



**HERITAGE  
COUNCIL**  
OF WESTERN AUSTRALIA

## REGISTER OF HERITAGE PLACES ASSESSMENT DOCUMENTATION

### 11. ASSESSMENT OF CULTURAL HERITAGE SIGNIFICANCE

The criteria adopted by the Heritage Council in November 1996 have been used to determine the cultural heritage significance of the place.

#### PRINCIPAL AUSTRALIAN HISTORIC THEME(S)

- 2.4.5 Changing the face of rural and urban Australia through migration
- 3.14.1 Building to suit Australian conditions
- 8.10.2 Creating visual arts
- 8.10.4 Designing and building fine buildings

#### HERITAGE COUNCIL OF WESTERN AUSTRALIA THEME(S)

- 307 Intellectual activities, arts and crafts
- 407 Cultural activities

#### 11.1 AESTHETIC VALUE\*

*David Foulkes-Taylor Showroom (fmr)* has characteristics of the Late Twentieth Century Brutalist style of architecture<sup>1</sup>, with its smooth-rendered white finish and use of natural light creating a more relaxed overall effect than many examples of Brutalist design, and showing influences of the Late Twentieth Century Perth Regional style and overtones of the European design work of Mondrian and Le Corbusier. (Criterion 1.1)

*David Foulkes-Taylor Showroom (fmr)* demonstrates distinctive artistic design, especially its overall white cubic form with deeply recessed windows arranged in an irregular grid pattern, that has been highly acclaimed as an iconic Western Australian building. (Criterion 1.2)

*David Foulkes-Taylor Showroom (fmr)* is a local landmark on the corner of Broadway and Cooper Street, set within a busy commercial precinct and close to the University of Western Australia. (Criterion 1.3)

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\* For consistency, all references to architectural style are taken from Apperly, R., Irving, R., Reynolds, P. *A Pictorial Guide to Identifying Australian Architecture. Styles and Terms from 1788 to the Present*, Angus and Robertson, North Ryde, 1989.

For consistency, all references to garden and landscape types and styles are taken from Ramsay, J. *Parks, Gardens and Special Trees: A Classification and Assessment Method for the Register of the National Estate*, Australian Government Publishing Service, Canberra, 1991, with additional reference to Richards, O. *Theoretical Framework for Designed Landscapes in WA*, unpublished report, 1997.

<sup>1</sup> 33 Broadway, Nedlands: Conservation Management Plan. Hocking Planning and Architecture for Royal Australian Institute of Architects (WA Chapter), December 2007, p. 27.

## 11. 2. HISTORIC VALUE

*David Foulkes-Taylor Showroom (fmr)* illustrates the promotion of modernism in Western Australia in the 1960s, having been built for a notable patron of the local artistic community to display finely designed local and imported European furniture, and serving as a meeting place and venue for exhibitions, lectures and seminars especially in the 1970s. (Criterion 2.2)

*David Foulkes-Taylor Showroom (fmr)* was designed and its construction supervised by Julius Elischer, recognised as one of the State's most innovative architects of the 1960s and 1970s, who had trained and worked in Europe prior to emigrating to Australia and lectured in design at the University of Western Australia in the 1970s. (Criterion 2.3)

*David Foulkes-Taylor Showroom (fmr)* was designed and built for David Foulkes Taylor, a highly influential Perth furniture designer who encouraged and supported emerging artists and assisted the development of a Western Australian artistic community. (Criterion 2.3)

Until 1985, Jim Brant operated *David Foulkes-Taylor Showroom (fmr)* as a home furnishings showroom, and a venue for promoting contemporary European designs and gathering together artists and designers. (Criterion 2.3)

*David Foulkes-Taylor Showroom (fmr)* is a finely designed building displaying the technical proficiency of the architect in its use of structural components entirely hidden within deep cavity walls, deeply recessed windows to provide natural light without direct sunlight, innovative use of interior space, lack of central columns and use of suspended mezzanines, incorporating influences from modernism during the 1960s and was recognised as a fine architectural piece by its receipt of the 1969 Royal Institute of Architects Bronze Medal Award in Western Australia. (Criterion 2.4)

## 11. 3. SCIENTIFIC VALUE

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## 11. 4. SOCIAL VALUE

*David Foulkes-Taylor Showroom (fmr)* is valued by the architectural community of Australia as a particularly notable work, as demonstrated by its inclusion in numerous publications that catalogue the development of significant Australian architectural design in the twentieth century, including a 1999 list of the top twenty surviving examples of Australian architectural works. (Criterion 4.1)

*David Foulkes-Taylor Showroom (fmr)* is valued by the architectural community due to Jim Brant's (Australian Institute of Architects) operation of the place as a home furnishings showroom, and a venue for promoting contemporary European design and gathering together artists and designers until 1985.<sup>2</sup> (Criterion 4.1)

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<sup>2</sup> Ibid p. 20

## **12. DEGREE OF SIGNIFICANCE**

### **12. 1. RARITY**

*David Foulkes-Taylor Showroom (fmr)*'s unique design makes it a rare building that stands out as a fine example of European-influenced architectural work from the 1960s. (Criteria 5.1 & 5.2)

### **12. 2 REPRESENTATIVENESS**

*David Foulkes-Taylor Showroom (fmr)* is an example of Late Twentieth Century Brutalist style architecture that has been adapted to suit Perth's Mediterranean climate. (Criterion 6.1)

*David Foulkes-Taylor Showroom (fmr)* is an excellent example of the highly distinctive architectural design work of Julius Elischer. (Criterion 6.1)

### **12. 3 CONDITION**

The place is in very good condition, having been refurbished in 2007.

### **12. 4 INTEGRITY**

*David Foulkes-Taylor Showroom (fmr)* has moderate integrity. It no longer functions as a showroom and subsequent use as an office space has altered the sense of interior space that was integral to the original design. However, refurbishment works in 2007 have in part returned the place to its original design intent as an open showroom space.

### **12. 5 AUTHENTICITY**

*David Foulkes-Taylor Showroom (fmr)* has moderate to high authenticity. The main changes to the internal spaces have been covering of the 'pit' and removal of the mezzanine floor above it, introduction of partitioning and conversion of the space below the northern mezzanine into a kitchen.

### **13. SUPPORTING EVIDENCE**

This document has been based on '33 Broadway, Nedlands: Conservation Management Plan', prepared by Hocking Planning and Architecture for the Royal Institute of Architects (WA Chapter) in December 2007, with amendments and/or additions by State Heritage Office staff and the Register Committee.

#### **13.1 DOCUMENTARY EVIDENCE**

For a discussion of the documentary evidence, refer to '33 Broadway, Nedlands: Conservation Management Plan', prepared by Hocking Planning and Architecture for the Royal Institute of Architects (WA Chapter) in December 2007.

#### **13.2 PHYSICAL EVIDENCE**

For a discussion of the physical evidence, refer to '33 Broadway, Nedlands: Conservation Management Plan', prepared by Hocking Planning and Architecture for the Royal Institute of Architects (WA Chapter) in December 2007.

#### **13.3 COMPARATIVE INFORMATION**

For a discussion of the comparative information, refer to '33 Broadway, Nedlands: Conservation Management Plan', prepared by Hocking Planning and Architecture for the Royal Institute of Architects (WA Chapter) in December 2007.

The HCWA database includes 21 places of the Late Twentieth Century Brutalist style, three of which are in the Register including: P16722 *Art Gallery of Western Australia Complex, Northbridge*, designed by K (Charles) Sierakowaki and Summerhays & Associates, and P09917 *Marsala House, Dianella*, and P10907 *Town Council Offices (fmr) and Library, Northam*, both of which are Iwan Iwanoff designs.<sup>3</sup>

*David Foulkes-Taylor Showroom (fmr)* has been recognised for its architectural merit as an iconic Western Australian building by various organisations and individuals. These include its listing on the Royal Australian Institute of Architects (RAIA) Register of Significant Twentieth Century Architecture and on a list of the top twentieth century Western Australian buildings compiled for an exhibition of Australian Architecture at Venice in 2006. *David Foulkes-Taylor Showroom (fmr)* has also been included in 'Austral Eden: 200 years of Australian Architecture' by Patrick Bingham-Hall (1999) as one of the top twenty surviving architectural works of the twentieth century, and as an example of Modernism in Perth in 'A Short History of Perth Architecture' by London (2002). Additionally, *David Foulkes-Taylor Showroom (fmr)* received the RAIA Bronze Medal Award in 1969, and in 2005 the place was acquired by the RAIA intending to accommodate their Western Australian chapter, Archicentre, and the Architects Board of Western Australia. It is still used for this purpose to the present day (2009).<sup>4</sup>

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<sup>3</sup> HCWA Database (July 2009)

<sup>4</sup> 33 Broadway, Nedlands: Conservation Management Plan. Hocking Planning and Architecture for Royal Australian Institute of Architects (WA Chapter), December 2007, p. 13-15.

#### **13. 4 KEY REFERENCES**

'33 Broadway, Nedlands: Conservation Management Plan', prepared by Hocking Planning and Architecture for the Royal Institute of Architects (WA Chapter) in December 2007.

#### **13. 5 FURTHER RESEARCH**

As architectural styles of the late twentieth century receive more attention from researchers, more specific details regarding appropriate style names for places of this type may become available.