



Rural City of
Wangaratta



Wangaratta Creative Precinct

Detailed Design Summary 2024

Wangaratta Creative Precinct Detailed Design

The Wangaratta Creative Precinct reimagines the co-development of the Wangaratta Art Gallery, Wangaratta Performing Arts & Convention Centre and the Wangaratta Visitor Information Centre, creating a holistic, vibrant and connected cultural precinct within the central business district. In June 2023, the Rural City of Wangaratta awarded the cultural precinct Detailed Design to Sibling Architecture with funding support from the Victorian Government's Enabling Tourism Fund.

The current site holds three independent cultural services offering diverse programming to the community and visitors to the region. These venues currently face major barriers to accessibility, synergy, and activation. This prompted the Rural City of Wangaratta to future-proof these creative services, connect the site to the Railway Precinct development, and continue to enhance the liveability and cultural offerings for this major regional city.



Above: The new precinct entrance follows a Bpangerang storyline about the meeting of the King and Ovens River, while its new entry tower is inspired by Wangaratta's history as a textile centre. Weaving these stories into a cohesive community narrative.



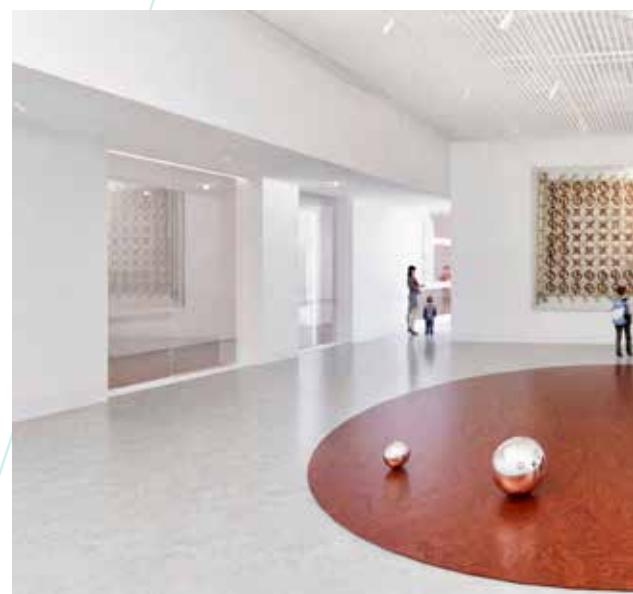
The Detailed Design enhances connectivity and integrates existing heritage and architectural elements. It brings to life the Wangaratta Creative Precinct business case and builds on the concept design adopted by the Rural City of Wangaratta in February 2023.



The Wangaratta Creative Precinct will enhance the existing facilities, increase local resident visitation, strengthen local economies, and tap into the global growth area of cultural tourism.

Above: The entry foyer and gallery gift shop. The new building respectfully celebrates the existing heritage of the site.

Right: The permanent collection gallery showcases Wangaratta's textile collection, adjacent to a space dedicated to the display of Wangaratta Historical Society's heritage-listed Marianne Gibson Quilt.



During the business case development, the Wangaratta community was engaged in consultation; their voice was vital. This comes to life through the Community Vision.

Community Vision

The Wangaratta Creative Precinct is a **place we're drawn to** because there's **always something to see, do or experience.**

It's **a place we're proud of** and are **known for** where we can **meet, create, display or perform, share, interact and learn, be challenged, intrigued and inspired.**

Welcoming, accessible, and vibrant – it's a **distinctly 'Wangaratta'** place where conversations are started, where we can **connect to our past and envision a dynamic future.**





A place to be proud of, where we can connect to our past and envision a dynamic future.


Left: The touring gallery capable of housing touring and blockbuster exhibitions of state and national significance.





The Detailed Design incorporates local heritage, themes, ecologies, and the natural environment. Influenced by the social fabric and cultural stories relevant to Wangaratta, the design response creates a deep and lasting connection to a sense of place and pride.





Left: The permanent collection gallery, offering a dedicated space to the significant Wangaratta Art Gallery collection of contemporary textile art.

Bottom Left: The entry foyer to the Gallery connects to the the Wangaratta Performing Arts and Conventions Centre, the two services will become a Creative Precinct.

The design draws inspiration from the Wangaratta textile story, the converging of the rivers, and the site's existing heritage architecture. It addresses constraints such as retaining the elm tree and upgrading essential infrastructure services to meet future needs.

The completed Detailed Design consists of construction documentation, specifications, 3D renders and costings for the future build of the Wangaratta Creative Precinct. With the design complete, it is now ripe for financial support and future funding opportunities.



The Wangaratta Creative Precinct's purpose is to be a cultural destination of regional significance that is loved and used by locals and visitors alike.



Above: The café leading through to the gallery foyer, with views of the garden.

Right: The precinct gardens provide areas for performances, seating and events.





The level of arts and cultural activity within a community is now commonly recognised as an indicator of the quality of community life.

The Creative Precinct will become the heart of Wangaratta. Providing a place for the community to gather and connect, feel welcome and proud - showcasing the best of what our town has to offer.



For more information,
visit wanganatta.vic.gov.au/creativeprecinct



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