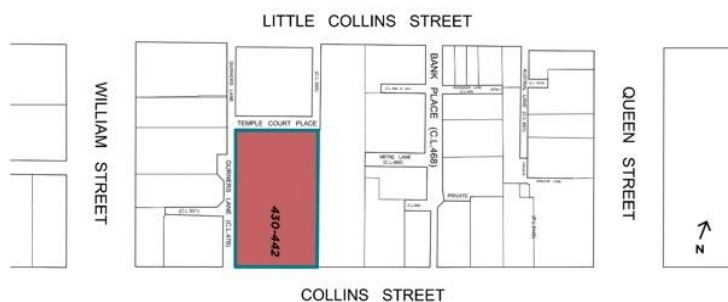


## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Royal Insurance Group Building



**PS ref no:** HO1010



### What is significant?

The Royal Insurance Group Company's head office at 430-442 Collins Street, Melbourne, completed in 1966 and designed by Yuncken Freeman.

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 Royal Insurance Group building at 430-442 Collins Street is of local historic, representative and aesthetic significance to the City of Melbourne.

### Why it is significant?

The Royal Insurance Group building is historically significant for its association with the rapid growth of high-rise office buildings in the 1960s-mid 1970s postwar period, 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. (Criterion A)

The Royal Insurance Group building is a fine, intact and representative example of a modern office tower, many of which were designed by the prominent architectural practice of Yuncken Freeman during the 1960s. As one of the largest architectural firms in Australia, with a reputation for modern,

high quality design and meticulous detailing, Yuncken Freeman were one of the most successful and prominent architectural practices during the 1960s and 70s. The Royal Insurance Company's head office building is a fine example of its class, having retained most of its original external features.

(Criterion D)

The Royal Insurance Group building is aesthetically significant for its attributes that include the black granite pre-glazed concrete panels that are expressed in the façade, its podium level of tall glazing carried on columns and its mezzanine level. The aesthetic value of the building is expressed through its highly repetitive façade reflecting the construction system but exploiting this through refined detailing of the jointing design and the colour and finish of the concrete panels. The Royal Insurance Group building is recognised through the awarding of the Victorian Architecture Medal in 1967 and by inclusion on the Australian Institute of Architects Twentieth Century Buildings Register. (Criterion E)

### **Primary source**

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