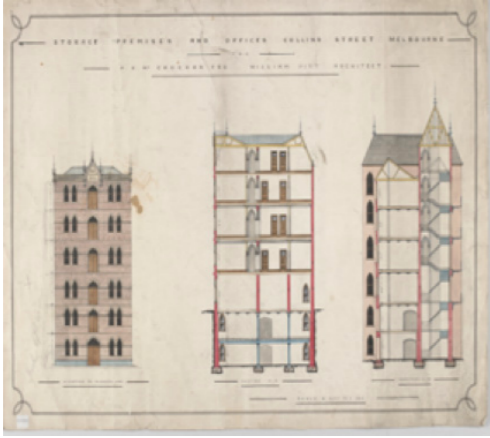
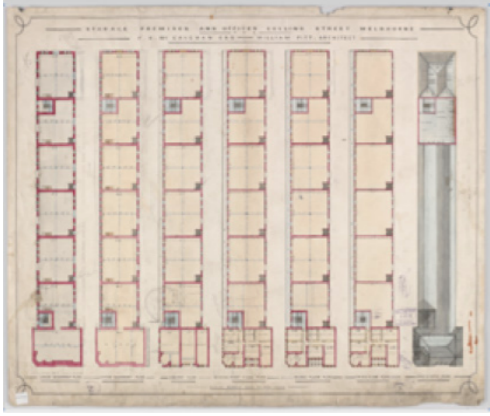
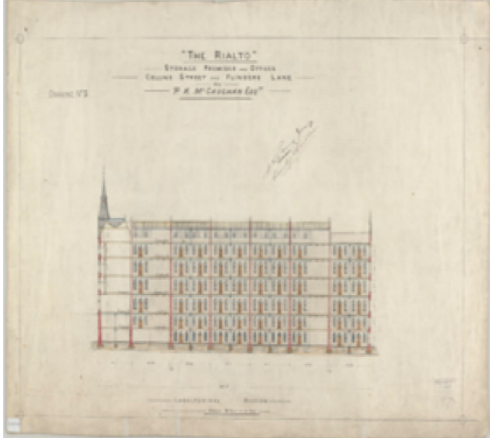
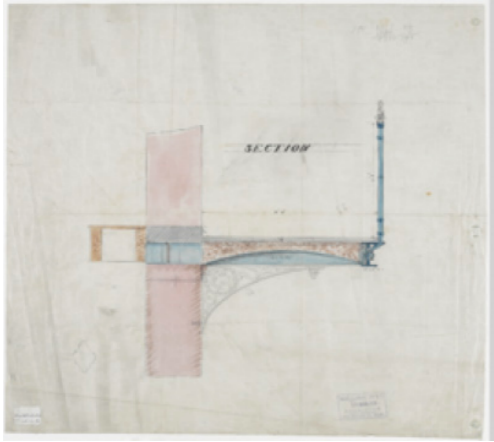







4 Image Matrix - Theme 4: Business & industry at 495 Collins Street

SHP Image Number	Image	Image Title (Copy exactly from source)	Date	Artist/ Photographer/ Creator (Include collection name if available)	Repository	URL (stable)
495 CS 4.48		Storage premises and offices Collins Street Melbourne for P. K. McCaughan Esq. The Rialto	14 February 1890	William Pitt	State Library Victoria	http://handle.slv.vic.gov.au/10381/144076
495 CS 4.49		Storage premises and offices Collins Street Melbourne for P. K. McCaughan Esq.	8 October 1889	William Pitt	State Library Victoria	http://handle.slv.vic.gov.au/10381/144068
495 CS 4.50		"The Rialto" Storage premises and offices Collins Street and Flinders Lane for P. K. McCaughan Esqre.	20 May 1890	William Pitt	State Library Victoria	http://handle.slv.vic.gov.au/10381/144142




4 Image Matrix - Theme 4: Business & industry at 495 Collins Street

SHP Image Number	Image	Image Title (Copy exactly from source)	Date	Artist/ Photographer/ Creator (Include collection name if available)	Repository	URL (stable)
495 CS 4.51		Section through balcony	1890	William Pitt	State Library Victoria	http://handle.slv.vic.gov.au/10381/116083
495 CS 4.52		Melbourne. Winfield House. 493-495 Collins St.	17 January 1976	John T Collins	State Library Victoria	http://handle.slv.vic.gov.au/10381/235165





4 Image Matrix - Theme 5: Life on Collins Street

SHP Image Number	Image	Image Title (Copy exactly from source)	Date	Artist/ Photographer/ Creator (Include collection name if available)	Repository	URL (stable)
495 CS 5.01		Collins Street	c. 1865	Charles Nettleton	State Library Victoria	http://handle.slv.vic.gov.au/10381/81160
495 CS 5.02		Collins Street	25 July 1864	Frederick Grosse	State Library Victoria	http://handle.slv.vic.gov.au/10381/236354
495 CS 5.03		Collins Street	1864	Illustrated Melbourne post	National Library of Australia	https://catalogue.nla.gov.au/Record/1500996
495 CS 5.04		Collins Street	c. 1912	George Hyde Pownall	State Library Victoria	http://handle.slv.vic.gov.au/10381/172535

4 Image Matrix - Theme 5: Life on Collins Street

SHP Image Number	Image	Image Title (Copy exactly from source)	Date	Artist/ Photographer/ Creator (Include collection name if available)	Repository	URL (stable)
495 CS 5.05		Collins Street	c. 1930	John Kauffmann	State Library Victoria	http://handle.slv.vic.gov.au/10381/360745
495 CS 5.06	UNAVAILABLE	Portrait of William Pitt, the architect	1888	Fergusson and Mitchell. Plate from Jubilee history of Victoria and Melbourne by Thad WH Leavitt.	National Library of Australia	https://nla.gov.au/nla.cat-vn587435
495 CS 5.07		William Pitt, n.d.	n.d.		Unknown, published by Australian Dictionary of Biography	https://adb.anu.edu.au/biography/pitt-william-8058
495 CS 5.08		Portrait miniature of David Collins, watercolour on ivory, ca. 1797-ca. 1803	c. 1797-1803	John T Barber	State Library NSW	https://archival.sl.nsw.gov.au/Details/archive/110594317?_ga=2.7246898.1634313754.1666230675-2103055561.1666071960




4 Image Matrix - Theme 5: Life on Collins Street

SHP Image Number	Image	Image Title (Copy exactly from source)	Date	Artist/ Photographer/ Creator (Include collection name if available)	Repository	URL (stable)
495 CS 5.09		Collins Street	c. 1910		State Library Victoria	http://handle.slv.vic.gov.au/10381/23115
495 CS 5.10		Collins Street	c. 1920-50	Victorian Railways	State Library Victoria	http://handle.slv.vic.gov.au/10381/74490
495 CS 5.11		Collins Street	1954	Allen Kelso	State Library Victoria	http://handle.slv.vic.gov.au/10381/331564
495 CS 5.12		Collins Street	1853	Edmund Thomas	National Gallery of Australia	https://searchthecollection.nga.gov.au/object/26187&pictaus=true




4 Image Matrix - Theme 5: Life on Collins Street

SHP Image Number	Image	Image Title (Copy exactly from source)	Date	Artist/ Photographer/ Creator (Include collection name if available)	Repository	URL (stable)
495 CS 5.13		Collins Street	1880s		National Gallery of Victoria	https://www.ngv.vic.gov.au/explore/collection/work/60740/
495 CS 5.14		Collins Street	c. 1906		State Library Victoria	https://www.slv.vic.gov.au/pictoria/gid/slv-pic-aab41680
495 CS 5.15		Collins Street, Melbourne, from Spencer, facing east	1892-1900	Charles Rudd	State Library Victoria	http://handle.slv.vic.gov.au/10381/300247
495 CS 5.16		Melbourne Town Hall	c. 1890	William H Cooper	State Library Victoria	http://handle.slv.vic.gov.au/10381/252250




4 Image Matrix - Theme 5: Life on Collins Street

SHP Image Number	Image	Image Title (Copy exactly from source)	Date	Artist/ Photographer/ Creator (Include collection name if available)	Repository	URL (stable)
495 CS 5.17		Melbourne Town Hall	c. 1895-1900	McAlpine Bros. photographer	State Library Victoria	http://handle.slv.vic.gov.au/10381/173904
495 CS 5.18		Great fire in Collins Street	3 October 1889		State Library Victoria	http://handle.slv.vic.gov.au/10381/258697
495 CS 5.19		Great fire in Collins Street. Sketched from the roof of the Bohemian Club.	3 October 1889		State Library Victoria	http://handle.slv.vic.gov.au/10381/258765




4 Image Matrix - Theme 5: Life on Collins Street

SHP Image Number	Image	Image Title (Copy exactly from source)	Date	Artist/ Photographer/ Creator (Include collection name if available)	Repository	URL (stable)
495 CS 5.20		Carpenters Lane [Photograph of the Block Arcade, Melbourne, ca. 1890]	c. 1890		State Library Victoria	http://handle.slv.vic.gov.au/10381/69006
495 CS 5.21		Woman looking in shop window, The Block Arcade, Melbourne	1955	Mark Strizic	State Library Victoria	http://handle.slv.vic.gov.au/10381/55451
495 CS 5.22		Collins Street showing the entrance to the Block Arcade	c. 1913-14		State Library Victoria	http://handle.slv.vic.gov.au/10381/183847

4 Image Matrix - Theme 5: Life on Collins Street

SHP Image Number	Image	Image Title (Copy exactly from source)	Date	Artist/ Photographer/ Creator (Include collection name if available)	Repository	URL (stable)
495 CS 5.23		Stock Exchange and Collins Street, Melbourne	c. 1907		State Library Victoria	https://www.slv.vic.gov.au/pictoria/gid/slv-pic-aab60620
495 CS 5.24		Old view in Collins St., Melb. where the Stock Exchange & bank is built	1933 (Photograph of an earlier photograph of Collins and Queens Streets, Melbourne ca.1870)	Sears' Studios	State Library Victoria	http://handle.slv.vic.gov.au/10381/69596
495 CS 5.25		The Stock Exchange, Melbourne	c. 1890-92	JW Lindt	State Library Victoria	http://handle.slv.vic.gov.au/10381/205788

4 Image Matrix - Theme 5: Life on Collins Street

SHP Image Number	Image	Image Title (Copy exactly from source)	Date	Artist/ Photographer/ Creator (Include collection name if available)	Repository	URL (stable)
495 CS 5.26		Assembly Hall Collins Street Melbourne	1956-68	David Saunders	State Library Victoria	http://handle.slv.vic.gov.au/10381/336050
495 CS 5.27		Collins Street, Melbourne	1954	Mark Strizic	State Library Victoria	http://handle.slv.vic.gov.au/10381/70775
495 CS 5.28		Collins Street, Melbourne	c. 1950-80	Mark Strizic	State Library Victoria	http://handle.slv.vic.gov.au/10381/55387

4 Image Matrix - Theme 5: Life on Collins Street

SHP Image Number	Image	Image Title (Copy exactly from source)	Date	Artist/ Photographer/ Creator (Include collection name if available)	Repository	URL (stable)
495 CS 5.29		Collins Street, Melbourne	c. 1890	n/a	State Library Victoria	http://handle.slv.vic.gov.au/10381/69648
495 CS 5.30		Collins Street, Melbourne	c. 1890	William H Cooper	State Library Victoria	https://www.slv.vic.gov.au/pictoria/gid/slv-pic-aab69190
495 CS 5.31		Collins Street, Melbourne	c. 1890		State Library Victoria	https://www.slv.vic.gov.au/pictoria/gid/slv-pic-aab69193
495 CS 5.32		City blocks bounded by Collins, Lonsdale, King & Queen Streets	c. 1855	Thomas Franklin Bibbs	State Library Victoria	http://handle.slv.vic.gov.au/10381/114826

5 Draft concepts for discussion

5 Draft concepts for discussion

5.1 Methodology for Interpretive Planning

5.1.1 Historical research

SHP's methodology is research based. We have developed recommendations for interpretation in two ways:

(a) From historical research (secondary and primary sources). This includes sources about the Winfield Building and Rialto Building as well as sources that cover the broader history of Collins St and Melbourne and the area's pre-colonial heritage.

(b) From the outcomes of workshops held with the project team (Salter Brothers, Cox Architecture and OCULUS) and the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation.

Extensive primary and secondary source research was conducted throughout the initial phase of the project. Primary source research encompassed the history of the Winfield and Rialto Buildings and people and organisations associated with these sites. Research also considered the historical and physical contexts of these buildings, including how Melbourne, and in particular Collins Street, have developed over time and what was happening when the buildings were designed and constructed. We also explored the First Nations history of the site and the broader area, including significant places located close to 495 Collins Street.

Primary source quotations form the basis of all our interpretation. History has the potential to be boring for many people on heritage sites. Using primary source quotes—the direct voices of people in the past—has proven to be an important way of bringing the past alive in heritage projects.

This research has been used in the following ways:

- To shape design responses to the site
- For interpretive work (e.g. in mini-museums, digital media, signage and installations).

5 Draft concepts for discussion

5.1.1.2 Themes

Themes are planning tools that assist in creating integrated and meaningful site-based experiences. They are particularly relevant in sites that have defined boundaries and where narratives can be controlled, such as the site at 495 Collins Street. However, theming is not a rigid process. Bearing in mind it is important for audiences and visitors to have a structured understanding of a site, themes can be discarded if a particular theme is punctuated by a stand-alone site or story. For instance, although the western laneway at 495 Collins Street is a key site for interpreting transport and delivery in the 1890s, it could also include an important story relating to the history of the Wurundjeri Woi-wurrung people. In this case, rather than ignoring the story because it does not 'fit' with one key theme, there are several options:

- Tell a stand-alone story that does not reflect a particular key theme
- Contextualise the site by talking more widely about its layered history
- Introduce the notion of multiple perspectives on the area's history at key points.



The Rialto, 497 Collins Street, Melbourne, 1969
Mark Strizic, State Library Victoria

5 Draft concepts for discussion

5.1.1.3 Stories

Memorable places are all about stories. First Nations cultures have told stories for many thousands of years, through oral tradition, dance, song, art and ritual.¹⁵¹ Storytelling was passed on in non-Indigenous cultures orally at first, then through the written word. In Victorian England, Charles Dickens was the consummate storyteller and publicist: many of his famous stories were released in monthly instalments to eager audiences. Today, stories are also told through film, documentaries, 'bingeable' streamed series and via digital media in a variety of forms, both manufactured and user generated.

Stories derived from original research and close collaboration with communities and people associated with heritage sites are authentic, memorable and unique.¹⁵² This is a tourism methodology, but can be applied to all heritage sites. The former CMO of Tourism Australia, Lisa Ronson, stated that today's consumers want genuine, unique experiences.¹⁵³ Digital technologies, particularly visually oriented social media platforms, have facilitated new site-based experiences based on storytelling and offered new ways to develop and disseminate these story-based experiences through social networks.¹⁵⁴

Places can be viewed as storyscapes: environments where 'narratives are negotiated, shaped and transformed through the interaction of producers and consumers'.¹⁵⁵ Places can act not only as settings for stories¹⁵⁶ but stories can also be an inspiration for creating new perceptions of place and creating a unique competitive advantage.¹⁵⁷ History is made and created at these destinations through a collaboration between the storyteller across various platforms and the place. Stories in this way create a new set of meanings for a place, based around its core values, that can be conveyed to both residents and visitors in an understandable and memorable way.¹⁵⁸ This is particularly relevant to 495 Collins St, in which the site is being reimagined as a cultural project where people's stories are part of living cultural heritage that will be expressed through the ongoing life of the site.

Stories in this framework structure experiences in the following ways:

- They create a sense of place and connection to the site, both as a whole and in different areas.
- They provide the basis for experiences (e.g. events and installations).
- They provide place-specific content for signs, VR, and other forms of built and digital media.
- They inform branding and marketing collateral.
- They provide inspiration for design and digital media.
- They provide content for interpretive media in all forms.

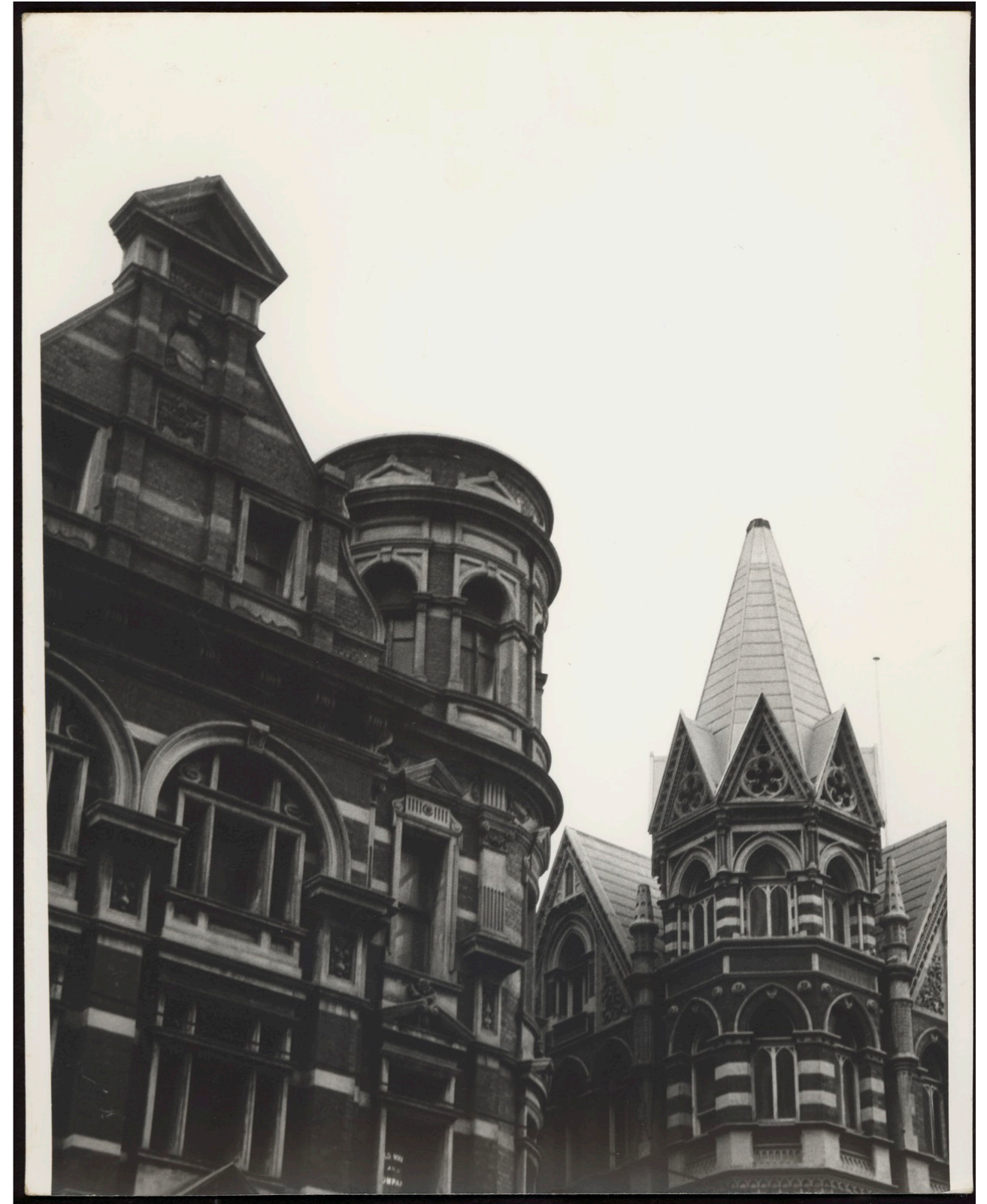


The Rialto, Collins St (West). For P K McCaughan Esqre., 20 May 1890
William Pitt, State Library Victoria

5 Draft concepts for discussion

5.1.1.4 The relationship between themes and stories

Themes provide a framework for stories to be told on site, but are not rigid in their application and can be revised during the planning process. Working with themes on a large area such as 495 Collins St can be complex because themes intersect in places. Another factor that makes theming difficult to apply to an area such as 495 Collins St is the tension between intangible and tangible history. Intangible history refers to history that is not visible and covers built (tangible) heritage, social history, customs, rituals and events. Making this even more complex is the fact that history can include the wide sweep of social history, which includes the contextual history of a site as well as what happened there. For instance, the social history of the goldfields in Victoria is represented by both the remnants of the goldfields themselves – the mullock heaps, mines, mining machinery, buildings – and the history that led up to them. This includes the migration of the Irish to Australia due to the potato famine; the migration of the Chinese people; the farming history of Victoria; First Nations history; economic history and the history of the small towns where people ‘struck it rich’. To make things even more complex, history can stretch right up to the current day, as the recent heritage listing of Federation Square on the Victorian Heritage Register demonstrates.



Winfield and Rialto buildings - Victorian buildings, Collins Street, Melbourne (Vic.), May 1972
Chester Eagle, State Library Victoria

5 Draft concepts for discussion

5.1.1.5 Representing themes and stories across 495 Collins St

495 Collins St is home to a multitude of histories. As mentioned earlier in this document, the selection of stories has been guided by the Statements of Significance for the Rialto Building, Winfield Building and Winfield Square. Each element of the architectural, historical and archaeological significance of these sites relates to a story or stories to be interpreted. However, we have also sought to ensure other important aspects of the site's social history are communicated so audiences understand the redevelopment within the context of Melbourne's past, present and future.

First Nations history is of particular importance in the interpretation of 495 Collins Street. The site is located on the traditional land of the Wurundjeri Woi-wurrung people, who have maintained a connection to *Naarm* (Melbourne and Port Phillip Bay) for over 30,000 years before European invasion and who continue their connection to their Country today. The thoroughfare we know as Collins Street was important for the Wurundjeri Woi-wurrung as a pathway to ceremonial grounds and camping grounds. It was part of their 'back yard' links to the present-day sites of the Treasury Building and Parliament House, where Uncle William Barak, a *ngurangaeta* (leader) of the Wurundjeri Woi-wurrung people sat and met with people. 495 Collins St is also near *Birrarung* (the Yarra River), which is a place of great significance to Wurundjeri Woi-wurrung people as a physical source of nourishment and a place of ritual, celebration and Dreaming.¹⁵⁹

However, the Rialto and Winfield Buildings also represent places of exclusion for First Nations people: Wurundjeri Woi-wurrung and other First Nations people would have been banned from entering the buildings and forbidden to enter Melbourne at night.¹⁶⁰ By the time they were built in the early 1890s, the Victorian Government had full control over the lives of First Nations people. The most recently introduced legislation was the *Aborigines Protection Act* 1886, which had deeply tragic consequences for First Nations communities. Under the Act, 'full-blood' First Nations people had to live on missions and reserves, while 'half-caste' First Nations people were removed from their community and forced to assimilate with the rest of society.¹⁶¹

Wurundjeri Woi-wurrung Elders have therefore expressed their strong requirement for 495 Collins St to become a place where all people, including Wurundjeri Woi-wurrung and other First Nations people, feel welcome to help remove negative associations. This Interpretation Plan consequently proposes a strong focus on First Nations history, with Wurundjeri Woi-wurrung history and culture a major narrative for the site.¹⁶²

The second major narrative in the Plan explores 495 Collins St's physical and historical context from the time of European invasion to today, showing how Melbourne has evolved over time. The Plan also considers how people who worked at or visited the Winfield and Rialto Buildings moved across Melbourne, including where they lived, how they travelled to work and what shops, restaurants, hotels and other venues they might have visited before or after their working day. This not only provides continuity with the Wurundjeri Woi-wurrung's traditional use of Collins Street as a pathway to important local places, but also encourages audiences to consider how people from the past experienced Melbourne and 495 Collins Street. This is important since neither we, nor people from the past, experience a city building in isolation.

The vision for the 495 Collins Street expresses a strong desire to look not only at the past, but also to the future of the site and wider Melbourne. This is in line with the Wurundjeri Woi-wurrung Elders' wish for the site to create fresh, positive meanings for First Nations people here. Therefore, interpretation incorporates not only the capacity to imagine and interpret what the future may be like, but also to integrate new stories about the site over time.

Interpretive works will showcase:

- Wurundjeri Woi-wurrung stories
- The architecture of the site
- The social history of the site
- The ongoing stories of the site, its past, present and future, within the context of Melbourne's history.

The heritage values of 495 Collins St and its physical and historical context from the time of European invasion to today will primarily be interpreted within the original Rialto and Winfield Buildings. Wurundjeri Woi-wurrung history and culture will be the focus of interpretation in the new built fabric. However, there will be some exceptions to this principle where necessary to ensure audiences can understand the site and its meanings.



Melbourne. Winfield House. 493-495 Collins St., Melbourne. Winfield House. 493-495 Collins St.
John T Collins, State Library Victoria

5.2 Recommendations

This Heritage Interpretation Plan proposes an holistic and layered approach to interpretation that emphasises the site's significance and value and provides audiences with a sense of belonging, continuity and connection to 495 Collins Street and its meanings over time.

The overall approach to interpretation is to spark curiosity and engagement to connect people to place and culture. The stories described in **Sections 2 & 3** will be woven throughout the site through the voices of people from the past and present. The intent is for heritage interpretation to be seamlessly integrated with the architecture, landscape architecture and interior design of the site. Large-scale interpretive devices will be complemented by smaller moments that audiences can discover as they move throughout the site. Interpretation will encompass a range of physical, tactile and sensory experiences that not only create a sense of immersion but also ensure experiences are accessible to people of all abilities.

**[Reference images are used below to illustrate concepts.
Concept drawings will be provided before Xmas]**

5 Draft concepts for discussion - Hotel Lobby

5.2.1 Hotel Lobby

The Hotel Lobby will be reimagined as a contemporary museum/interpretation space/gallery that integrates with the hotel reception area. This will both provide orientation for the interpretation throughout the building and differentiate 495 Collins Street from other developments.



Art Hotel Denver



21c Museum Hotels

5.2.2 Laneway

The cobbled laneway next to the Rialto building will be brought to life through a projection on the western wall and/or a themed mural. This will show how horses and carts travelled through the laneway to deliver goods in the late 1800s and early 1900s.

Augmented Reality/Virtual Reality, accessed via a digital platform, will be used to simulate life in the laneway at different times.

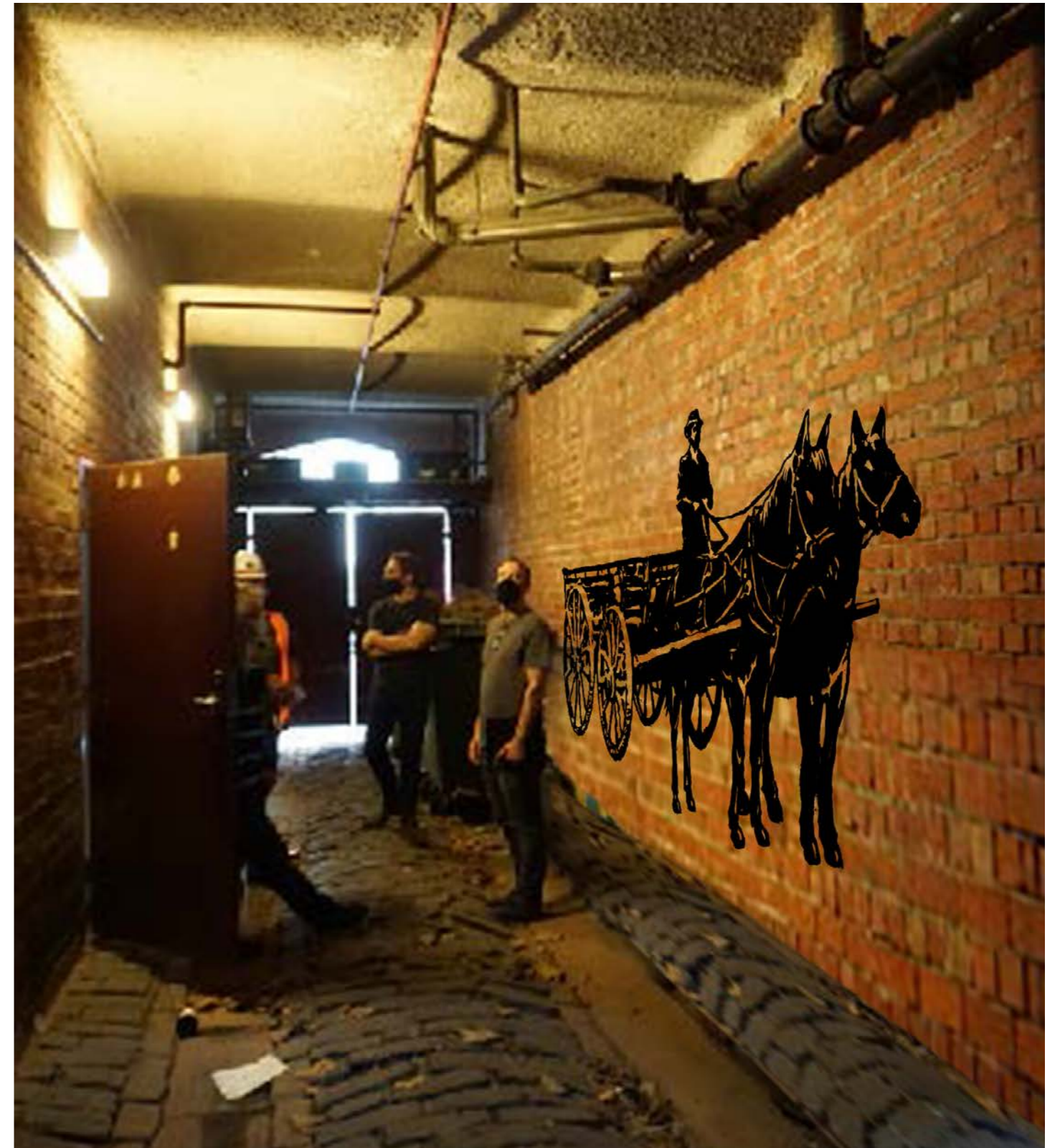


Metal Art Australia

Draft concept



5 Draft concepts for discussion - Laneway: concept



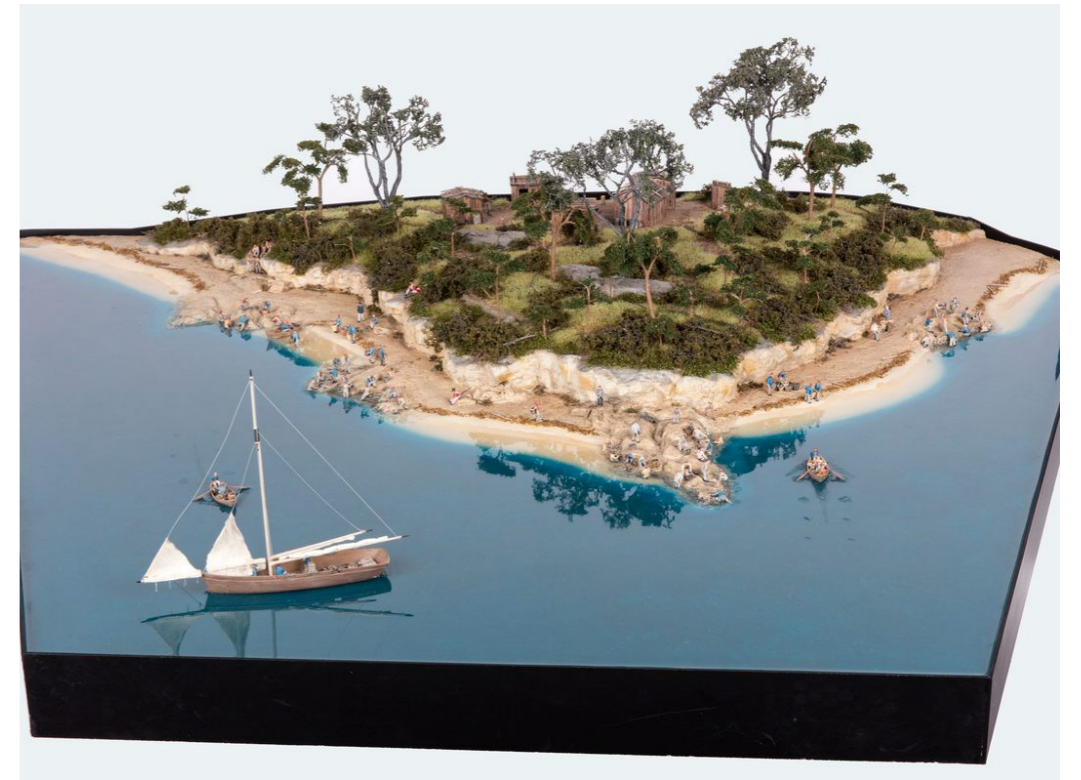
5 Draft concepts for discussion - Dioramas

5.2.3 Dioramas

A series of dioramas, each capturing the story of a different part of the building, will playfully interpret the stories of 495 Collins Street. For example, the building's innovative fire proofing technologies will be highlighted in one diorama, while a second will focus on the Queen Anne and Gothic features of the Winfield and Rialto buildings respectively. Another diorama will show the buildings being constructed. These dioramas will either be a feature display in an appropriate space in the building or accessed via peepholes. People and animals will appear in the scenes and each diorama will share a common thread for which audiences can search, such as a rat or a worker doing something amusing. These will be located in the subway wall.



Museum of Applied Arts & Sciences



Hyde Park Barracks, Sydney Living Museums



Hyde Park Barracks, Sydney Living Museums



World History Encyclopedia

5 Draft concepts for discussion - Dioramas



Ayala Museum



Little Building Co



Davy and Kristin McGuire

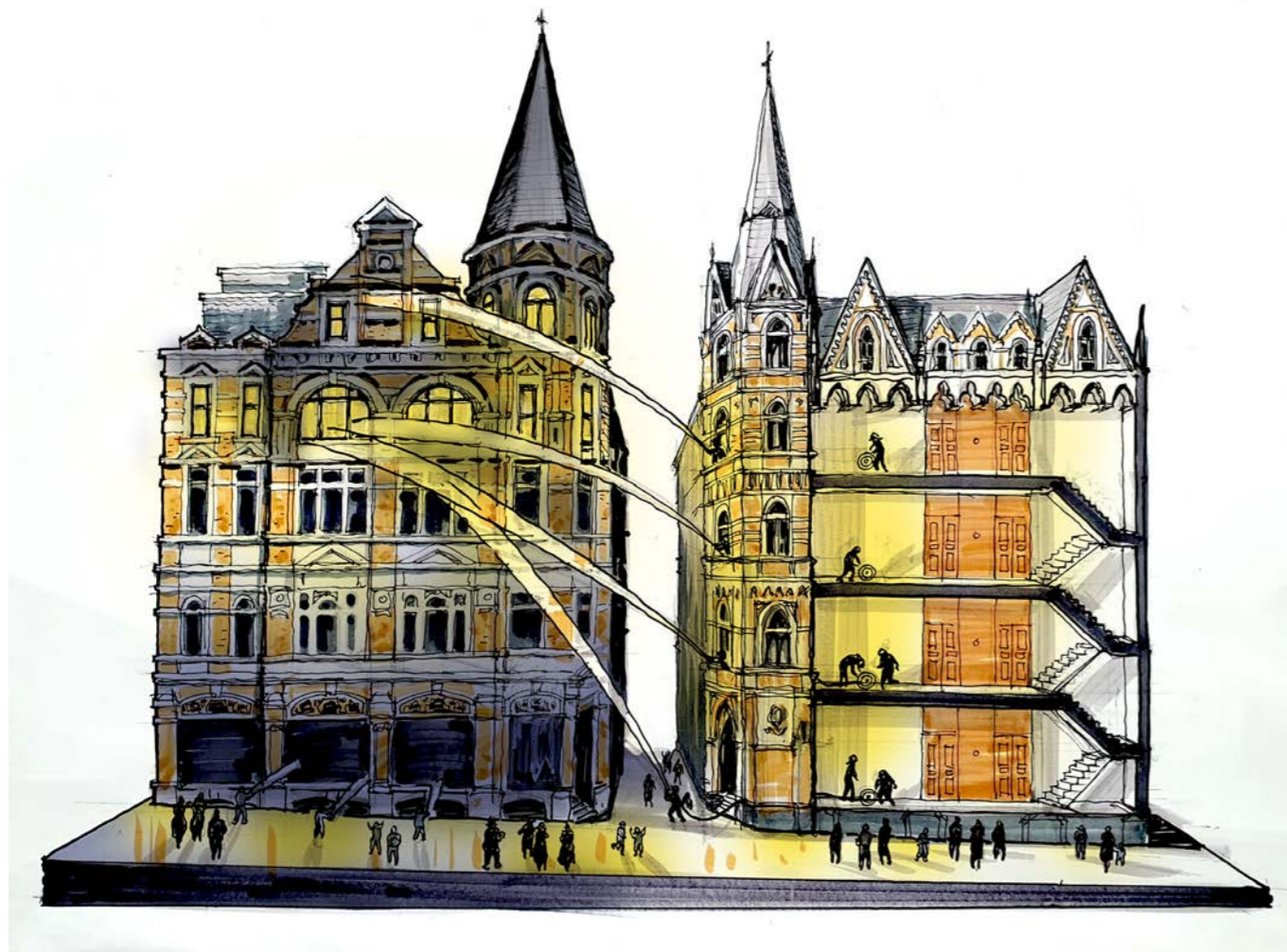


Australian National Maritime Museum

Draft concept



5 Draft concepts for discussion - Dioramas: concept



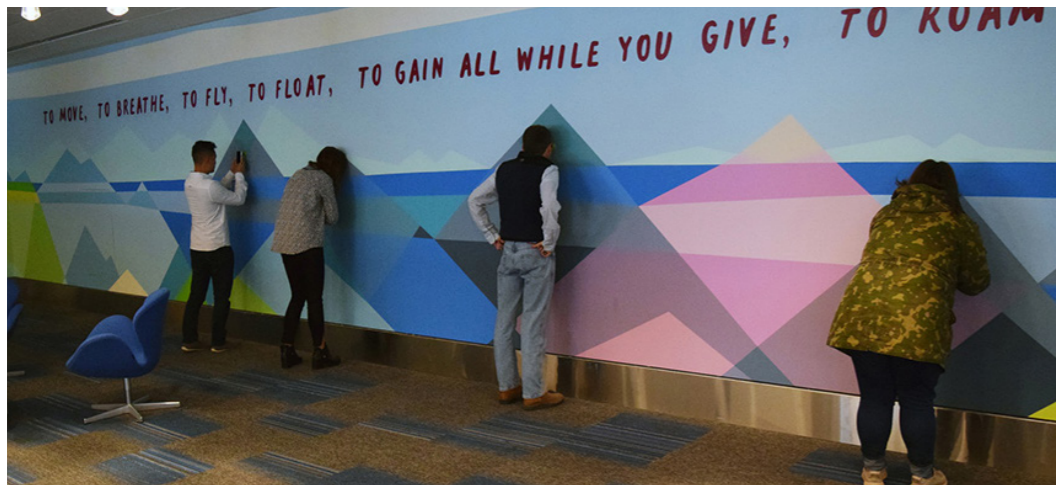
5 Draft concepts for discussion - Peepholes and periscopes

5.2.4 Peepholes and periscopes

Peepholes and periscopes featuring either sight lines to unexpected and/or hidden parts of the building will not only provoke visitors' curiosity but also address accessibility issues.



Prague Quadrennial



San Francisco airport



Imgur

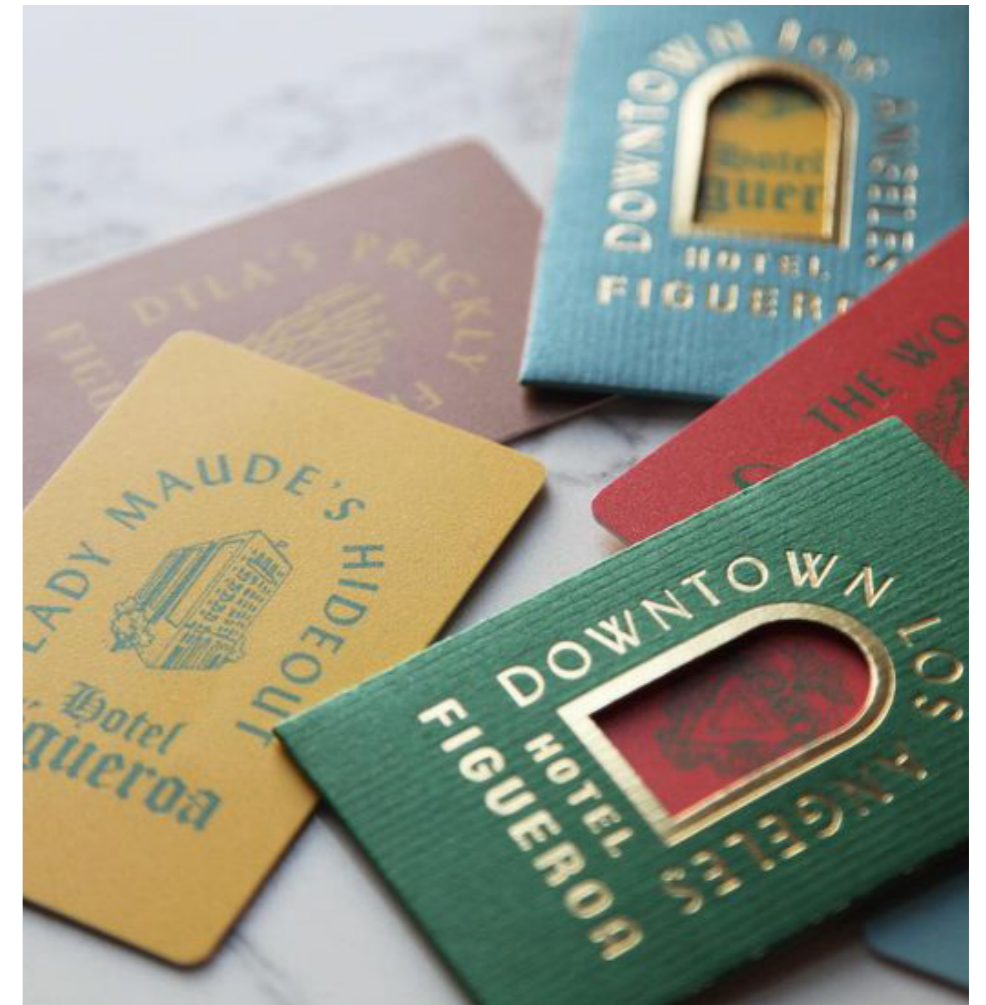
5 Draft concepts for discussion - Peepholes and periscopes



Loews Hotel, Arlington



Victoria and Albert Museum



Hotel Figueroa

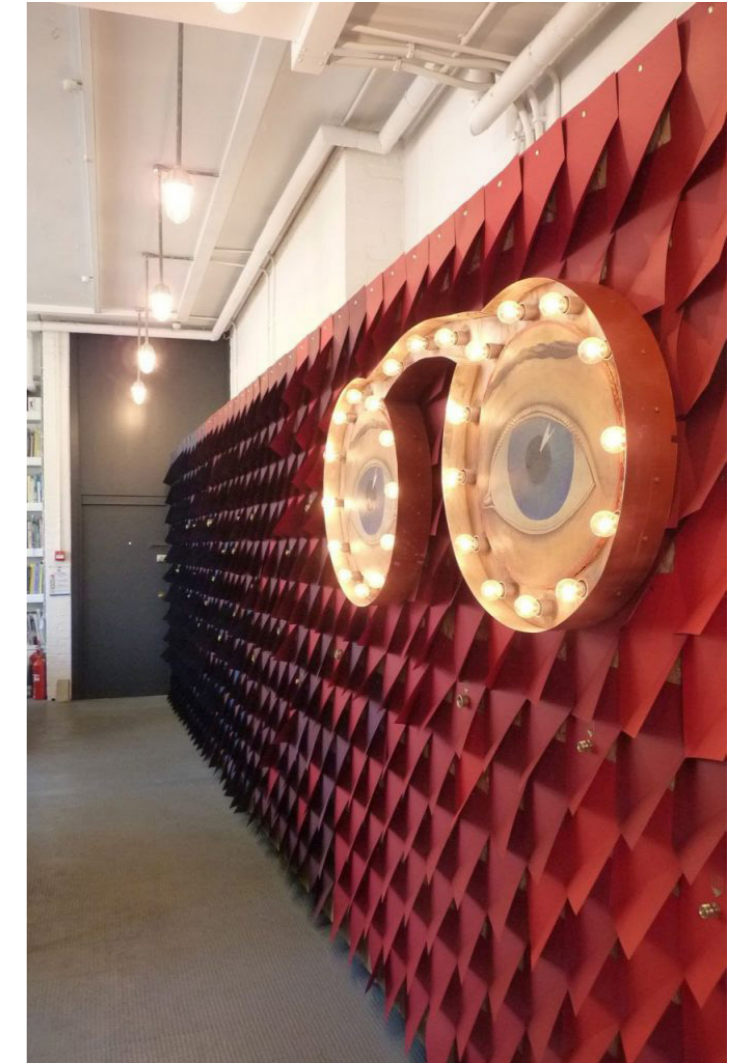
5 Draft concepts for discussion - Peepholes and periscopes



Victoria and Albert Museum



Simon Costin's Museum of British Folklore



Simon Costin's Museum of British Folklore

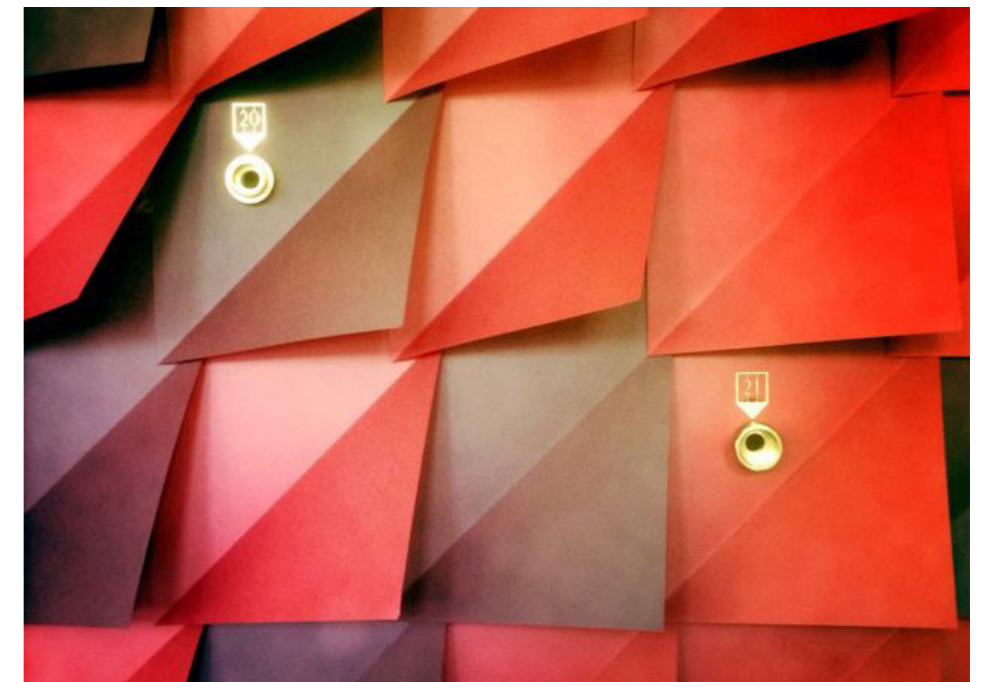
5 Draft concepts for discussion - Peepholes and periscopes



Sports Legends travelling exhibition



Hyde Park Barracks, Sydney Living Museums



Simon Costin's Museum of British Folklore

5 Draft concepts for discussion - Peepholes and periscopes



Kaiserpanorama, Markisches Museum



Kaiserpanorama, Markisches Museum

5 Draft concepts for discussion - Peepholes and periscopes



Pinterest



Mechelle Bounpraseuth, Murray Art Museum Albury

5 Draft concepts for discussion - Mini-museum spaces

5.3.5 Urinal mini-museum spaces

The urinals located on each floor of the Rialto building provide an ideal opportunity to create mini-museum spaces. Each mini-museum will focus on a different theme or story about the building and its connection to the city. Topics include:

The area before colonisation

The development of the sewerage system in Melbourne

Stories of the people who designed and constructed the buildings

The Melbourne and Metropolitan Board of Works

Business and working life at 495 Collins Street.

The museum spaces will include both physical and digital media, such as soundscapes and liftable flaps that reveal scenes from the building's past; historical images; film; interactive technologies and projections. The idea is to spark curiosity and create a visceral, felt experience of the place, where personal stories provide a 'hook' to engage the audience's emotions. The museum spaces could change over time to ensure repeat visitation.



Mmuseumm