

MEDIA RELEASE

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Competition Adviser Praises Entry Standard

280 Entries to be Judged Next Month

Competition adviser Professor Tom Heneghan has praised the standard of entries for the Hobart Waterfront International Design Competition.

Prof. Heneghan, on a visit from his post at the University of Sydney to review the entries along with the Competition Registrar and a probity auditor, was amazed at the quality of the 280 submissions received from 50 countries.

"As entries were opened, two things became evident – that the quality of the entries was exceptional, and that some of the world's most internationally esteemed designers had entered," Prof. Heneghan said.

"Within the first few hours of reviewing entries, I saw at least 8 to 10 entries that would be viable and creditable winners.

"As the quality continued over the next few days, I realised that the judges will have a difficult task."

Prof. Heneghan praised the work of all stakeholders in the Hobart Waterfront International Design Competition – the richest and now the best-supported contest of its kind in the world in 2006.

"A lot of people at the Sullivans Cove Waterfront Authority have worked non-stop for more than a year to make this competition a success," Prof. Heneghan said.

"I think that everyone will find the entries fascinating, challenging and exciting."

Prof. Heneghan, an experienced judge in multiple design competitions worldwide, continued to be excited about the ideas generated in response to the Tasmanian challenge.

"It's like looking at portraits of Hobart's waterfront painted by a huge number of different artists. Like portrait painters, each designer has found a different characteristic of Hobart which they want to respond to, or a different interpretation of this city which we all know so very well," Prof. Heneghan said.

"Many of these interpretations are entirely unexpected – and offer visions of the city which I had never anticipated, but which are thrilling.

"I'm sure that Hobartians will be absolutely fascinated to see the ways in which all these international and local designers have interpreted their city."

The Hobart Waterfront International Design Competition focuses on the area between Theatre Royal and Sullivans Cove, including landmark sites such as the Wapping Corner (the vacant land next to the Theatre Royal), City Hall, the Tasmanian Museum and Art Gallery, Dunn Place, Franklin Wharf and Kings Pier Marina.

Entries will be judged next month by an international jury, including two architects renowned worldwide for their work on complex waterfront projects: Carme Pinos, of Spain, and Wiel Arets, of The Netherlands.

The winners will be announced on 25 January 2007 and all entries go on public exhibition at the Tasmanian Museum and Art Gallery from Australia Day for three weeks.

Sullivans Cove Waterfront Authority Chief Executive Jeff Gilmore said the prize pool is \$160,000, with \$10,000 for the winning tertiary student entry.

Mr Gilmore said he had been immensely pleased at the level of interest from the international design community and the efforts they made to be involved.

"As deadline day approached, we had courier deliveries every couple of hours. Then, on the last day, we had entrants personally delivering their submissions because they wanted to be absolutely certain they made the deadline," Mr Gilmore said.

"We believe one architect flew from Japan to deliver his entry and we had people flying in from Brisbane, Sydney and Melbourne. We even had one entrant arrive from Perth on the red-eye special to drop off his entry, and then he rushed to eat a scallop pie and drink a beer before heading right back to the airport for his return flight."

The competition brief asked entrants to consider and acknowledge the structure and scale of Hobart and explain how their ideas will reinvent the area to:

- create a major focus for Hobart that enriches the cultural life of the city with new activities, buildings and spaces (both commercial and public);
- create effective and innovative connections between the city centre and Sullivans Cove;
- interpret and embrace the Cove's rich cultural heritage; and
- attract and extend activity across Sullivans Cove.

The competition's specially designed web site is at: www.hwidc.tas.gov.au.

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