



Department of  
Culture and the Arts

GOVERNMENT OF  
WESTERN AUSTRALIA



PERTH CULTURAL CENTRE  
PLACE VISION 2016:  
A VISION FOR PERTH'S  
CULTURAL HEART

←  
1. Riverside  
2. New Perth Stadium  
3. Crown Casino

→  
Kings Park



**Legend:**  
1. Perth Cultural Centre  
2. Perth City Link  
3. Perth Rail Station  
4. Perth Convention Centre  
5. Elizabeth Quay  
6. Supreme Court Garden  
7. Perth Concert Hall

# Perth Cultural Centre

**Positioned between the Perth CBD and vibrant Northbridge, the Perth Cultural Centre (PCC) is home to Western Australia's key cultural institutions, public gathering spaces, entertainment, small bars and eateries. Its cluster of high quality cultural activities is unmatched by any other destination.**

State Government-led revitalisation and place management activities have transformed the PCC. Whether it's visiting galleries, the museum, theatres and the library, or being entertained by programming on the big screen, visitors can meet friends, stop for a coffee, enjoy a wide variety of events or simply relax in the PCC's unique urban spaces.

Its anchor attractions – the Art Gallery of Western Australia, Western Australian Museum, State Library of Western Australia, State Theatre Centre and Perth Institute of Contemporary Arts (PICA) – have been at the forefront of this transformation through creative partnerships and cultural programming.

The energy and commitment demonstrated by the PCC's long standing key tenants means it is well placed to continue its evolution as an outstanding, multi-purpose, city destination.

The PCC's next, transformative phase will play a fundamental role in establishing Perth as a prime destination for innovation and creativity, and tangibly demonstrate the State's standing as a regional leader.

Alongside its core offering of unique and inspiring cultural experiences, science and technology will come to the forefront through the State Government's strategic investment in the New Museum, and the relocation of Scitech to the PCC.

Diversifying attractions and functions, and welcoming in new partnerships and investment is a core focus for the precinct; now under new stewardship from the Department for Culture and the Arts (DCA), with the Metropolitan Redevelopment Authority (MRA) continuing as Place Manager.

The PCC now stands to fully embrace and execute its long held vision to enrich and stimulate Western Australia's cultural and community life.

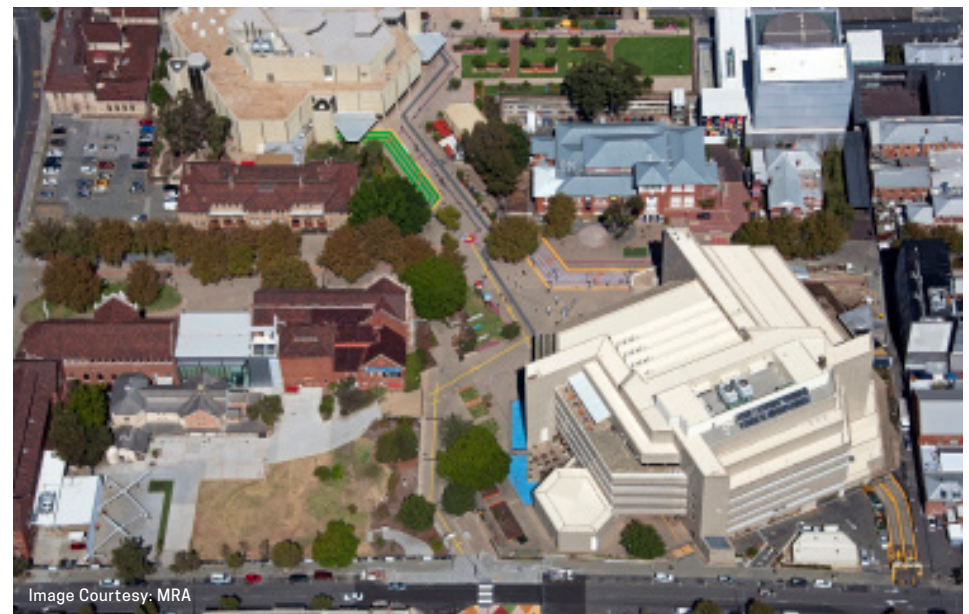


Image Courtesy: MRA

# A Shared Vision

**With the New Museum as a catalyst, the PCC will be at the forefront of Western Australia's great destinations, embracing resident cultural institutions' joint mission to showcase:**

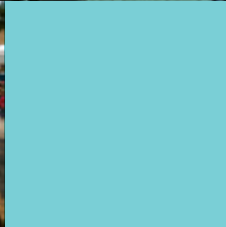
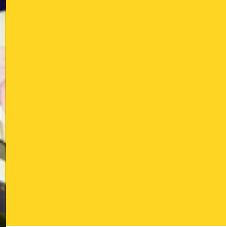
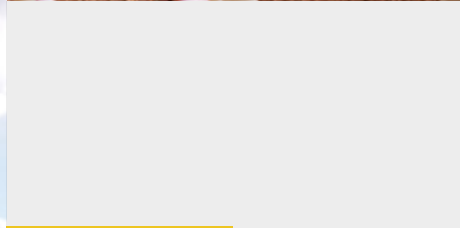
- Invention, innovation and creativity
- Knowledge, learning, memory and heritage
- Culture, the arts, inclusiveness and cultural diversity
- Scientific research, achievement and engagement

With its own distinct identity, the PCC will be fully connected with surrounding places which are networked into the community. Moving past its former life as a group of conveniently located arts institutions and public areas, it will become an unrivalled, uplifting city space. It will bring culture and art together with science, mathematics, innovation and technology to attract new audiences. Above all, the PCC will be a place for the community, that showcases the best of Western Australian thinking and creativity.

The shared offering of the new PCC – from the cultural institutions, to commercial ventures, programming and public space management – will move beyond a pure culture and arts remit to become focussed on:

- Expanding visitors' experiences and minds
- Embracing adventure
- Encouraging creativity and ideas exploration
- Showcasing outstanding achievements in arts, sciences and academia
- Inspiring and welcoming visitors through the high quality of its built fabric
- Including all people and celebrating their differences
- Engaging the community in a memorable way, through participation, visitation, outreach and the digital realm

The New Museum will underpin the precinct's next evolution, bringing with it inspirational architecture and a design response that puts the visitor experience first, while also celebrating the PCC's embedded sense of place. Stemming from this is an opportunity to harness new energy by adapting and reorganising spaces to include more permeable edges, blurring the transition between the institutions and a refreshed, regenerated public realm. More defined walkways and new arrival experiences will create a sense of anticipation and immersion, signalling the beginning of a new adventure and journey of discovery.



# A Place For People

**This new era begins with investment in the New Museum and a commitment to user-centric design, high quality content and state of the art infrastructure. A supporting mix of uses and experiences will enable people from different backgrounds to feel welcome and connected. Aboriginal culture will be honoured and visitors will be able to experience the PCC in a way that has never been possible before.**

**The PCC will no longer solely be a destination for culture and arts. It will include technology and science education, along with corresponding public place experiences. Developing and communicating the PCC's new identity, role and purpose will be central to its repositioning as a multi-purpose place.**

## **Visitors First**

The visitor experience will begin with clarity of communication and intent as to the PCC's brand and its consumer value proposition as a place that encourages creativity and ideas exploration. As a vibrant visitor destination, it will be of international standard, highlighting the many experiences available.

## **A City Destination**

Seamless connection of the PCC to its surrounds, with permeable edges and inviting links to city attractions and amenities, will be central to success. As the major entry point to the PCC, a particular focus will be needed to improve southern connections along the central axis, to connect the precinct with the Perth Railway Station, Forrest Place and Yagan Square, and to prioritise William Street and Barrack / Beaufort Streets as key pedestrian routes. Connections east to Beaufort Street, north to Newcastle Street and west through Northbridge – particularly Roe and Francis Streets – will be fundamental to support localised movement. A sense of arrival and wonder will be created through attractive and defined pathways, accessible for all visitors.

## **Mixing Up Spaces and Uses**

The precinct's physical interface with the city and its relationship between buildings and open spaces must be seamless. This can be demonstrated by adapting and opening up existing and new, high quality buildings. However, a central platform will be to introduce a new mix of uses and commercial activity to add vibrancy, supported by sympathetic programming and activation strategies.

## **Leading Innovation**

The PCC will lead in innovative practice to demonstrate and highlight its sense of invention and creativity. The incorporation of an Energy Thermal Solution as part of a \$420 million New Museum project will improve economic and environmental performance. Innovation will also be evident in the way ideas are communicated to visitors of different cultural, social and educational backgrounds.

### **Curation and Coordination**

Curated whole-of-PCC programming will unify the precinct and provide a platform for cross-collaboration, while continuing to celebrate the distinctive identity of each cultural institution.

### **Amenity For All Seasons**

Creating comfortable areas suitable for a range of weather conditions will be a significant step in the PCC's transition to a holistic destination for all visitors at all times. High-amenity walking and cycling connections to public transport and surrounding areas will also be key.



# Next Steps

## The initial priorities for the PCC will be:

- The delivery of the New Museum building, to open in 2020
- Relocation of Scitech to the PCC in a new digitally driven, state-of-the-art space
- Enabling the Art Gallery of WA, the State Library, PICA, State Records Office and the State Theatre Centre to respond to these new additions by 'opening up' both the physical buildings and through future collaborations in programming and visitor servicing
- Better inclusion of the TAFE Arts and Design campus as a fundamental part of the PCC experience mix
- Fostering partnerships with commercial organisations that support the vision and mission of the PCC, and can make beneficial contributions to amenity and experience as well as the economic sustainability of the space
- Ensuring all components of the centre are curated to support the destination's unique identity

The PCC's next phase will see a cohesiveness borne of a clear vision and united effort. It will develop from being a key visitor destination for inner-city residents and workers, to being an internationally renowned space that celebrates creativity and innovation in all its forms.









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MRA Library ▪ Children exploring the 'Dinosaur Discovery: Lost Creatures of the Cretaceous' exhibition © WA Museum, photo by Ok Media ▪ State Library of WA ▪ MRA Library.

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Page 5:

Last day at the WA Museum – Perth © WA Museum, photography by Jeff Atkinson ▪ MRA Library, photo by Darren Smith - Acorn Photo ▪ MRA Library, photo by Jarrad Seng ▪ MRA Library, photo by Jarrad Seng ▪ State Library of WA ▪ MRA Library ▪ MRA Library, photo by Jessica Wyld.

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Concept design for the New Museum of WA © WA Museum, image courtesy of Multiplex ▪ Child exploring the technology at 'Dinosaur Discovery: Lost Creatures of the Cretaceous' exhibition © WA Museum, photography OK Media ▪ Visitors participating in public program at 'A Day in Pompeii' exhibition. © WA Museum.

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