

MELBOURNE MADE
FUTURE CAST

TIME & PLACE
X HICKORY

FLACK STUDIO
X ELENBERG FRASER

THE QUEENSBIDGE BUILDING

EST. 2020

MELBOURNE





THE QUEENSBIDGE BUILDING
90 QUEENS BRIDGE STREET,
MELBOURNE

RETHINKING HOME

TIME & PLACE
X HICKORY

A NEIGHBOURHOOD BUILDING

RESIDENCES · HOTEL · HOUSE · URBAN PARK

MELBOURNE MADE



People's experience of place and home is evolving. As such, the uniting goal for Time & Place, Hickory, Elenberg Fraser and Flack Studio has been to explore the art of vertical homes, placemaking, construction and hospitality in order to address shifting urban ideals.

With all of us hailing from Melbourne, we also wanted to create a tower that pays homage to the city we love.

FUTURE CAST



Together, we have worked to make a building of enduring architectural elegance; one with a social network that balances technology and human experience to ensure it will meet the needs of its community well into the future.

In the pages of this book, you'll find our shared vision of what life at The Queensbridge Building looks like. We hope you like the sound of it as much as we do.



“The Queensbridge Building challenges convention, expressing individuality and bringing a sense of authenticity and soul to our city.”

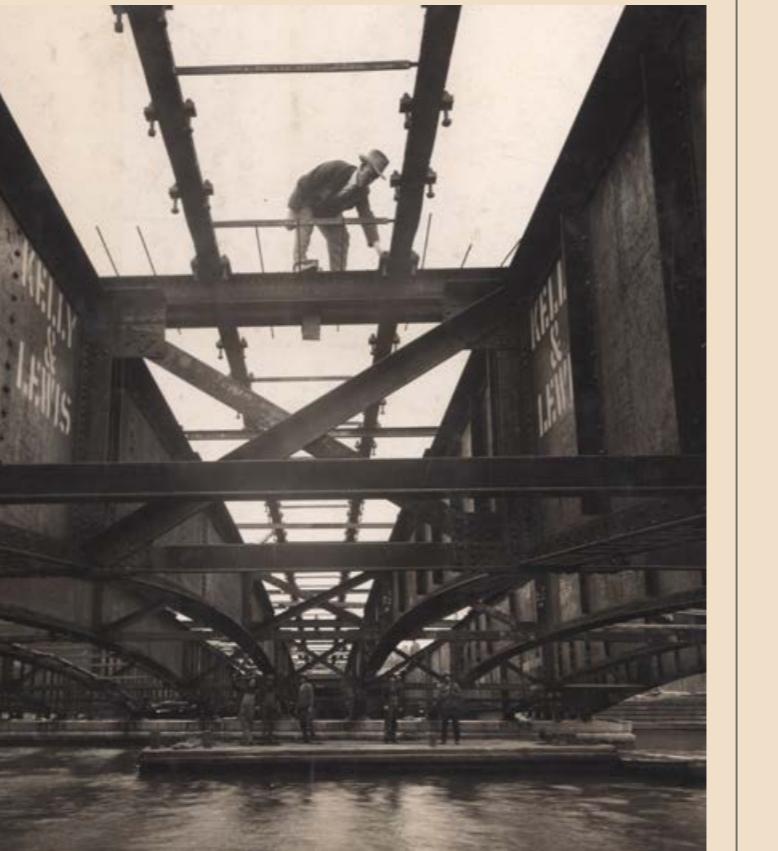
TP

A RETURN TO REAL

The Queensbridge Building represents a return to real living. Cast in bronze and stone, the tower's elegance and craftsmanship harks back to a nostalgic era of skyscraper architecture.

“A real understanding of place, of materiality and of community.”

CF



CHAPMAN, WILFRED DISNEY, PHOTOGRAPHER
SOURCE: STATE LIBRARY VICTORIA





RUSSELL, ROBERT. MELBOURNE FROM THE FALLS, 30 JUNE 1837. SOURCE: NATIONAL LIBRARY OF AUSTRALIA

ORIGINS OF SOUTHBANK

Australia's First Peoples are the world's oldest civilisation. Modern day Melbourne rests on the traditional lands of the Kulin nations. The Birrarung – today known as the Yarra River – has always coursed through the region ferrying fresh water from the Yarra Ranges to the Bay. Yet beyond offering a source of fresh water, the river is also a deeply spiritual place for Melbourne's First Peoples.

The location where Queensbridge is set to rise has always been an important area for First Nations People. The part of the river closest to Queensbridge is where freshwater and saltwater converged, creating a small waterfall and an area rich in vegetation. It was here, where the Kulin Nations would gather and have corroborees – meetings, celebrations and discussions – a few times a year. This part of Southbank, it can be said, has always been a significant destination: a place where people have come to gather. Our building intends to play a part in reinstating these ancient origins: Queensbridge will once again become a celebrated meeting point, a destination for all Melburnians.

FROM A ONCE INDUSTRIAL HEARTLAND TO THE ENTERTAINMENT PRECINCT OF MELBOURNE

At the dawn of the twentieth century, Southbank was a vibrant location that exploded with wharfs, docks and other maritime businesses. With the wealth of the Gold Rush pulsing through Melbourne's veins, 120,000 lived in the city. Queensbridge, a nook in Southbank, was home to thousands and the workplace to many more. It was important, alive, and it brimmed with commerce and hope. Yet as the century progressed the area was somewhat forgotten, hollowed of its vibrancy as people moved to suburbs and industries evolved. Today, Southbank is a lively district once again, but the Queensbridge precinct has been largely overlooked: its previous glories but a footnote in history. Until now.



IMAGE BY GRAEME BUTLER, MADE AVAILABLE THROUGH FUNDING FROM THE PUBLIC RECORD OFFICE OF VICTORIA AND CITY OF MELBOURNE

“Southbank has always been a significant destination: a place where people have come to gather, to share ideas and to celebrate life.”

TP



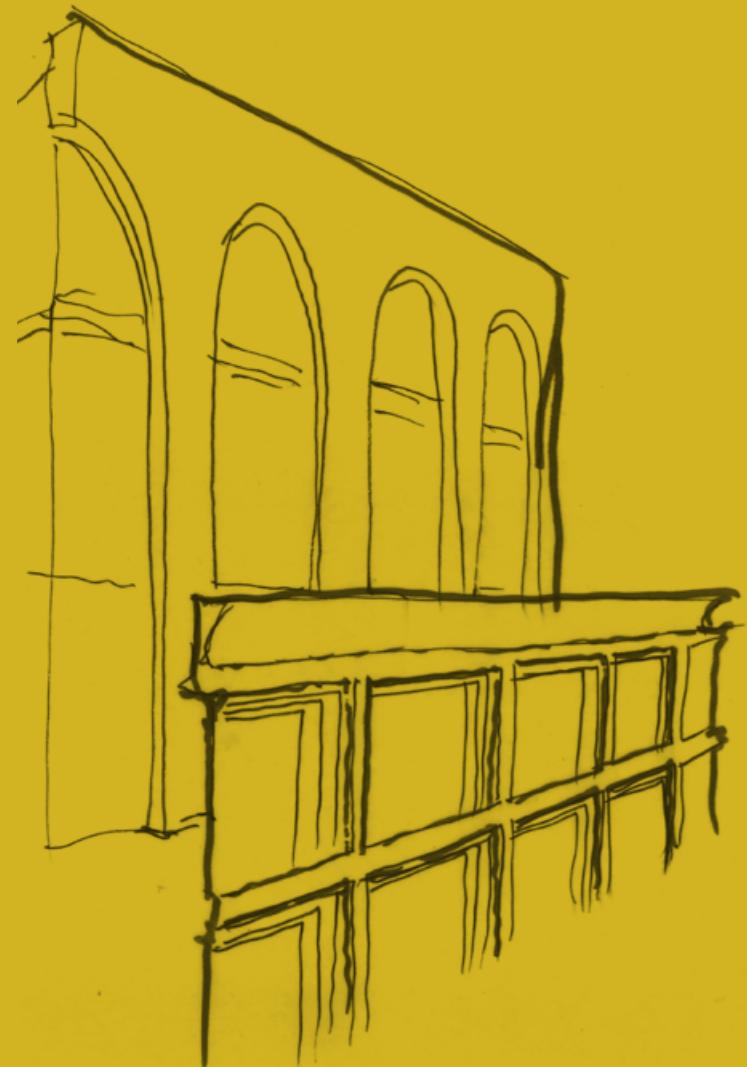
INSPIRED BY THE ORIGINS OF THE NATURAL LANDSCAPE



A NEW PUBLIC SPACE THAT GIVES BACK TO THE CITY

RECAST IN TIME

The façade design harks back to the postcodes industrial era through the use of materials like steel, stone and bronze. These have been selected for their architectural purpose and enduring qualities that will age beautifully and patina over time.



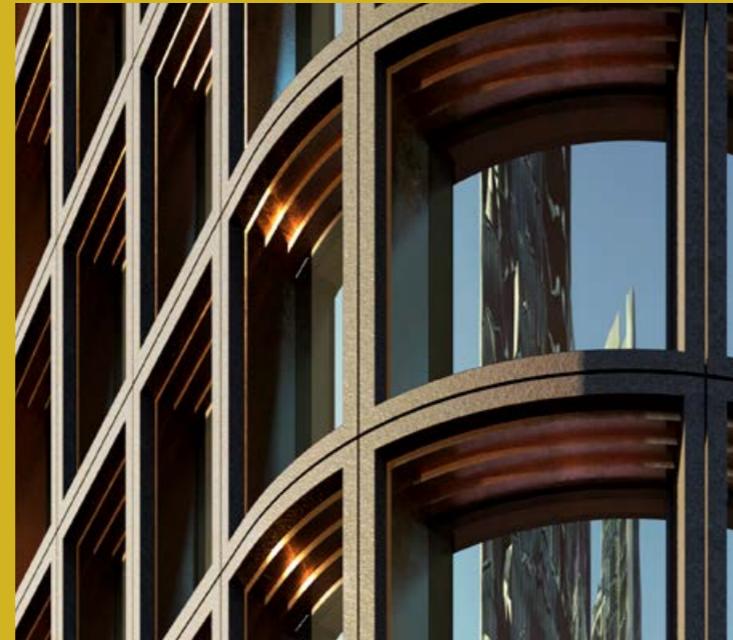
ORIGINAL SKETCH BY CALLUM FRASER



THE BRONZE CASTING PROCESS

MATERIAL CHARACTER OF PLACE

In a romantic architectural narrative, Queensbridge's base of rough stone and rock, gives way to a contemporary tower of bronze and glass: the old meets the new. Bronze patinas shimmer in the light, while large, recessed windows reflect a shade of green reminiscent of Australian gum trees. The towers curves add dimension, depth and interest. At the very top, arched windows kiss the sky. This is a tower brimming with delicate interplays of industrial and sculptural beauty.



FRAMED IN BRONZE

“The Queensbridge Building holds the street with a layered rhythmic masonry wall that is punctuated with the strong horizontal lines of its entablature. Architrave, landscape frieze and cornice. This is a contemporary architecture made from traditional components; recalling Flatiron, Nomad and the great diagonal push of Broadway.”

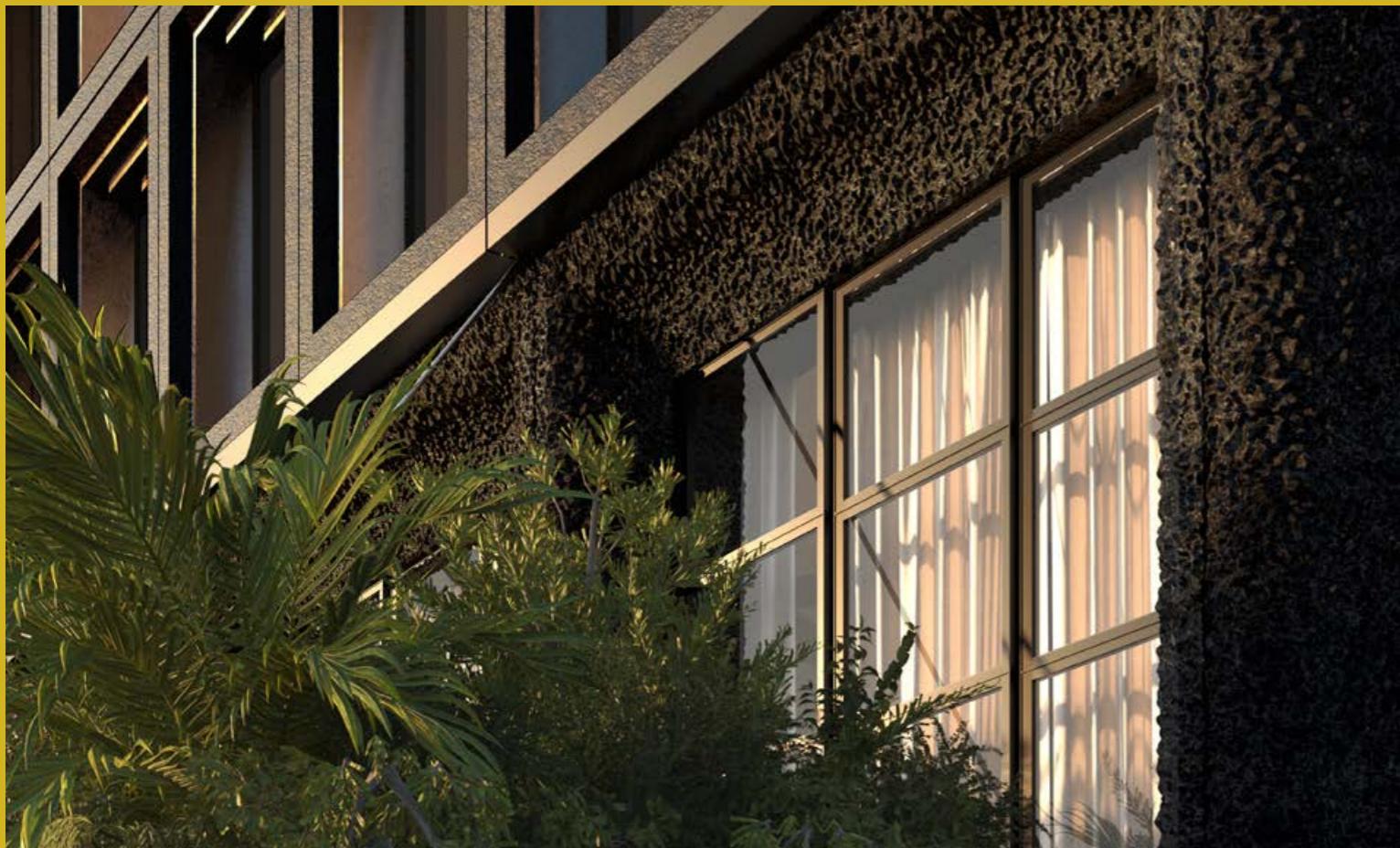
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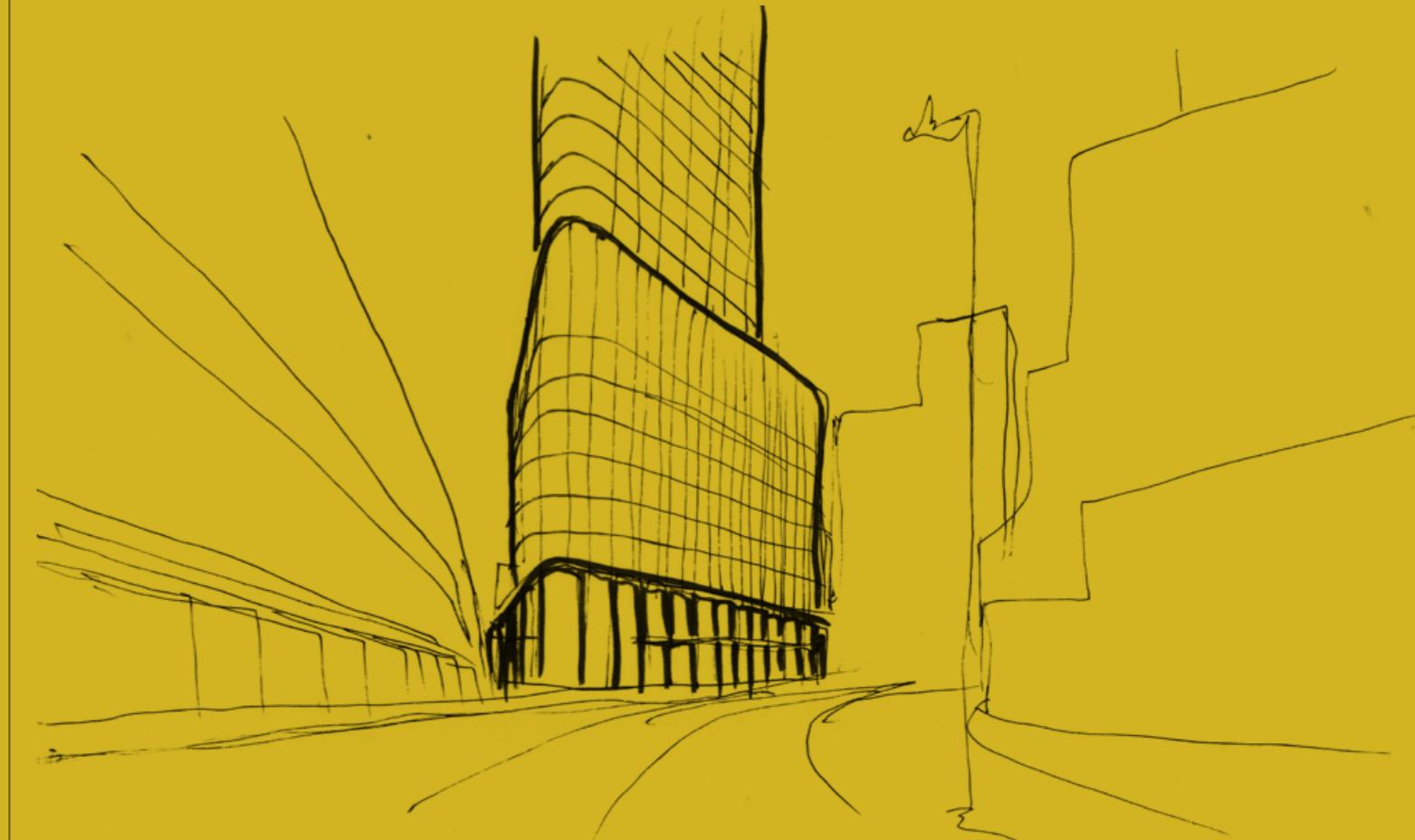


THE BUILDING FAÇADE

TRUE TO NATURE'S FORM



AERATED CONCRETE FAÇADE DETAIL



ORIGINAL SKETCH BY CALLUM FRASER

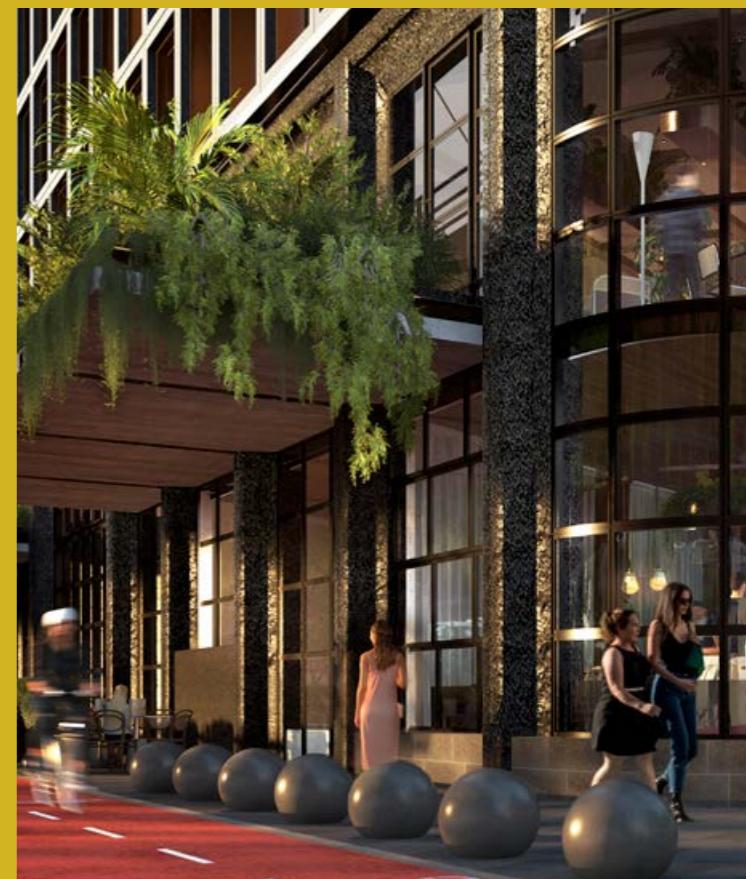


CUSTOM FORMS UNIQUE TO QUEENSBIDGE



METICULOUSLY ETCHED BY HAND

Green swampy wetlands, billabongs, a cacophony of native biodiversity and swathes of black volcanic bedrock gives you an idea of what Melbourne looked like under indigenous land management. This history is reflected in the tower through palette and materiality. This is especially true in the lower section of the building. Rising from the earth this portion boasts black, textured, almost aerated concrete emblematic of the volcanic landscape Melbourne is founded on. Above this, a canopy of urban vegetation – but not just any greenery gets to grow here: – these are plants endemic to Melbourne. This landscaping continues inside, seamlessly bridging Queensbridge's exterior and interior environments.



THE FAÇADE DRAMATICALLY RISES FROM STREET LEVEL

“The three tiered outdoor terraces use plants to create a wild and rambunctious relationship with the architecture.”

MJ



NEW URBAN LANDSCAPE

Queensbridge is a tower in-sync with nature. Everywhere you look – the entrance canopy, the lobby, the rooftop – native grasses, trees and flowers are thoughtfully integrated. The atrium, for instance, is a lush oasis reflective of the diverse vegetation that existed here before European settlement. Under its vaulted ceilings are fully-mature sunken trees, ferns cascade down walls and columns, while other climbers dapple the space with soft greens and yellows. This is the building's garden square. A place to reflect, to restore and to regain a sense of balance in urban life.

The emphasis on nature informs the rest of the tower where plants shine in various contexts: they frame windows that look out onto the concrete city, they add life to voids, and enhance outdoor areas, which include a series of terraces and a rooftop garden. Carefully landscaped, the terraces boast meandering pathways to informal and formal areas, BBQs and private alcoves.

The facilities are framed with beautiful Australian species: dwarf gums, creeping myrtle, frangipani, and tussock grasses. The rooftop meanwhile, is a cacophony of breathtaking Australian native beauty: a place to soak up the magic of a contemporary Australian garden.

- 01 QUEENSBIDGE HOUSE RECEPTION DESK
- 02 THE QUEENSBIDGE BUILDING ENTRANCE CANOPY
- 03 QUEENSBIDGE HOUSE LOUNGE
- 04 DOUBLEGROUND BY MUIR+OPENWORK, PHOTO BY PETER BENNETTS
- 05 DOUBLEGROUND BY MUIR+OPENWORK, PHOTO BY PETER BENNETTS



01



CREATE YOUR UNIQUE OASIS WITH THE GARDEN SILL OTTOMAN



02



03

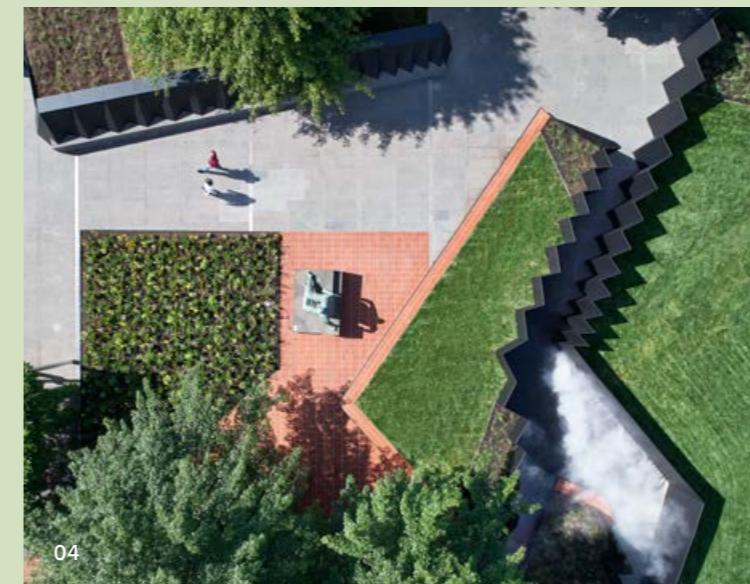


MARK JACQUES, DIRECTOR OF OPENWORK

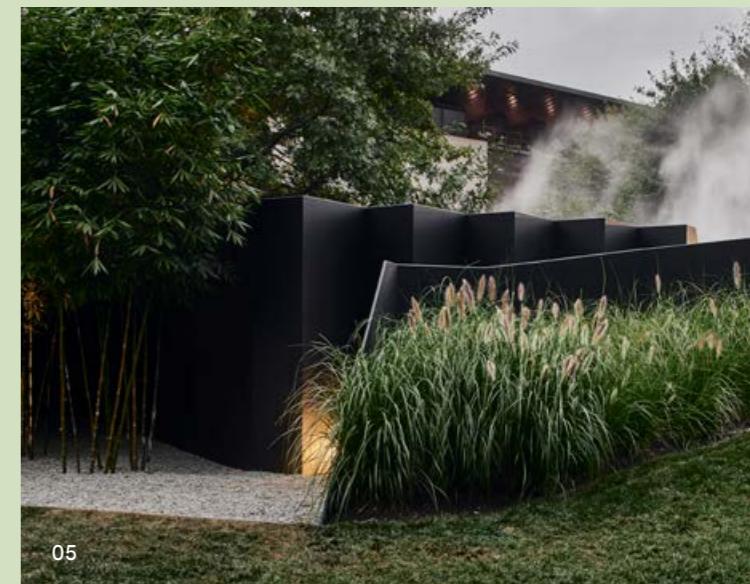
OPENWORK

Openwork formed to make great, well-crafted communal spaces. Our ambition is to be urban citizens – active and agitating for public exchange.

“We immersed ourselves in history. Understanding the context of this site has enabled us to craft a unique and enduring response to the landscape.”



04

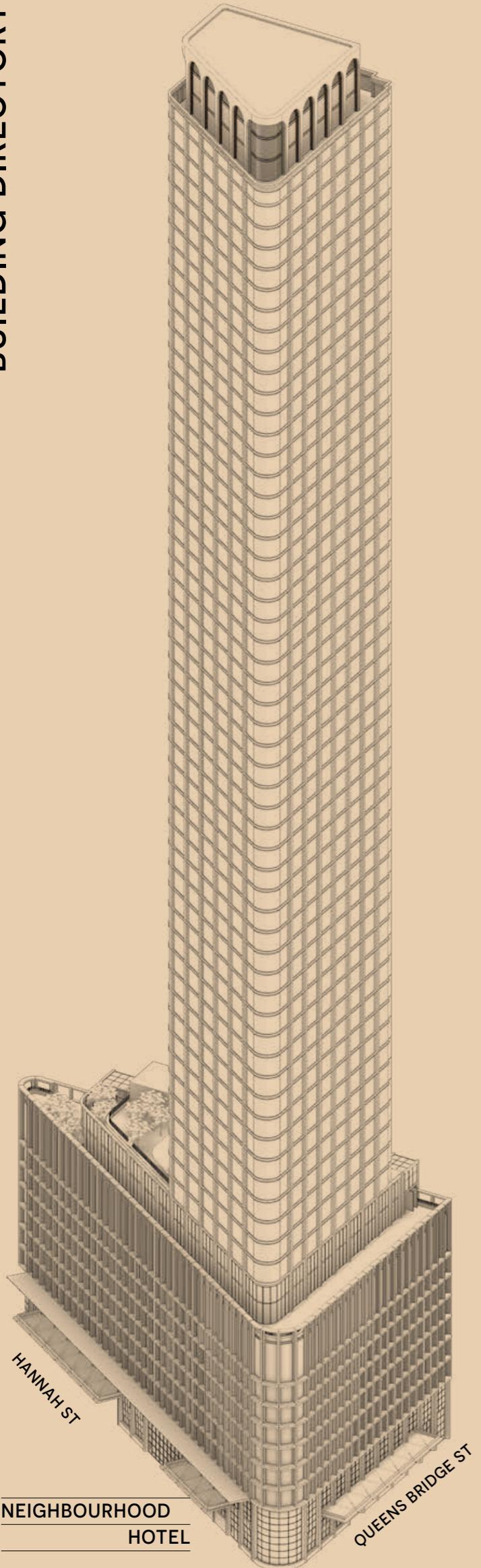


05

“The landscape of the terraces will breach the boundaries between each floor and between private and public to make an immersive roof – a green oasis in the heart of the city.”

MJ





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**QUEENSBRIDGE
EDITIONS**

PAGE 86

FOR LONG TERM LOCALS
WHO ARE LOOKING TO
CRAFT THEIR OWN STORY

**QUEENSBRIDGE
PRIVATE
RESIDENCES**

PAGE 86

**QUEENSBRIDGE
HOUSE
APARTMENTS**

PAGE 68

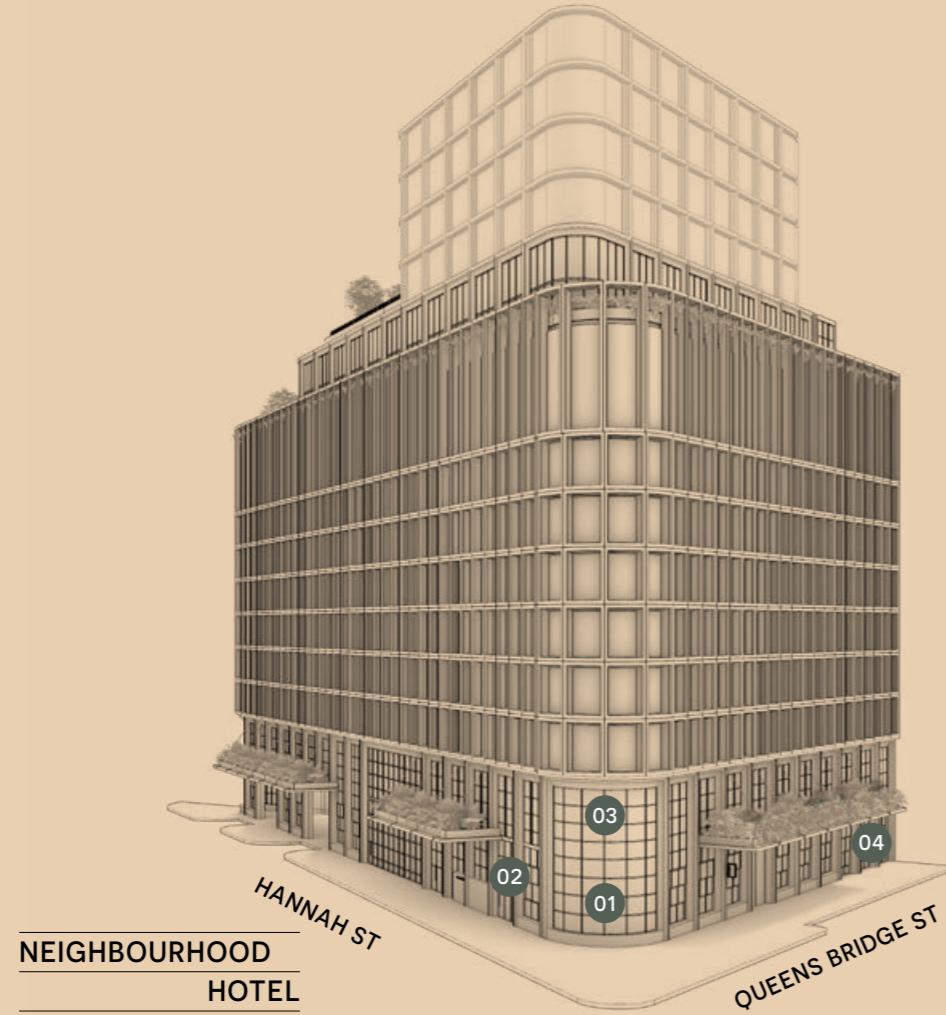
FOR THOSE WHO
BELONG ANYWHERE

**QUEENSBRIDGE
CLUBHOUSE**

DINING ROOM
KITCHEN PANTRY
THE LOUNGE
HOME OFFICE
POOL HOUSE
POOL TERRACE
IZAKAYA
PRIVATE RESIDENTS TERRACE

PAGE 40





01 DINING ROOM



02 KITCHEN PANTRY



03 HOME OFFICE



04 THE LOUNGE



05 POOL HOUSE



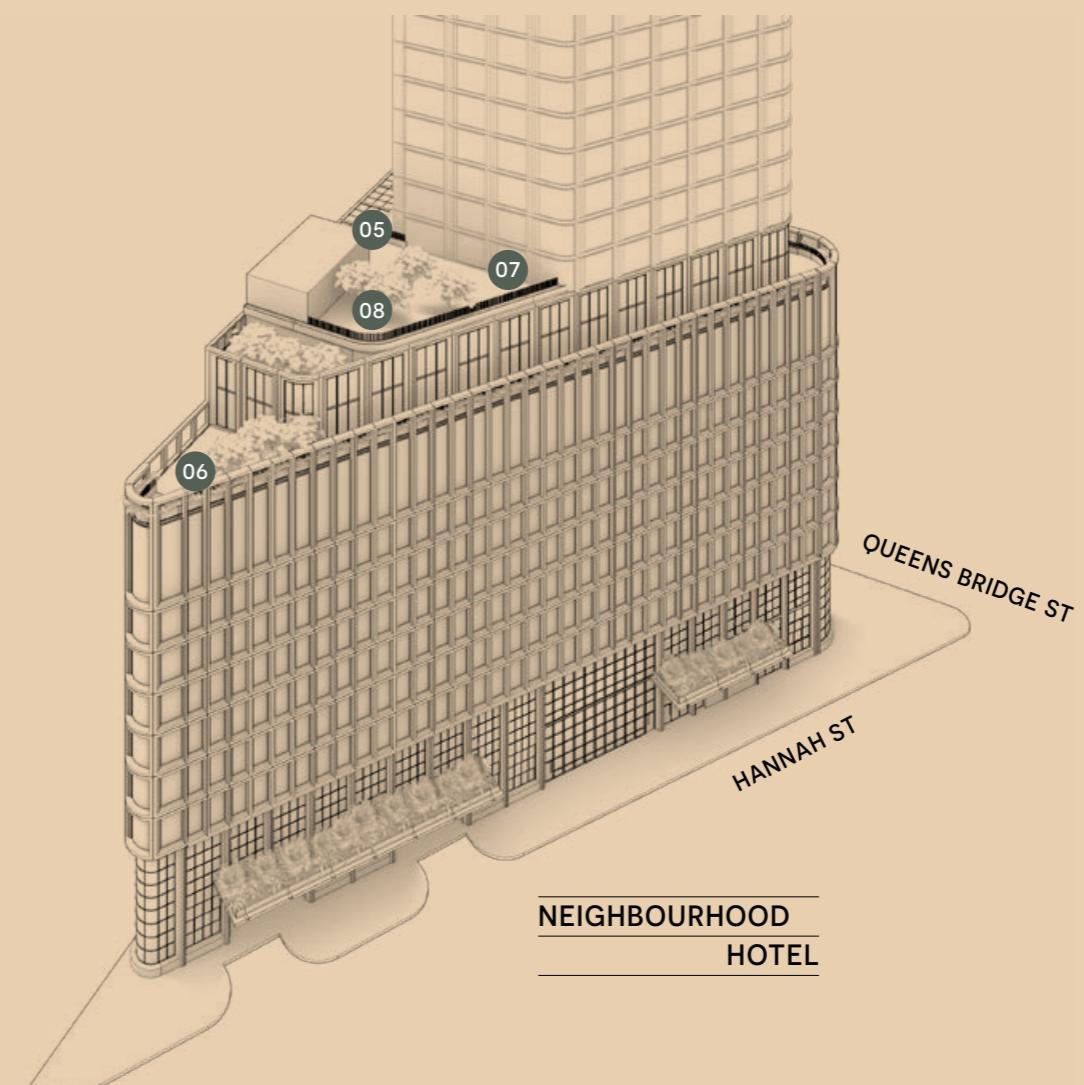
06 POOL TERRACE



07 IZAKAYA



08 PRIVATE RESIDENTS TERRACE





NEIGHBOURHOOD BUILDING

A

MaxCap
Group **TIME&**
 PLACE hickory