

QVB

concept: interior colours



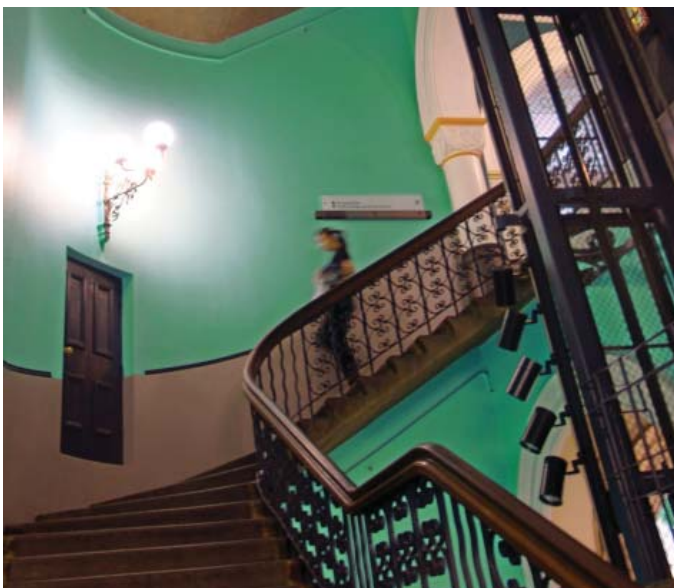
An early black and white photograph from the 1890's of the newly completed Queen Victoria building shows the interior of the building finished in a pale, almost white palette. Towards the latter part of the 19th century the Victorian sensibility celebrated the period with vibrant colours in courageous combinations. The use of vivid polychrome colour schemes was used in profusion in the restoration by the architect Villet-le-Duc of French gothic cathedrals, which strongly influenced the colours, used within both The Albert Memorial, Hyde Park and the Royal Albert Hall in London. Vibrant colours are one of the more easily identifiable features of Victorian architecture today.

These two principles have generated the attitude toward the Masterplan colours and represent a departure from the renovation of the 1980's and seek to reunite the building with it's beginning. The approach of the colour consultant George Freedman (of Freedman Rembel), is to use clear positive colours, which adhere to the Arts and Crafts ideal of integrity, suitability of form to function, and a certain unfettered exuberance.

The Masterplan divides the building into five clear zones; two commercial arcades - separated by the central dome and three clear circulation zones – the southern stairs and lobbies (Town Hall), the northern stairs and lobbies (Market Street) and the grand entrance stair and lobby off George Street.

The commercial zones are a play on whites, a calm and elegant background for the display of retail products, returning these areas back to the original image of the building. The southern arcade in blue and northern arcade in green wall colours, become gradually lighter as they rise from level to level, which serve to modulate the architectural forms and provide a sense of vertical space, which draws one toward the upper levels.

The circulation areas are treated with vibrant colours that reinforce the activity in these majestic spaces, clarifying the travel paths and providing a sense of orientation throughout the building. The Central dome and stair lobby is a celebration of exuberant colours, vibrant reds and blues combined with gold leaf which quote the colours in the original existing stained glass windows.



Clear white archways separate and define the colours. This rich vibrant palette symbolizes the heart of the building and harks back to the Victorian colour ways, contemporary with the construction of the Queen Victoria markets building in the late 1800's.