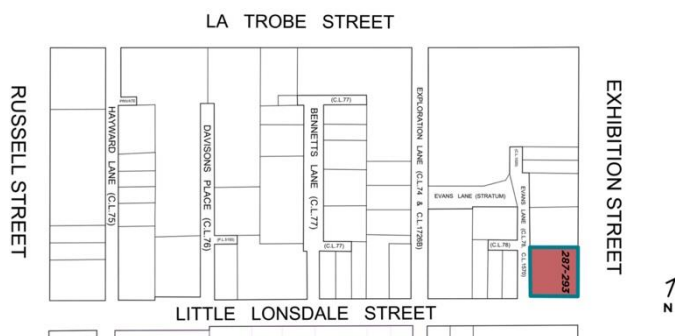


STATEMENT OF SIGNIFICANCE

Heritage Place: Former Exhibition Towers

PS ref no: HO1333



What is significant?

The Former Exhibition Towers at 287-293 Exhibition Street, a multi-storey residential building constructed in 1969-71.

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 building at street level are not significant.

How it is significant?

The Former Exhibition Towers at 287-293 Exhibition Street is of historical and representative significance to the City of Melbourne.

Why it is significant?

Constructed in 1969-71 to a design by Kenneth McDonald & Associates, the Former Exhibition Towers has a clear association with the postwar building boom which transformed central Melbourne into a modern high-rise city. Architect designed multi-storey residential apartments were built in central Melbourne for a brief period from the late 1960s to the early 1970s and contributed to the high-rise character of the city (Criterion A).

The Former Exhibition Towers is a fine and highly intact representative example of a Post-War Modernist residential building. The building strongly reflects the style which was popular in the late

1960s and early 1970s, particularly in central Melbourne. Constructed as an 11-storey building, the Former Exhibition Towers clearly demonstrates typical characteristics of a late 1960s/early 1970s structure, including a solid external appearance with brick curtain walls, horizontal strips of aluminium-framed windows, a prominent vertical row of projecting balconies and contrasting podium base. These demonstrate important aspects of the Post-War Modernist style (Criterion D).

Primary source

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