

sam.
Shepparton Art Museum



CONCEPT DESIGN

What's next?

A new Shepparton Art Museum

May 2017



What's new with the SAM project?

Winning Architect announced for new SAM building design

Greater Shepparton City Council is excited to announce the winner of the new Shepparton Art Museum architectural competition is Denton Corker Marshall.

The architectural competition jury recommendation was endorsed at the Ordinary Council Meeting on Tuesday 18 April following a comprehensive design competition spanning several months.

The seven member expert jury report noted that the Denton Corker Marshall proposal was unanimously selected as the winning proposal for the Stage 2 Concept Design Competition after a robust and rigorous assessment of the five design concepts against the agreed criteria.

The Denton Corker Marshall proposal stood out because it combined a powerful and relevant conceptual idea –

well-resolved and compelling in its sculptural expression and detail – with a highly adaptable, functional, safe and efficient solution, according to the report.

The jury report stated the building as a 'beacon in the landscape' and offers an expressive, innovative, contemporary and exciting SAM that works well with its immediate and greater environmental, social and cultural contexts. It is anticipated that the design will make an outstanding contribution to the identity and culture of Shepparton and Victoria.

The jury noted that each of the five shortlisted entries were carefully prepared and commended the entrants for their endeavour. The field of submissions was competitive and the jury considered each design carefully and at length against the design competition's evaluation criteria. The design objectives clearly articulated specific design requirements which the jury focused on to reach their ultimate decision, which was unanimous.



More about the design

Design Concept

The design for the Shepparton Art Museum (SAM) is simple and clear, yet makes a compelling visual statement to make it a landmark destination.

The ground floor is restricted due to the floodway that runs across the site. This has allowed the museum design to flow vertically, rather than sprawl at ground level. The art museum will be made of five levels, creating a distinctly small, yet tall building. The parkland around the art museum will be utilised to compliment the museum, allowing Shepparton's flat landscape to frame the beacon-like building.

From the rooftop, visitors will experience a panoramic view of the Goulburn Red River Gum reserve while dining and mingling. The parkland surrounding the new building will be turned into an Art Hill which will cover the underground operational levels of the museum.

Internally, the building will be accessible, transparent and easy to navigate, with the visitor's experience being focused on an open, generous gallery space.

Integration, Placemaking + Community

By carefully looking at and assessing the new building's surrounds—both structurally and intuitively—the building will allow visitors to feel welcome. The building aspires to make local, national and international visitors feel as though they have more connection with the art and artefacts that are held in the Shepparton Art Museum's collections, and through this, a greater connection with Greater Shepparton.

The design has welcoming spaces for a diverse range of the community, across age groups and cultural backgrounds. It incorporates numerous places for community interaction, including a Sculpture Forecourt, a Community Arbour, an Art Hill, performance spaces, a café, a rooftop event venue and sheltering verandahs on all four sides.

Complete Art Museum Experience

The art museum is conceived as a 'live' building. The experience of entering the space allows visitors to use both intuitive and logical wayfinding to draw links between the art museum's different spaces. These aspects are overlaid with contrasts of drama, reflection, outlook, introspection and discovery in nuanced forms throughout the building.

It will be a delight to work in, and a pleasure to visit. The multi-level spaces and the materials and textures that are used, are integral to the idea that defines this welcoming, intellectually and emotionally nourishing space that defines the new SAM.

Total Building as Art Array

Rather than six designated galleries displaying art and artefacts, the design conceives the total building as an 'art container'.

Every space in and on SAM is a space which has opportunity to display and interact with artworks, be it stairs, lobby walls, lift wells, facades—even external toilet block roofs. Every surface presents an opportunity for display, event or installation.

External Imagery

The exterior of SAM comprises four thin, L-shaped plates that are suspended in the landscape. They come together at different heights and with different materials, to form a striking abstract composition that echoes the scale of the surrounding river red gums.

From a distance, these 'floating' plates give almost no indication of interior life - this waits to be discovered and explored. At their base, they float as though unsupported over an open and visibly accessible ground plane. They are designed to create an unexpected, enigmatic and memorable art museum.

Each plate has different metallic finishes. Matte soft charcoal will feature floating above the entry to SAM, with a cut-out offering a sneak peek into the building. Low sheen zinc on the building's southern side incorporates an integrated Visitor's Centre super graphic. A Western Corten steel plate features at the top of the building, providing outlook from the roof terrace. The plate on the northern side of the building floats above the café terrace and Art Hill.

On the museum's frontage, the L-shape will provide essential shade and shelter, mimicking the traditional verandahs that historically, have been very much in the imaginary of Shepparton and Australian country towns. This L-shape creates a transitional indoor / outdoor space for exchange and interaction. The façade plates also present blank canvasses for many forms of installation art at striking, powerful scales.



Left to Right: Rebecca Coates, Kaye Thomson, John Denton, Adrian FitzGerald, Dinny Adem

Project Background

Business case community consultation

Council conducted a public feedback process with 76% of the 1,781 respondents in favour of supporting the business case for a new Shepparton Art Museum. 19% opposed the business case and 5% partially supported the business case.

Financials

The capital contribution to the project is as follows:

- \$10m** Greater Shepparton City Council
- \$10m** Victorian State Government
- \$10m** Federal Government
- \$4.5m** SAM Foundation

The Operational contribution / trust fund contribution is as follows:

- \$8m** SAM Foundation

The SAM Foundation will raise the \$8m as an endowment to support future operational costs. This funding will be raised prior to operation commencement of New SAM. The total capital cost for the new SAM is \$34.5 million.

- \$22m** Building Construction
- \$12.5m** Project Management, Architect, Consultants, Fit out, Landscape, Carpark and other expenses

Design competition

To progress this project and find a suitable design for SAM, a design competition was developed and endorsed by the Australian Institute of Architects.

In 2015, Council engaged a Competition Advisor to see through the Governance and Management of the design competition, to ensure the process followed the principles outlined in the Australian Institute of Architects' Architectural Competitions Policy and Guidelines for the Conduct of Architectural Competitions.

These competition guidelines provided a comprehensive account of governance structure, which was an essential component in obtaining endorsement from the Institute.

During July 2016, Council advertised an Architectural Design Competition for the new Shepparton Art Museum. The two stage competition was conducted in accordance with the Australian Institute of Architects' Competition Guidelines. The competition commenced through an Expression of Interest process, asking for a design approach and a vision for the new facility as well as a capability statement.

A comprehensive Competition brief was developed and provided for this process. Council received 88 submissions via TenderSearch.

Jury

A skills-based Jury was set up, consisting of:

1. Shelley Penn - Chair (Previously Manager City Design Studio, City of Melbourne, now Consultant)
2. Prof. Donald Bates (Director, Lab Architecture Studio and Professor of Architecture, University of Melbourne)
3. Rueben Berg (Executive Director, Indigenous Architecture and Design Victoria),
4. Dr Rebecca Coates (Director SAM)
5. Carrillo Gantner AO (Arts Champion)
6. Doug Hall AM (Writer and Curator. Director, Queensland Art Gallery|GOMA (1987-2007), Australian Commissioner, Venice Biennale (2009-2011))
7. David Islip (Principal Adviser Urban Design & Architecture, Department of Premier and Cabinet)

The Jury convened on Thursday 29 September 2016 to shortlist 88 to five applicants and undertook a site visit. The final elimination round concluded and recommending five applications – Denton Corker Marshall, John Wardle Architects, Kerstin Thompson Architects, Lyons, MvS Architects.

Community comment on designs

The shortlisted Architectural firms then developed their expression of interest into Concept Designs for consideration. Council hosted a public exhibition of these concept designs for three weeks, from 16 January 2017 to 5 February 2017. Community feedback was provided in the form of a paper survey and online process. 1,417 feedback forms were received and overall the feedback was incredibly constructive with only 1.4% of these providing negative comments. In accordance with the competition conditions, the public comment results are confidential and only available for the Jury Members to view.

There were also over 1,000 people who visited the exhibition over the three week period. There was also significant media interest in the Design Competition. During this period there was also valued engagement with Friends of SAM, Kaiela Arts members and Board, Visitor Information Centre staff and volunteers, Shepparton Festival board, Goulburn Valley Environment Group, Committee 4 Greater Shepparton members and Council staff.

The community voted for all five designs with particular interest supporting three of the designs. The comments and feedback were discussed and taken into account by the Jury during their deliberations. The jury thanked the community for their valued input in their final report.

Jury deliberation

The Jury convened again on 14 February 2017 to deliberate on the winning Concept Design. The five shortlisted Architects were invited to present their concept design to the Jury and answer questions on that day.

In accordance with the Assessment Criteria outlined in the Expression of Interest document, the scoring and deliberation was based on:

- 50% Design approach – The quality and strength of the design team's ideas, approach and strategy for the project.
- 50% Capability and experience
 - 20% Nominated design team – skills, experience and qualifications and extent of involvement of key personnel
 - 30% Design team capacity and resources, including ability to deliver outstanding architecture and landscape design of similar scale and complexity, ability to achieve cost-effective solutions through excellent design, ability to work effectively with local government or similar clients and a range of stakeholder, and to coordinate consultant teams.

Overall, all Jury members were very pleased with the final result for what will be a state of art building and a piece of art sculpture on the Victoria Park Lake site.

The Jury commended the entrants for their carefully prepared concept designs and vision for the project. The field of submissions was competitive and the Jury considered each scheme carefully and at length against the design competition's Evaluation Criteria in the context of the specified Design Objectives for the project. After extensive discussion, taking into account the community comments, the decision of the Jury was unanimous.

Who's who in the SAM project?

SAM Limited

SAM Limited is a registered company limited by guarantee. SAM Ltd is the draft custodian for the new SAM and is managing the funding and lease agreements and the legal matters related to the project. SAM Limited Directors are Peter Quinn (SAM Foundation), Peter Harriott (GSCC CEO), and Chris Teitzel (GSCC Director Corporate Services) as financial director.

SAM Project Board

The Project Board has 16 members representing Regional Development Victoria, the SAM Foundation, Creative Victoria, Kaiela Arts and Yorta Yorta Nation. There are also representatives of Greater Shepparton City Council from SAM, Planning, Economic Development, Finance, Marketing and Communications, Visitor Information and Project Management.

Subcommittees

The Project Board has a number of subcommittees whose role is to provide in-depth information on speciality areas to the Project Board. These subcommittees include Planning, Finance, Business Transition and Project Management.

The Planning subcommittee has completed site surveys, a Cultural Heritage Management Plan, flood modelling and a geotechnical report, with a heritage report, traffic report and environmental assessment underway. These reports have been provided to the five architects chosen to develop concept designs.

The Project subcommittee manages the overall process of the design competition including the tender and timelines for the project. A project manager will be appointed in 2017 to manage the next stage of the project once the preferred design has been selected.

The Finance and Business Transition subcommittees are tasked with managing the budget for the project and the transition between the current SAM and the new SAM respectively.

SAM Foundation

The SAM Foundation is a company limited by guarantee and its purpose is to raise funds for the new SAM and to grow funds to benefit the SAM collection and program. Significant donations of \$20,000 and \$250,000 have recently been received from generous donors.

What are the timelines for the new SAM?*

18 April 2017	Council meeting - endorsement of Jury Report
20 April 2017	Public announcement of winner
2018	Build commences
2020	Project completion

* Dates may be subject to change

Information Sessions

If you would like someone to come and talk to your group or organisation about this exciting development please contact SAM Director Rebecca Coates or Greater Shepparton City Council Director Community Kaye Thomson on 5832 9700.

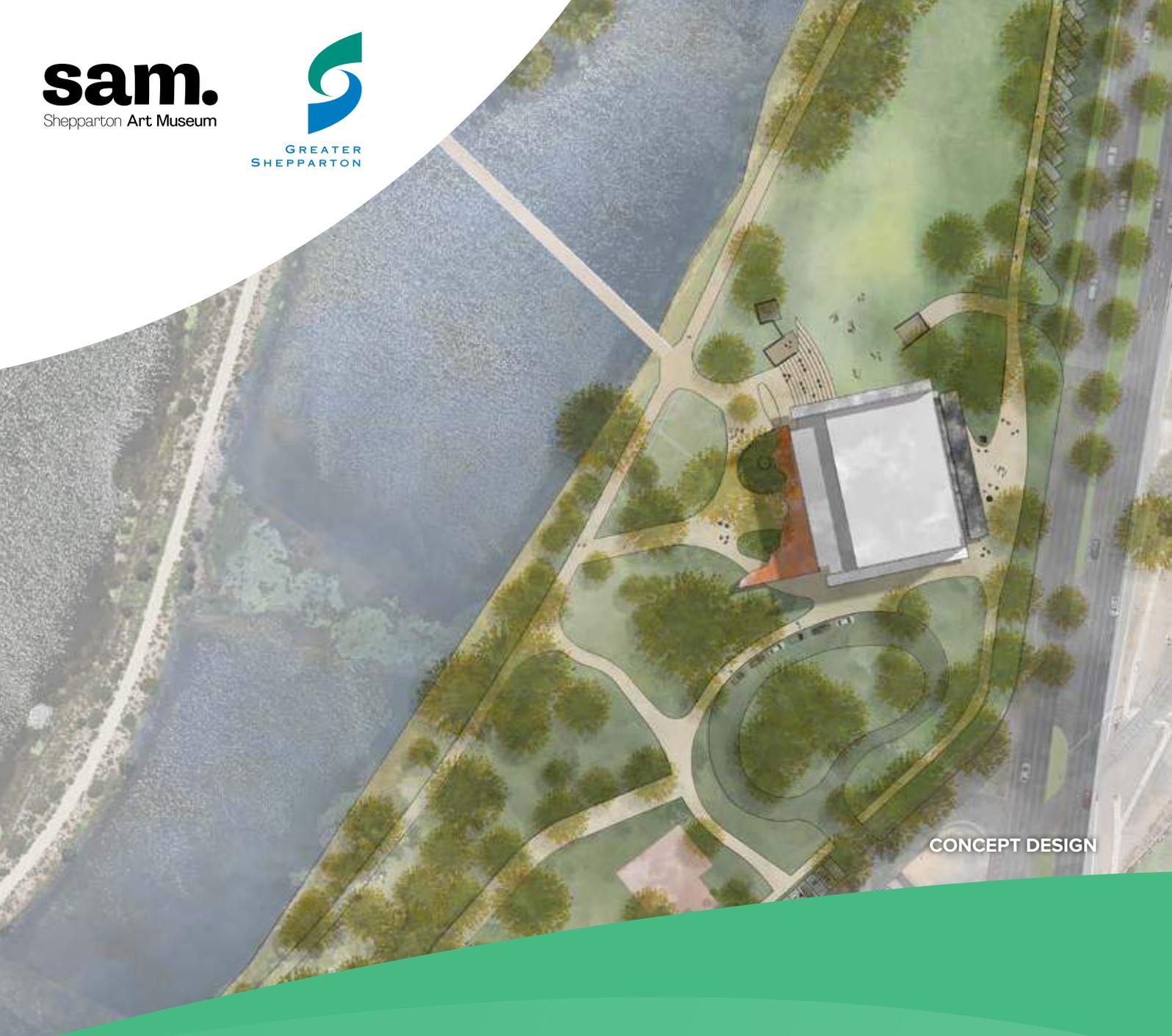
Project Webpage

Find all the latest information at greatershepparton.com.au/council/major-projects/new-sam

Communication

This document will be updated as needed during 2017.

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