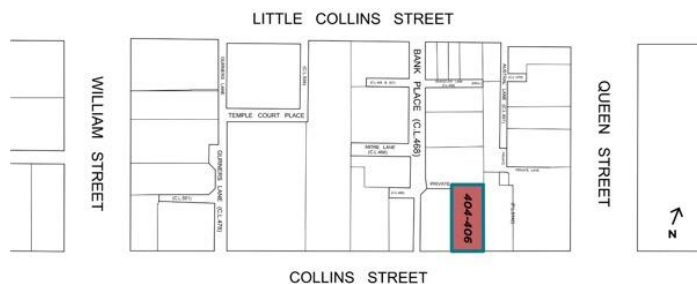


## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Former Atlas Assurance Building



**PS ref no:** HO1008



### What is significant?

The former Atlas Assurance building at 404-406 Collins Street, Melbourne, completed in 1958-1961 to a design by H Garnet Alsop.

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

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

Later alterations, particularly at street level, are not significant.

### How it is significant?

The former Atlas Assurance building at 404-406 Collins Street is of historical, representative and aesthetic significance to the City of Melbourne.

### Why it is significant?

The former Atlas Assurance building is historically significant for its association with postwar development, and with the expansion of large companies undertaking construction and naming rights of new city office buildings as a form of promotion and fund investment. A related object, the Federation-era statue of Atlas is historically significant as an artefact from the Mutual Assurance Society of Victoria that occupied the same site. (Criterion A)

The former Atlas Assurance building is significant as a relatively intact, curtain-walled office building from the postwar period and demonstrating the style embraced by local architects by the late 1950s.

In particular it employs a curtain-wall façade that makes the transition from the all-glass wall to the combination of solid spandrels of masonry, coloured glass or enameled metal sheeting of the 1960s. (Criterion D)

Aesthetically, the former Atlas Assurance building presents a sealed aluminium-framed curtain wall just a few years after the first multi-storey glass box was built in Australia. The use of marble spandrels on the curtain wall and granite at the base of the building emulated in a modern manner the stone clad classical facades favoured previously by financial institutions. Attributes of the building that demonstrate aesthetic value include the façade curtain wall system with anodised aluminium frames with marble spandrels and 'Polyglass' double glazed polished plate windows, all of which were remarked upon in the architectural periodical *Cross-section*. (Criterion E)

### **Primary source**

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