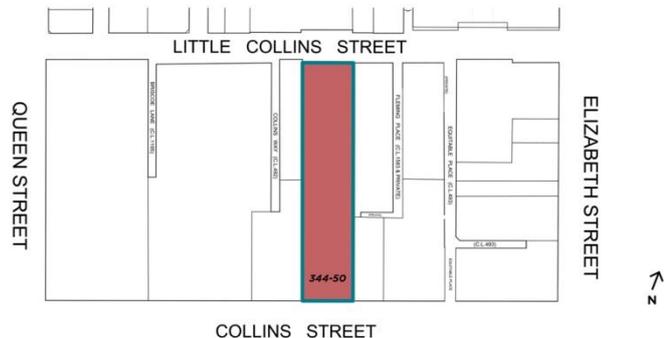


STATEMENT OF SIGNIFICANCE

Heritage Place: Former AMP Building

PS ref no: HO1321



What is significant?

The Former AMP Building, 344-350 Collins Street, a multi-storey office building constructed in 1966-68.

Elements that contribute to the significance of the place include (but are not limited to):

- The building's original external form, materials and detailing
- The building's high level of integrity to its original design.

Later alterations made to the street and first-floor level facades are not significant.

How it is significant?

The Former AMP Building at 344-350 Collins Street is of historical and representative significance to the City of Melbourne.

Why it is significant?

Constructed in 1966-68 to a design by Godfrey & Spowers, Hughes, Mewton and Lobb, the Former AMP Building has a clear association with the postwar building boom which transformed central Melbourne into a modern high-rise city. The design of these commercial buildings from the late 1950s to the mid-1970s – many of which were architect designed – was driven by the commercial demands and the prestige afforded by a dominant city presence (Criterion A).

The Former AMP Building is a fine and highly intact representative example of a Post-War Modernist commercial building. The building strongly reflects the style which was popular in the 1960s to the mid-1970s, particularly in central Melbourne. Constructed as a 16-storey building, the Former AMP

Building clearly demonstrates typical characteristics of a postwar structure, including two contrasting curtain walls – the front facade with fine spandrels and mullions and the rear façade with projecting balconies and glazed wall behind – and the use of materials such as stone-faced precast concrete panels and aluminium-framed windows. These demonstrate important aspects of the Post-War Modernist style (Criterion D).

Primary source

Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)