

HOSIES HOTEL MURAL



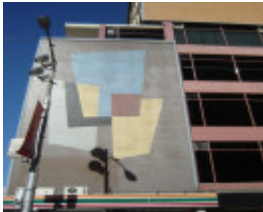
HOSIES HOTEL MURAL
SOHE 2008



H2094 Hosies Hotel Mural 1



H2094 Hosies Hotel Mural
Flinders Street2



H2094 Hosies Hotel Mural 2



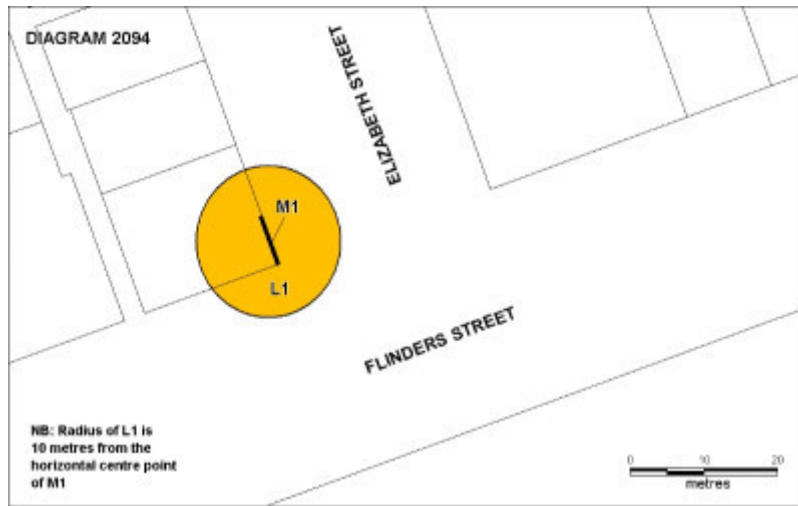
H2094 Hosies Hotel Mural
Close Up



H2094 Hosies Hotel Mural
Flinders Street



H2094 Hosies Hotel Mural
Long Shot



H2094 Hosies Hotel Mural Plan mz Dec2005

Location

1-5 ELIZABETH STREET MELBOURNE, MELBOURNE CITY

Municipality

MELBOURNE CITY

Level of significance

Registered

Victorian Heritage Register (VHR) Number

H2094

Heritage Overlay Numbers

HO938

VHR Registration

March 9, 2006

Heritage Listing

Victorian Heritage Register

Statement of Significance

Last updated on - August 15, 2023

What is significant?

Hosie's Hotel Mural, at the corner of Elizabeth and Flinders Street, was created in 1955. Richard Beck (1912-1985), an English and German trained graphic designer and one of the leading modernist graphic designers in Melbourne at the time, was commissioned to create a mural for the new Hosie's Hotel.

There had been a Hotel at the corner of Elizabeth and Flinders Street, since the middle of the 19th Century and the well known Hotelier James Hosie, bought the premises in 1885. Hosie's Hotel was eventually sold to Carlton and United Breweries who in 1953 announced plans for a new air conditioned 13 floor hotel that would provide better accommodation facilities for the 1956 Olympic Games. Only one other hotel, the Graham Hotel in Swanston Street, was built to provide modern hotel accommodation for the Games. The Hosie's Hotel was completed in 1955 designed by Mussen, McKay and Potter in the Internationalist, modern style. The new Hotel had a glass fronted podium and a tower behind it. It retained an echo of the European Di Stijl style with its smooth finishes and the integration of art and architecture with the inclusion of Beck's mural as a major feature of the building. While the Graham Hotel still offers accommodation, Hosie's Hotel has been turned into offices and shops.

The architects always planned to incorporate a mural into the Elizabeth Street facade of the building. Beck's work is four storeys high and made of ceramic panels. The abstract image of 3 glasses (or pots) clinking together, was considered bold at the time and the colours, since faded, were bright and highly contrasted.

Richard Beck was well known nationally for his design work. Before coming to Australia in 1940, Beck had his own design consultancy in London working on London Transport Posters, Shell Mex Ltd and for the Orient Line. In Australia Beck worked as a commercial designer. He designed the only poster commissioned to officially promote and commemorate the 1956 Olympic Games in Melbourne. His most recognised work is his label for Coonawarra wines featuring a woodcut of the winery, which is still in use. He also designed stamps and was on the panel for the design of the Australian decimal currency. Richard Beck was a member of the design committee for the Olympic Street decorations and was represented in the Design Section of the Olympic Arts festival. His work is held by the National Gallery of Victoria, the Victoria and Albert Museum, the London Transport Museum and the London Design Museum.

How is it significant?

The Hosie's Hotel Mural is of historical significance to the state of Victoria.

Why is it significant?

The Hosie's Hotel Mural, designed by Richard Beck, is of historic importance for its connection to the modernist movement in architecture and design in Melbourne. This modernism was important as the city of Melbourne attempted to present itself to the world as a modern, contemporary city at the time of the 1956 Olympic Games. The re-building of Hosie's Hotel was an expression of a desire to provide modern hotel accommodation and the inclusion of the mural in the overall design of the building demonstrates the desire to appear modern.

The Hosie's Hotel Mural is of aesthetic significance as one of the few large scale abstract works on public display in Melbourne.

The Hosie's Hotel Mural is of importance for its association with Richard Beck an important Australian commercial graphic designer of the 1950s who worked on design projects for the 1956 Olympic Games in Melbourne.

Permit Exemptions

General Exemptions:

General exemptions apply to all places and objects included in the Victorian Heritage Register (VHR). General exemptions have been designed to allow everyday activities, maintenance and changes to your property, which don't harm its cultural heritage significance, to proceed without the need to obtain approvals under the Heritage Act 2017.

Places of worship: In some circumstances, you can alter a place of worship to accommodate religious practices without a permit, but you must **notify** the Executive Director of Heritage Victoria before you start the works or activities at least 20 business days before the works or activities are to commence.

Subdivision/consolidation: Permit exemptions exist for some subdivisions and consolidations. If the subdivision or consolidation is in accordance with a planning permit granted under Part 4 of the *Planning and Environment Act 1987* and the application for the planning permit was referred to the Executive Director of Heritage Victoria as a determining referral authority, a permit is not required.

Specific exemptions may also apply to your registered place or object. If applicable, these are listed below.

Specific exemptions are tailored to the conservation and management needs of an individual registered place or object and set out works and activities that are exempt from the requirements of a permit. Specific exemptions prevail if they conflict with general exemptions.

Find out more about heritage permit exemptions [here](#).

Specific Exemptions:

Changes to the existing external fabric of the building, internal works to the building and works to the structure of the building that do not directly affect the mural do not require a permit from the Executive Director of Heritage Victoria.

Construction dates	1955,
Heritage Act Categories	Registered place,
Other Names	HOSIE'S HOTEL MURAL,
Hermes Number	14057
Property Number	

Extent of Registration

NOTICE OF REGISTRATION

As Executive Director for the purpose of the Heritage Act 1995, I give notice under section 46 that the Victorian Heritage Register is amended by including the Heritage Register Number 2094 in the category described as a Heritage Place: Hosie's Hotel Mural, Elizabeth Street, Melbourne, City of Melbourne.

EXTENT:

All of the Mural known as the Hosie's Hotel Mural created by Richard Beck marked M1 on diagram 2094 held by the Executive Director, Heritage Victoria.

Dated 9 March 2006
RAY TONKIN
Executive Director

This place/object may be included in the Victorian Heritage Register pursuant to the Heritage Act 2017. Check the Victorian Heritage Database, selecting 'Heritage Victoria' as the place source.

For further details about Heritage Overlay places, contact the relevant local council or go to Planning Schemes Online <http://planningschemes.dpcd.vic.gov.au/>