

22 November 2013 – 23 March 2014 | The Ian Potter Centre: NGV Australia and NGV International

## Architecture and design

Recognising the key role design plays in Melbourne, the National Gallery of Victoria has dedicated one-third of *Melbourne Now* to design and invited collaborations with key architects and designers to create the spaces that will house the many works of art and creative practice.

Highlights include:

- A Community Hall, designed by celebrated architectural practice **McBride Charles Ryan**, that serves as a meeting room, stage, platform, catwalk and platform for a wide range of cultural expression;
- A geodesic dome made from 1,000 Ikea bins, designed by **Rory Hyde**, as a space for social encounter, impromptu events, performances and broadcasts, in reference to Roy Grounds' experimental architecture, among other art and architectural precedents from Buckminster Fuller to Olafur Eliasson, and the legendary artists' commune, *Drop City*;
- **Fleur Watson** has curated *Sampling the City: Architecture Culture in Melbourne*, which represents the key protagonists and ideas in an immersive four-part installation involving over 25 Melbourne architecture practices;
- A monumental design wall featuring industrial and product design to reflect the creative intelligence of industrial and product designers. Seventy design projects from 40 designers are displayed including the foldable boat, Keep Cups, Willow eskies, and Blackmagic cameras;
- A designer-in-residence program occupies the Melbourne-designed Bolwell caravan, parked in the NGV garden for the duration of *Melbourne Now*;
- Architectural firm **Ashton Raggatt McDougall** (ARM) have set up a studio space within NGV Studio, as a site for urban research, considering potential and contentious sites in Melbourne, such as Federation Square East, Ford Factories in Broadmeadows and Geelong, the City of Dandenong and Tullamarine;
- An immersive data visualisation created by **Greg More** incorporating socio-geographic data that reflects how we live in Melbourne;
- **ZOOM** – a display of 30,000 postcards designed by Matthew Angel carrying 100 ideas for the future of the city plus a companion interactive survey;
- **Design and Visual Culture**, a curated selection of furniture, lighting and object design celebrating Melbourne's flourishing designer-maker culture. Comprising limited production and one-off experimental design, each work is a story told through material and process designed to test our perceptions of taste, beauty and usefulness;
- **PHOOEY** and **Tim Fleming** have developed a children's commission built from carpet based on Melbourne's homegrown game Trugo, created by railway workers in 1920s;



- A wondrous architectural installation by **Stephen Bram** is both an object (sculpture) and enclosed space (architecture) that subjects the viewer to new perspectives and perceptions of space;
- A large scale urban food forest of indigenous trees, productive landscape and associated urban food growth system by urban agriculture designers **Urban Commons**;
- The Reading Room designed by emerging architecture collective **SIBLING** occupies an interstitial space at The Ian Potter Centre: NGV Australia. The room has been created to allow us a moment to pause and ingest some of the wonderful independent publishing, graphic design and writing of Melbourne's art, architecture and design communities, offering an insight into a broad array of local voices;
- **Muir Mendes** has designed a sinuous steel display system for contemporary jewellery. Their creation has been named *Appurtenance* and is described as intimate in scale and execution with raw material that is cut folded, manipulated and worked to generate an ornamental condition, display, space, corridor, and a thoroughfare;
- Six *Melbourne Now* artists have teamed up with six graphic designers to create **Then Posters**; unique rock posters that will be distributed throughout the city as part of *Melbourne Now*. The project has been developed by guest curator Warren Taylor, founder of The Narrows and Lecturer in Communication Design at Monash Art Design and Architecture. Then Posters explore the ideas that art, advertising and graphic design share within public space and the role of the poster beyond its commission;
- **Leon van Schaik's** beautifully idiosyncratic ideograms are showcased, documenting key protagonists and ideas in architectural practice with compelling 'portraits' that theatrically stage the world of architectural ide
- as;
- Broached Commissions have collaborated with Susan Dimasi of **MaterialByProduct** to produce a purpose-built loom;
- Melbourne graphic design firms **Hofstede Design, Fabio Ongarato Design, Cato Brand Partners** and **Ortolan** worked in collaboration with the NGV to create a limited edition publication showcasing works and ideas generated by *Melbourne Now*;
- Independent fashion houses, bespoke shoemakers and jewellers are showcased within the NGV.

#### Architecture and design guest curators:

##### **ZOOM**

**Ewan McEoin**

**NGV International**

Melbourne is one of the world's most liveable urban places where 4.25 million people live, work and play. The city is a platform for culture, ecology, economy and community. Yet Melbournians are influenced and affected by diverse conditions, and our lifestyle and expectations define the cities agenda. The livability of the city now and into the future is a consequence of our current choices and priorities.

*ZOOM*, a light installation created by data gathered from the city, seeks to examine and represent the forces shaping the future of the city, investigates how our personal choices apply pressure and instigate change, and considers ways in which we can prepare for a future Melbourne of 10+ million people.

##### ***Sampling the City: Architecture in Melbourne Now***

**Fleur Watson**

**The Ian Potter Centre: NGV Australia**

*Sampling the City: Architecture in Melbourne Now* reveals the complex web of personalities, factions and trajectories that make up Melbourne's vibrant contemporary architectural culture. This project asks: What are the ideas and themes that inform Melbourne's design culture? Who are its agitators and protagonists? How

are emerging architects driving new ways of thinking? The project is in four parts:

- A 'super graphic' introduction sampling Melbourne's contemporary architectural culture;
- A projection space with architectural imagery curated to five themes: representation and the city; craftsmanship and materiality; art-engaged practice; stitching the city; and bio-futures/advanced architecture;
- An incubator/studio environment providing insight into the processes of six leading Melbourne architects: Cassandra Fahey, Make Architecture, March Studio, Muir Mendes, Studio Bird and Studio Roland Snooks;
- An intimate screening room with a video artwork by Matthew Sleeth.

*Sampling the City: Architecture in Melbourne Now* is curated by Fleur Watson, with exhibition design by Amy Muir and Stuart Geddes, projection and soundscape design by Keith Deverall, introductory narrative by Watson and Michael Spooner and built environment imagery by Peter Bennetts.

### ***Melbourne Design Now***

**Simone LeAmon**

#### **The Ian Potter Centre: NGV Australia**

Curated by Simone LeAmon, *Melbourne Design Now* is the first design exhibition of its kind to be shown at the NGV. A presentation of localised creative intelligence in the fields of industrial, product, furniture and object design this exhibition comprises more than 70 design projects from 40 designers, design studios and companies.

Looking at how Melbourne designers are mediating aesthetic, social, cultural, ecological and economic narratives, *Melbourne Design Now* celebrates design's relationship to everyday life and how contemporary designers are embedding unique and serial design production with ideas, meaning and emotion to resonate with Melbourne now.

Ranging from cinema cameras by Blackmagic Design to the Bolwell EDGE caravan, from eco-design education tools by Leyla Acaroglu to the Monash Vision Direct to Brain Bionic Eye, from furniture made with ancient Australian timber by Damien Wright to biodegradable lampshades by LabDeStu; these design projects along with the many others featured in *Melbourne Design Now* consolidates Melbourne as one of the great design cities in the world today.

*Design and Visual Culture*: A curated selection of furniture, lighting and object design celebrating Melbourne's flourishing designer-maker culture. Comprising limited production and one-off experimental design, each work is a story told through material and process *designed* to test our perceptions of taste, beauty and usefulness. Designers include Damien Wright, Kate Stokes, Anthony Raymond, Gregory Bonasera, Adam Cornish, Tim Fleming, Jarrod Lim, Dale Hardiman, Leyla Acaroglu, Marc Pacal, Kate Rohde, Christopher Boots, Emma Davies, Ash Allen and Tate Anson.

### ***Community Hall***

**McBride Charles Ryan**

#### **NGV International**

McBride Charles Ryan (MCR) have designed the extraordinary *Community Hall*, a large structure positioned immediately at the entrance to the NGV and housing over 600 events during the four months of *Melbourne Now*. Creating a bold statement of inclusivity and egalitarianism, the Hall draws inspiration from the social and cultural spaces at the heart of many Victorian communities. MCR's design for the space is at one iconic and pragmatic. The architecture integrates a broad range of social and cultural references into one seamless arc of inclusion, set alight with bold colour and extended through the famous NGV Waterwall.

***Trugo Go-Go***

**PHOOEY and Tim Fleming**

**NGV International**

PHOOEY is a progressive design practice specialising in sustainable architectural and interior design. PHOOEY'S Peter Ho and Emma Young are internationally recognised for their innovative re-use and adaption strategies that 'upcycle' and bring new life to old objects. Flatland OK local designer Tim Fleming's designs range from super-scale iconographic artefacts to functional objects, jewellery, comics, and illustrations.

*Melbourne Now* is on display at The Ian Potter Centre: NGV Australia and NGV International from 22 November 2013 – 23 March 2014. 10am – 5pm. Free entry.



Join the conversation via #melbournenow and download the free *Melbourne Now* App and ebook.  
[ngv.vic.gov.au](http://ngv.vic.gov.au)

Image caption:

McBride Charles Ryan

*Community Hall 2013*

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