

YOUNG PROPERTY PROFESSIONALS AND STUDENTS CALL FOR MORE PUBLIC ART IN MELBOURNE CBD'S NORTH-WEST CORNER

Entrants have put their ideas forward for the 2018 Urban Land Institute's (ULI) Urban Innovation Ideas Competition with the recently announced finalists identifying a need for public art installations in Melbourne CBD's north-west corner.

This year the competition focused on Melbourne where young professionals and students were challenged with the task of generating innovative ideas that would contribute to the revitalisation of the north-west corner of Melbourne's CBD – bound by La Trobe, William, Bourke and Spencer streets.

The 2018 Urban Innovations Ideas Competition received a record number of submissions, with entrants from Melbourne, interstate and abroad vying to share their concepts for the city. Increasing engagement with arts and culture through public art and cultural installations was a key theme identified by the jury across a wide range of submissions including the three competition finalists.

ULI Australia Executive Director David McCracken believes the entrants focused on bringing people into the streets, generating a sense of place and boosting activity in the area.

"The Competition has shown the fantastic ideas that young professionals and students have been able to generate with many high-quality submissions received this year," he says.

"While this area of Melbourne is currently underutilised and lacking activity, the finalists have shown how it can be enhanced by tying it in with the city's love of the arts.

The jury consisted of McCracken along with Bec McHenry, Founder and Director at The Space Agency, Professor Donald Bates, Chair of Architectural Design at The University of Melbourne, Kate Brennan, former CEO at Federation Square and Peter Holland, Director at Urbis and Trustee at the ULI.

"The jurors were delighted that so many individuals and groups responded in interesting ways to the challenge of making this part of our city more liveable and viable.

"It has been great to see the vision that young people have for this area and the things that are important to them, which centres on injecting more of Melbourne's identity to create a vibrant space," McCracken continues.

Additional submission ideas from the finalists to give this specific part of the CBD a boost include improvements to the laneway scene, the creation of a civic plaza and the blocking of vehicular traffic on Spencer Street between Collins and La Trobe streets.

“Design, engagement and activation were integrated functions at some level in the majority of submissions showing the broad thinking of these young professionals.

“The level of granularity or analysis of rigour in thinking gave confidence to the jury that the future planning of this City is in safe hands and will continue in the tradition of Melbourne,” adds McCracken.

The Competition from the ULI has given young professionals and students from across the globe the platform for sharing their ideas and concepts to enhance this particular section in Melbourne.

“ULI champions best practice in the development of cities and the creation of communities, places and spaces by sharing ideas, opening dialogue and engaging with industry participants.

“Being an innovation competition, it was great seeing the entrants think outside the box while still demonstrating clear, achievable urban interventions that would make this part of Melbourne a better place,” says McCracken.

The three finalist teams for the 2018 ULI Urban Innovation Ideas Competition are:

‘Reflective Lane’ – Bohan Jones, Hee-Jung Yoon, Linda Lin and William Cai from Mirvac’s design team.

‘Welcome to Melbourne’ – Fabian Culican, Kavita Sonar, Shelley Black and Simon Zhao from Tract Consultants.

‘Mixed Collectivo’ – Lindy Huang, a student at University of Melbourne; and Marc Schmailz, a student at Technical University of Munich.

Mixed Collectivo are also recipients of the \$500 student prize in addition to earning a place as a competition finalist.

The three finalist teams will receive \$2,000 and now proceed to the next stage of the competition for concept development and further refinement of their ideas. The overall competition winner shall be announced in late October and receive an additional \$2,000 in prize money plus a trip to Shanghai to present their proposal at the ULI 2019 Asia Pacific Conference.

The public is now invited to vote for their favourite submission from all entrants in the form of a ‘popular vote’ open until 22 October.

To view the submissions and vote for your favourite, please visit www.urbaninnovations.com.au.

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For media enquiries please contact:

Joanne Tramontana
Communications Collective
(03) 9988 2300
joanne@communicationscollective.com.au

About the 2018 ULI Australia Urban Innovation Ideas Competition

The ULI Australia Urban Innovation Initiative is a program of Urban Land Institute (ULI) Australia, which champions youth leadership, urban innovation and collaboration in the property industry and is supported by its Principal Sponsor, Mirvac. The project sponsor for the year's competition is NH Architecture with Urbis, Plus Architecture and Melbourne School of Design all project partners.

The 2018 ULI Australia Urban Innovation Ideas Competition provides a platform for young professionals and students to explore innovative solutions to topical and timely issues relevant to the successful urbanisation of Australia's cities – matching leading young professionals with mentoring from industry leaders and sector specialists.

www.urbaninnovations.com.au

About the Urban Land Institute

The [Urban Land Institute](http://www.uli.org) is a non-profit education and research institute supported by its members. Its mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Established in 1936, the institute has more than 40,000 members worldwide representing all aspects of land use and development disciplines, including more than 2,000 in the Asia Pacific region. For more information on ULI, please visit uli.org or follow us on [Twitter](#), [Facebook](#), [LinkedIn](#), and [Instagram](#). For more information on ULI Asia Pacific, visit asia.uli.org or follow us on Twitter.