

EMBARGOED UNTIL 00.01 AEDT Thursday, 24 January 2019

Jury Chair confirmed for Powerhouse Precinct at Parramatta international design competition

Create NSW and the Museum of Applied Arts and Sciences (MAAS) have today confirmed influential Australian entrepreneur Naomi Milgrom AO as Chair of the jury for the international design competition to find designs for a Powerhouse Precinct at Parramatta.

Launched this morning by Minister for the Arts Don Harwin, architects from across the globe are sought to submit expressions of interest for a Precinct encompassing an iconic new museum, public space and pedestrian bridge.

Craig Limkin, Executive Director for Create Infrastructure and Specialist Advisor to the Jury, echoed the Minister's 'once-in-a-lifetime' sentiment for the opportunity and encouraged Australian and International architects to enter the design competition.

"This is an incredible chance to design a purpose-built venue and community gathering space that will further improve the liveability of the Central River City and enable all families to access the museum's collection.

"We're extremely excited to confirm Naomi as our Jury Chair. She will be supported by MAAS Chief Executive Lisa Havilah, Australian architect Wendy Lewin and international architect David Gianotten, who will be involved in assessing the proposals," he said.

Ms Milgrom, who was most recently the commissioner of the Australian Pavilion at the Venice Art Biennale 2017, added, "The new Powerhouse Precinct at Parramatta is one of the most exciting cultural projects in the country, so I'm honoured to be involved, with many others, in helping to bring this project to reality.

"The museum will play an important role in renewing the places and neighbourhoods where it will be a focus, but more importantly, it will be a catalyst for imagination, connection and creativity in the community of which it will be a part.

"Our aim is to identify a design that will reflect this ambition - a design that is not just about a new built form but is about the people whom we hope will be inspired by all that will happen at the museum," she said.

MAAS Trust President, Professor Barney Glover commented, "As we plan for the new museum we will continue to be a museum that holds collaboration at its core. We look forward to establishing a Powerhouse Precinct at Parramatta that inspires and connects people of all ages and backgrounds and integrates into the cultural life of Parramatta and Greater Sydney."

MAAS Chief Executive, Lisa Havilah added, "This is a transformative time for arts and culture in Australia. This next chapter builds upon the museum's rich history. The Powerhouse Precinct at Parramatta is a once-in-a-generation opportunity to build a renewed museum."

Designs produced by shortlisted teams will be on public display later this year.

Stage One Expressions of Interest are now open and close at 22:00 AEDT Monday 18 March 2019. For more information, guidelines and applications, visit the competition [website](#).

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Notes to the editor

About the Design Competition – key workings:

The Design Competition for the new Powerhouse Precinct at Parramatta will be a two-stage process focused on securing the best architectural design proposals from the Australian and international design community for a new landmark 21st century museum.

1. Stage One (Expression of Interest)

This will be an open search seeking expressions of interest from design firms that have the capability to design a new state-of-the-art museum, public space and pedestrian bridge for Western Sydney. (full details of eligibility are available in the Search Statement for the competition).

2. Shortlisting

Stage One expression of interest submissions will be assessed in accordance with the evaluation approach outlined in the Search Statement by a shortlisting panel comprised of a subset of the jury and other advisers. Malcolm Reading Consultants will act as the secretariat and competition manager.

3. Stage Two (Design Concept)

The shortlisted design teams will receive a detailed brief and will be asked to submit a concept design. An honorarium will be awarded to each shortlisted team submitting a compliant submission.

4. Selection of the Winner

A jury of experts from Australia and overseas will assess the design submissions against evaluation criteria.

5. Announcement

The winning concept design and design team for the new Powerhouse Precinct at Parramatta will be publicly announced.

Jury Members

About Naomi Milgrom AO (Chair)

Naomi Milgrom AO is an Australian business leader and philanthropist, internationally recognised for initiating and supporting cultural innovation and artistic excellence. With a focus on bold projects that engage communities and generate social, economic and environmental value, she is known for leading successful collaborations with government, business and not-for-profit partners.

Ms Milgrom has an acclaimed track record for bringing future-minded architecture and design to the community. She has collaborated with some of the world's leading architects and urban thinkers through her MPavilion program, regarded as Australia's principal architecture commission, and the Living Cities Forum, an annual gathering of leading global architects and design innovators. Through these initiatives, she has teamed with renowned architects such as Rem Koolhaas and David Gianotten, Amanda Levete, Bijoy Jain, Ryue Nishizawa, Sean Godsell and Carme Pinós.

Numerous board positions and awards recognise Ms Milgrom's achievements as a leader and contributor to civil society, including three Honorary Doctorates, the Australian Institute of Architects President's Award, and in 2010 she was appointed an Officer of the Order of Australia. She was the commissioner of the Australian Pavilion at the Venice Art Biennale 2017.

About David Gianotten (Member)

David Gianotten is the Managing Partner – Architect of OMA globally, responsible for the overall organisational and financial management, business strategy, and growth of the company in all markets, in addition to his architectural portfolio.

David has overseen the design and construction of various projects including the Taipei Performing Arts Centre in Taipei Taiwan; the Prince Plaza Building in Shenzhen China; the KataOMA resort in Bali; the New Museum for Western Australia in Perth; the masterplan of Rotterdam's Feyenoord City

and the design of the new 63,000 seat Stadium Feijenoord in The Netherlands; and Amsterdam's Bajes Kwartier, a conversion of a large 1960s prison complex into a truly sustainable neighborhood with 1,350 apartments, also in The Netherlands.

David led the design and realisation of the MPavilion 2017 in Melbourne and the Shenzhen Stock Exchange headquarters in Shenzhen China and was also responsible for the end stages of the CCTV headquarters in Beijing China. David's work has been published worldwide and several of his projects have received international awards, including the 2017 Melbourne Design Awards and two CTBUH Awards in 2013.

About Wendy Lewin (Member)

Wendy Lewin is a Fellow of the Australian Institute of Architects and currently heads her own architecture studio. Since graduating in architecture from the University of Sydney she has held leading positions in private practice and is the recipient of State, National and International awards for her built work and contribution to architecture, education and the profession.

Her projects include residential, mixed use, cultural and educational facilities. She contributes to the public discourse on architecture through her varied advisory and curatorial roles (national symposiums, and national and international exhibitions), was a Creative Director for the 2008 Australian exhibition at the Venice Architecture Biennale and a Curator of the 2018 Architecture Exhibition at the Mori Sky Gallery, 'Australia Now' 2018, Tokyo for the Department of Foreign Affairs and Trade.

Wendy is committed to design education and has taught at various universities including the University of Sydney, UNSW and UTS for over 30 years, was a visiting Professor at Hong Kong University and has chaired and participated in numerous State, National and International architectural design competition juries. In August 2018 she was appointed a Commissioner of the NSW Independent Planning Commission.

About Lisa Havilah (Member)

Lisa Havilah commenced as Chief Executive of the Museum of Applied Arts and Sciences (MAAS) in January 2019. From 2012 to 2019, Lisa was the Director of Carriageworks. Under her leadership Carriageworks experienced extraordinary audience, artistic and commercial growth, becoming the fastest growing cultural precinct in Australia.

From 2005 to 2011, Lisa was the Director of Campbelltown Arts Centre, pioneering an internationally renowned contemporary arts program that brought together culturally and socially diverse communities, and from 1998 to 2004 was Assistant Director of Casula Powerhouse Arts Centre.

About Specialist Adviser to the Jury Craig Limkin

Craig Limkin is an influential leader with over 15 years of experience in large scale organisations. With a demonstrated record of leading fiscal and capital complex transaction, Craig's success is built on customer service, relationship management and staff development.

Craig is the Executive Director of Create Infrastructure, the Cultural Infrastructure Program Management Office of the NSW Government. Create Infrastructure is the first of its kind in the world and is dedicated to the planning and delivery of cultural infrastructure.

Craig is responsible for the Cultural Infrastructure Plan; Walsh Bay Arts Precinct; Sydney Opera House Stage One Renewal; Sydney Modern Project; Regional Cultural Fund; the Relocation of the Powerhouse Museum to Western Sydney; Ultimo Creative Industries Precinct; Upgrade of the National Arts School; Parramatta Riverside Theatres upgrade and other projects.

About Malcolm Reading Consultants

Malcolm Reading Consultants (MRC) is a strategic consultancy that helps clients to imagine and define contemporary environments, both built and natural. MRC is the leading specialist in devising

and managing design competitions internationally. MRC believes in the power of design to create new perceptions and act as an inspiration.

Recent work includes competitions for the Illuminated River Foundation (London); Kaunas M.K. Čiurlionis Concert Centre (Lithuania); the Cambridge to Oxford Connection (UK); the Royal College of Art (London); the V&A (London); the Mumbai City Museum (India); and new buildings for the UK's New College, Oxford and Homerton College, Cambridge.

Malcolm Reading currently advises the Royal Household; the British Library; the Kiran Nadar Museum of Art; Exeter College, Oxford; and Transport for London.

