique space for short-term events using the old real estate model," says Teasdale.

Making waves in an age old industry

“In the past – and in fact still today – most event space marketing is done using traditional channels, a mix of online and print media, but then problem lies in how long the process actually takes from viewing to rental, and the market is flooded by so-called ‘Sunday browsers’ with no real intention to actually rent what they view, despite costing agents and renters many hours of time,” he says.

“Spaceblock, like Airbnb, circumvents the process by creating an online market of rentable event spaces and allowing clients to find and book the spaces they need directly from the renters, taking agents and other roadblocks out of the equation.”

Apart from a handful of event space rental companies that currently operate in South Africa, there are none with active websites, and those that have them still use them primarily for advertising rather than booking while retaining a third-party process for booking. None of these services can provide the granular search functionality of Spaceblock, which allows a client, for example, to find a small kitchen in a leafy suburb for a five-hour soft drink commercial on short notice, and book it in minutes.

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There are so many amazing and unique spaces that nobody even knows about or they have been forgotten. I wanted to make these spaces shine!

Imagine a platform that allows you to rent out spaces in your home that could be used for any type of activity. Rent your kitchen out for cooking classes, rent your garden out for a film / photo shoot. Rent your patio / terrace out for a cocktail party or maybe you have a kids friendly home that would be perfect for kids parties. Explore your space and be creative. The opportunities are endless.

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“Our search and filter capabilities have been designed from the ground up to cater for almost every conceivable event space rental scenario. Need a fabulously modern rooftop patio for an intimate party? Or a dark, retro bank vault for a corporate theme party? Or a wide-open stadium for a company offsite? Each of these and dozens more can be found, seen and booked on Spaceblock without leaving the computer screen,” Teasdale explains.

“All of our spaces are also up-to-the-minute current, with full calendar integration showing availability, so there’s literally no delay between finding the space you need and booking it if it’s available - other than the renter getting to vet your application and approving it. Moreover, because the ‘middleman’ is excluded there’s no commission, no exorbitant fees, and prices are generally much more affordable than using traditional space rental services.”



Teasdale says South Africa continues to be a drawcard destination not only for locals but increasingly for global companies and individuals wanting unique experiences at far more affordable rates than comparable destinations around the world.

“We can offer global clients progressive co-financing options, a favourable exchange rate, diverse locations in close proximity to each other, world-class film studios complete with English-speaking, non-unionised crews, alternate seasons to northern hemisphere locations and a European-aligned time zone,” he says.

“And for locals, we can offer a rich diversity of locations, often in their own neighbourhoods, that they didn’t even know existed, and certainly weren’t available for direct hire until Spaceblock.”

**For more information or to
arrange an interview please email
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