

# LIVING IN THE CITY

## NEW ARCHITECTURE IN BRISBANE & THE ASIA-PACIFIC

19 FEBRUARY – 22 MAY 2016

### EXHIBITION REPORT

MUSEUM  
♦ OF ♦  
BRISBANE





# THANK YOU

Museum of Brisbane acknowledges the support of many organisations and individuals who helped bring to life *Living in the city: New architecture in Brisbane & the Asia-Pacific*. The exhibition was spawned by the inaugural Asia Pacific Architecture Forum, a joint initiative of Architecture Media and State Library of Queensland. The Museum is grateful to these organisations and particularly wishes to recognise the invaluable guidance of Architecture Media's Cameron Bruhn.

The Museum also acknowledges the support of Audi Centre Brisbane as Museum Partner, Hilton Hotel Brisbane as Accommodation Partner, and Media Partner's goa, 612 ABC Brisbane and The Weekend Edition. It is only with the support of these organisations that the Museum can deliver award-winning exhibitions free for the community.

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## Museum of Brisbane Board

Sallyanne Atkinson AO, Chairman  
Andrew Harper  
Jeff Humphreys  
Alison Kubler  
Chris Tyquin  
David Askern (Company Secretary)

### Museum Partner



Audi  
Centre Brisbane

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THE WEEKEND EDITION  
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### Exhibition Supporters



Queensland Rail

OPEN HOUSE  
8 & 9 OCTOBER 2016

*Living in the city* is co-presented with Architecture Media as part of Asia Pacific Architecture Forum.



architecture  
media

ASIA PACIFIC  
ARCHITECTURE  
FORUM

*Life at Home*: Richard Kirk Architect,  
Courtyard Residence 2015,  
architectural illustration

Cover: *Making Communities*: HASSELL,  
Shenzhen Affordable Housing Design  
2012, architectural rendering



## FAST FACTS

**75,334 people** visited  
Museum of Brisbane  
during the exhibition

**6 public programs**



*Life at Home:* Research Design Office, Jubilee Hills Residence, Hyderabad, India, architectural rendering



*Making Communities:* The University of Queensland Student Housing Precinct, St Lucia, Wilson Architects and Partners Hill, Architects in Association, architectural rendering

**18 architecture projects**

**9 Sister  
Cities**



*Making Communities:* Woods Bagot, Chongqing IFC Tower, Chongqing, China, architectural rendering

**1885 students**  
from 80 learning institutions



*Life and Leisure:* Cox Rayner Architects, Queensland State Velodrome, Chandler, Brisbane, Australia, architectural rendering

**25 groups**  
visited the  
Museum  
totalling  
**340 people**

## FROM THE DIRECTOR

*Living in the city: New architecture in Brisbane & the Asia-Pacific* featured nine new architectural projects in Brisbane currently under construction alongside one project from each of our nine Sister Cities in the Asia-Pacific.

Each project was explored through architectural models and collectively examined how architecture influences the way we live, work and play. Through the stories behind these projects, the exhibition provided a snapshot of our Sister Cities, allowing visitors to gain insight into the similarities and differences of city living across the Asia-Pacific.

The exhibition was the first to open in 2016 and signalled a new programming direction for the Museum in exploring Brisbane's place in a global context and in particular Brisbane's emerging role as a hub within the Asia-Pacific.

Brisbane, along with our neighbours, is facing the challenge of how we plan for the future in the face of rapidly growing cities. *Living in the city* gave a glimpse into how some of our brightest and most innovative architects are rising to this challenge by creating spaces that facilitate and encourage a sense of community which are integral to the social fabric and success of a city. The exhibition also provided an opportunity for residents to get a glimpse into the future of this city and to gain an understanding of the important role architects play in shaping that future.



Visitors engage with the architectural models at the exhibition launch  
Credit: PhotoCo

Visitors engage with the architectural models at the exhibition launch  
Credit: PhotoCo



**The architecture of the Asia Pacific with the models was thoroughly enjoying.**

James, visitor, April 2016

Presented in partnership with Architecture Media as part of the Asia Pacific Architecture Forum, the Museum was proud to collaborate with Architecture Media and the Asia Pacific Design Library at State Library of Queensland on this exciting new initiative.

*Living in the city* also enabled the Museum to engage with new audiences in the architecture industry. We were honoured to be awarded the 2016 Queensland Chapter of the Australian Institute of Architects President's Prize in recognition of the exhibition's contribution to the industry.

We were also pleased to have the support of Audi Centre Brisbane as a Museum partner, in addition to receiving support from Hilton Hotel Brisbane, 612 ABC Brisbane, The Weekend Edition, goa, Queensland Rail and Brisbane Open House.

I look forward to welcoming you to the Museum again soon.

A handwritten signature in black ink, appearing to read 'P. Denham'.

**Peter Denham**  
Director



## ABOUT THE EXHIBITION

One of the ways we define the personality of a city is through its architecture. Buildings are landmarks that define the skyline and places where we come together. They are the settings for our daily life and an expression of our shared needs and aspirations. The design of every building helps create the character of a city and the way we individually and collectively inhabit it.

In Australia, three-quarters of the population now live in urban centres like Brisbane. This trend is common throughout the Asia-Pacific as the populations of cities, including Brisbane's nine Sister Cities, continue to grow at a rapid pace. A vision for the future of these cities can be seen in the buildings that are being planned, designed and built right now.

*Living in the city* provided a snapshot of the future of cities across the Asia-Pacific, previewing 18 new buildings from Brisbane and its Sister Cities across the region from Abu Dhabi to Kobe. Presented in three sections; *Life at Home*; *Making Communities*; and *Life & Leisure*, scale models were sourced from some of the Asia-Pacific's most interesting architectural practices and provided a glimpse into the way we, and future generations, will live, work and play.

*Living in the city: New architecture in Brisbane & the Asia-Pacific*  
Credit: Dianna Snape

### SISTER CITIES

One of the fastest growing cities in Australia, Brisbane is positioning itself as an important centre for trade and commerce, underpinned by extensive cultural exchange throughout the Asia-Pacific.

Brisbane's Sister Cities play an important role in building the city's presence in the Asia-Pacific region. A Sister City relationship is a long-term, cooperative relationship between two cities in different countries that encourages trade and tourism. Sister City relationships are often formalised when the highest elected official, usually the Lord Mayor, signs a memorandum of understanding that supports cultural, educational, business and technical exchanges for each city. The concept of Sister Cities developed after the Second World War. The intent was to foster friendship and understanding between different cultures and between former adversaries as an act of peace and reconciliation, while encouraging economic outcomes.

Brisbane currently has nine Sister Cities – all located in the Asia-Pacific: Abu Dhabi (United Arab Emirates), Auckland (New Zealand), Chongqing and Shenzhen (China), Daejeon (South Korea), Hyderabad (India), Kaohsiung (Taiwan), Kobe (Japan) and Semarang (Indonesia).



## LIFE AT HOME

The middle of the twentieth century in Australia gave rise to the great Australian dream –home ownership on a quarter-acre block in the suburbs. But with rising house prices, population growth and a greater desire to live close to the city, that dream has changed.

Architects are now seeking to redefine suburban living. From a small-footprint addition in a suburban backyard to a reworking of the traditional Queenslander, two of the Brisbane houses featured in the exhibition offer alternative ways of living in – and escaping from – the city. A third, a hilltop residence west of the city, provided an example of a peaceful oasis far from the hustle and bustle of the CBD.

In other Asia-Pacific cities, architecture is similarly reshaping the way residents live in the suburbs. In Kobe, one of Japan's largest cities, architects have dealt with the constraints of a challenging site by embracing the surrounding environment. And in Hyderabad, India, new spaces wrap around the old, drawing the landscape into the house.

Regardless of location, each of the houses in the exhibition demonstrated that a connection between architecture and landscape will remain fundamental as the density of our cities continues to intensify.

- Phorm Architecture + Design, *Taringa Treehouse*, Brisbane, Australia
- Kevin O'Brien Architects, *Alterations and additions to a house in Highgate Hill*, Brisbane, Australia
- Richard Kirk Architect, *Courtyard Residence*, Brisbane, Australia
- Research Design Office, *Jubilee Hills Residence*, Hyderabad, India
- Tato Architects, *House in Suwayama*, Kobe, Japan



## MAKING COMMUNITIES

As available space in busy urban centres shrinks, developments are required to deliver more in less space. Increasingly architecture plays a role in how communities can be encouraged to grow in this changing landscape, and through design, give back to the cultural life of the city.

In Australia, we are witnessing the beneficial impact of better housing on life in the city. As many Australians shift away from houses in the suburbs in favour of more compact housing closer to the city, residential developments today provide their users with connections to transport, commercial and leisure facilities and importantly, public space. Similarly, university facilities are now connecting to their city settings, enriching the life of students on campus and beyond.

Like their counterparts in the Chinese cities of Shenzhen and Chongqing, and Auckland, New Zealand, the Brisbane developments in this section of the exhibition demonstrated how inner-city projects can provide a better quality of life not only to their residents and tenants, but to the entire city. Rather than contributing to suburban sprawl, the developments showcased create rich and diverse spaces that are rejuvenating the inner city.

- Wilson Architects and Partners Hill, Architects in Association, *The University of Queensland, Student Housing Precinct*, St Lucia, Brisbane, Australia
- Conrad Gargett, *Coorparoo Square*, Brisbane, Australia
- BVN, *12 Creek Street*, Brisbane City, Brisbane, Australia
- HASSELL, *Shenzhen Affordable Housing Design*, Shenzhen, China
- Woods Bagot, *Chongqing IFC Tower*, Chongqing, China
- Easy Do-Si Architect, *Cheon-Dong Apartment Complex*, Daejeon, South Korea
- Architectus, *The University Of Auckland Science Centre*, Auckland, New Zealand

*Making Communities: Conrad Gargett, Coorparoo Square 2014, architectural rendering*

## LIFE AND LEISURE

By their nature, leisure facilities are designed with social gathering in mind. As places for watching sporting events or the arts, or as a travel destination, all of the buildings presented in this section of the exhibition cater to large groups and are the backdrop for memorable experiences.

The three Brisbane projects explored ways of establishing connections with the public and enriching the lifestyle of residents. The Queensland State Velodrome will be the setting for international sporting events, while the James Street Hotel in Fortitude Valley will provide a new dimension to this vibrant precinct. The humble Leagues Club has also been reimagined in order to further its place as an important community hub.

In Taiwan, the spectacular Kaohsiung Centre for the Arts is designed to be an integral part of the neighbouring park and will reinvent the cultural life and identity of the city. In Abu Dhabi, the architects of the Saadiyat Island Resort have created a sense of place connected to its location on the Persian Gulf, rather than a building isolated in the landscape. For all of these projects, reflecting their location is a constant theme – with references as diverse as the Queensland verandah, the fishing boats of Semarang, and Kaohsiung's Banyan trees.

- Cox Rayner Architects, *Queensland State Velodrome*, Chandler, Brisbane, Australia
- Richards & Spence, *James Street Hotel*, Fortitude Valley, Brisbane, Australia
- Shane Thompson Architects, *Carina Leagues Club Redevelopment*, Brisbane, Australia
- Day Architecture Studio, *Java Supermall Apartment and Hotel Tower*, Semarang, Indonesia
- Mecanoo Architecten, *National Kaohsiung Center for the Arts (Wei-Wu-Ying)*, Kaohsiung, Taiwan
- DBI Design, *Saadiyat Island Beach Resort*, Abu Dhabi, United Arab Emirates

*Life and Leisure: DBI Design, Saadiyat Island, Beach Resort Abu Dhabi, United Arab Emirates, architectural rendering*





## EXHIBITION CONTRIBUTORS

*Living in the city: New architecture in Brisbane & the Asia-Pacific* was created with the support of many individuals, companies and organisations. Museum of Brisbane sincerely thanks everybody for their generosity and effort.

*Living in the city* is co-presented with Architecture Media as part of Asia Pacific Architecture Forum.

### Exhibition Curators

Christopher Salter, Deputy Director, Museum of Brisbane  
Cameron Bruhn, Editorial Director, Architecture Media

### With thanks

Nicole Andronicus and Garth Henderson, Lord Mayor's International Relations and Multicultural Affairs, Brisbane City Council  
Katelin Butler, Alexa Kempton and Jacinta Reedy, Architecture Media  
Professor Sandra Kaji-O'Grady and Fiona McAlpine, The University of Queensland School of Architecture  
Mark Tendys, James Cubitt Architects  
Liz Watson and Natalie Wright, Asia Pacific Design Library, State Library of Queensland

### Architecture Practices

Architectus  
BVN  
Conrad Gargett  
Cox Rayner Architects  
Day Architecture Studio  
DBI Design  
Easy Do-si Architect  
HASSELL  
Kevin O'Brien Architects  
Mecanoo Architecten  
Phorm architecture + design  
Research Design Office  
Richards & Spence  
Richard Kirk Architect  
Shane Thompson Architects  
Tato Architects  
Wilson Architects + Partners Hill  
Woods Bagot



Phorm Architecture + Design, Taringa  
Tree House, Brisbane, model  
Credit Diana Snape (detail)



## PUBLIC PROGRAMS

Public programs for *Living in the city* were presented in partnership with Brisbane Open House and the National Trust of Australia (QLD) and included a vibrant mix of panel discussions, children's activities and an after dark comedy event.

Two panel discussions were held during the exhibition period highlighting contemporary issues in the architecture industry, which involved prominent Brisbane architects working on some of our most exciting upcoming buildings. The panels were featured in the Asia Pacific Architecture Forum program and were well received by the Museum's audience, booking out well in advance.

A big fortnight of free LEGO™ workshops took place over the Easter holidays, inspiring Brisbane children to build the Brisbane skyline's next icon. The workshops were extremely popular, drawing crowds equivalent to the reopening of the Museum three years ago.

Architecture, music and comedy collided as comedy favourite Tim 'Rosso' Ross and musician Kit Warhurst brought their popular show 'Man about the house' to the Museum. Tim and Kit shared their talents for storytelling in the scenic Dome Lounge of Museum of Brisbane.



Clockwise from top left:  
Tim Ross and Kit Warhurst  
performing 'Man about the  
Museum' in the Museum's  
Dome Lounge

*Making Communities* panel  
discussion with Michael Keniger,  
Hamilton Wilson, Michael Rayner,  
Rebecca Moore

Children participating in our  
free LEGO™ workshops building  
Brisbane's next landmark

## PUBLIC PROGRAMS SUMMARY

Event	Type	Date	Time	Paid/Free	Special Guests	Attendance
Tour with the curators	Exhibition Tour	21/02/2016	11:00-12:00	Free	Christopher Salter and Cameron Bruhn	30
Man about the Museum	After Dark	11/03/2016	18:30-20:30	Paid	Tim Ross and Kit Warhurst	60
A world built by men and women	Panel Discussion	13/03/2016	14:00-15:00	Free	Elizabeth Watson Brown, Dr Gillian Matthewson, Ingrid Richards and Christina Cho	76
Build your city LEGO™ Workshop	Children's Workshop	26/04/16-10/04/16	10:00-16:00	Free		4201
Making Communities	Panel Discussion	1/05/2016	14:00-15:00	Free	Michael Keniger, Rebecca Moore, Michael Rayner and Hamilton Wilson	86
Tour with the curators	Exhibition Tour	15/05/2016	11:00-12:00	Free	Christopher Salter and Cameron Bruhn	20
Museum highlights tour	Museum tour	Daily	13:00-14:00	Free		347



Architects, Elizabeth Watson Brown, Ingrid Richards, Christina Na-Heon Cho and Gillian Matthewson discussing the future of Brisbane as more women are involved in architecture of the city



## MARKETING

A creative, engaging and multi-channel marketing campaign created high levels of interest for the exhibition, booking out all public programs in advance and achieving high visibility for its partners.

### MEDIA PARTNERSHIPS

#### The Weekend Edition

Thanks to support from The Weekend Edition, *Living in the city* was promoted extensively on the site, targeting a new audience and offering their readers exclusive giveaways.

#### 612 ABC BRISBANE

Buzz for the exhibition lasted well beyond opening night thanks to a media partnership with 612 ABC.

Promotional community service announcements were played for the duration of the exhibition along with several interviews and promotions posted on their website and social media sites. A story booth set up in the exhibition allowed visitors to record a comment on their favourite piece of Brisbane architecture, which were subsequently aired on 612 ABC.



Visitors in the 612 ABC Brisbane story booth

### PUBLICITY

*Living in the city* received considerable media coverage across television, print, radio and online outlets.

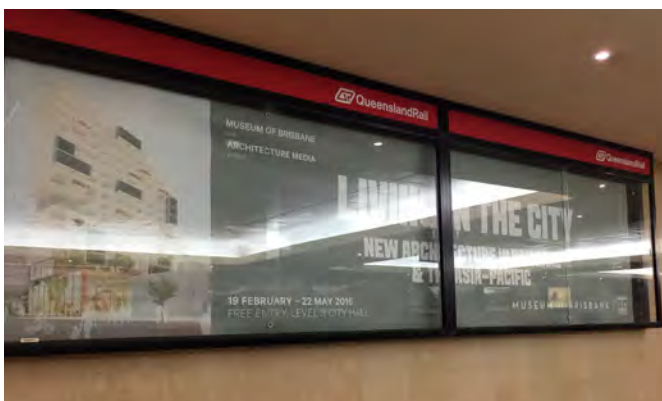
Media highlights include:

- Cover story in *QWeekend*
- Radio National's *Blueprint for Living* interview with curator and participant
- State-wide *Channel Nine News* story
- Prominent coverage on *Brisbane Times* home page syndicated nationally
- Feature in *The Sunday Mail*
- Articles in industry press including *Architecture & Design*, *Indesignlive.com*, and *Architecture Australia*
- A live cross from the Museum on *612 ABC Breakfast*

A total of 123 media pieces were generated across the duration of the campaign valued at a combined advertising space rate of \$571,194 and reaching an estimated 4,636,145 people.

As a distance Building Design student, I really appreciated the architectural exhibition. It has inspired me to continue on as a student in this field by reminding me of the importance of the industry of building design and architecture. When I study via distance it is so easy to get caught up in getting good marks and forgetting the reason why I was studying the subject in the first place. It is a valuable source of information and the models were fantastic. Thank you for this free exhibition, Brisbane!

Oasis Langtree May 15, 2016



Queensland Rail advertising at Roma Street Station

## OUTDOOR AND SIGNAGE

Outdoor advertising was strategically erected in high traffic and bustling spots around the city and provided constant exposure to thousands of city dwellers, visitors and professionals.

Promotions ran at:

- King George Square with approx. 912,500 foot traffic per month
- Adelaide St digital signage located on one of Brisbane's busiest bus transfer streets
- Three of Brisbane's busiest train stations - Central Station, Roma St Station and South Brisbane Station

## DISTRIBUTION

To support outdoor and mass media channels, the Museum distributed 20,000 flyers across inner city targeted cafes, bars, educational centres, cultural venues, libraries, City Hall, tourist information centres, shops and within the Museum.

## ADVERTISING

To complement an extensive promotional campaign, advertising was placed in the Australian arts industry publication, *Artlink*, as well as in mass media outlets *The Courier-Mail* and *The Sunday Mail* and online media outlet *The Weekend Edition*.

I loved the exhibition amazing architecture.

Anpa thiru, May 21, 2016



Little Building Co. Houses for sale at the Museum's shop



Architecture Books from Folio Books for sale at the Museum's shop

## DIGITAL

A blitz of engaging digital content was published in the lead up, at launch and for the full duration the exhibition. Thousands of impressions were received across a variety of platforms including email, the Museum blog, YouTube, Facebook, Instagram and Twitter.

A targeted eDM for *Living in the city* was distributed to a database of over 12,000 readers and regular Facebook posts, tweets and articles in the Museum's monthly eNews kept the exhibition from losing momentum.

Across the three month exhibition duration, Instagram followers increased by 55% and Facebook followers increased by 14%. A promotional video was produced with almost 800 views on Facebook.

## MERCHANDISE

Numerous architecture books were provided by Folio Books for the exhibition. Out of the large selection provided, a great total of 64 architectural books were sold.

The Museum shop also stocked Little Building Co. houses in five different styles. Across the exhibition period, 28 houses were sold.



**MUSEUM**  
♦ OF ♦  
**BRISBANE**

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