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GOLD COAST CULTURAL PRECINCT

Design Competition is opportunity to shape a city

Australia's holiday capital – the City of Gold Coast - will signal its intention to add cultural tourism to its current visitor appeal, with launch of an international design competition tomorrow (26/3).

The two-stage competition aims to deliver a winning design for a cultural precinct to be developed on 11 hectares of centrally-located land at Evandale - in the city's heart.

Gold Coast Mayor Tom Tate is urging registered architects and landscape architects to form multi-disciplinary teams for Stage One.

"This is a rare opportunity to shape a city through inspired design," Cr Tate said.

From tomorrow (26/3) competitors will have six weeks to develop and submit proposals that include a high-level design response and outline their team's capability.

"Up to three participating teams will then be shortlisted and each paid \$250,000 to further develop their proposals in Stage Two, with the winner announced before the end of the year," said Cr Tate.

"An eight-member expert jury, chaired by Professor Gordon Holden, head of Architecture at Griffith University, Gold Coast, will assess submissions (see jury list)."

Unveiling his city's vision for the precinct, Gold Coast Mayor Tom Tate said he believed the challenge would appeal to designers interested in transformational projects.

He said the Council was seeking to create a landmark precinct which would evolve into the city's arts and cultural hub and a place which would be loved by residents and become a must-see visitor destination.

"The Gold Coast is widely acknowledged as Australia's holiday playground. But we are so much more than that, with a wealth of creative talent and industry," Cr Tate said.

"In 2018, when the Gold Coast hosts the Commonwealth Games, we want the world to see our city's many rich facets."

Council's vision for the precinct includes:

- A Living Arts Centre for performing arts and cinema;
- A New Arts Museum for media, art and design, and
- An outdoor garden Artscape, ready for a wide variety of artistic activity and a green bridge connecting the precinct to Chevron Island.

With this emphasis on the outdoor Artscape, the Gold Coast Mayor proposes a precinct which is 'quintessentially Gold Coast'.

“We enjoy one of the best climates in the world. We celebrate our outdoor lifestyle everyday, in the surf, on the beach, in our parks and hinterland and on the sporting fields.

“The Evandale site is a natural amphitheatre, framed by the Nerang River, city skyline and hinterland mountain backdrop. It is an obvious setting for Gold Coast arts and culture.”

Cr Tate said Council had endorsed a ‘nominal’ planning budget of \$280 million for the precinct, with an additional \$25 million for the green bridge to Chevron Island.

He said allied industries such as media, technology, education and training were likely partners, along with government, in helping Council fund the project.

“But with the right design, and the right project team, the cultural precinct has the potential to deliver long-term economic and cultural benefits for the city.

“It promises to unlock the Gold Coast’s creative potential, contribute to a strong community spirit and attract people and investment.

“This is a once-in-a-generation opportunity to create a true cultural heart for the Gold Coast.”

Cr Tate said a new-look website, packed with project background, information and images, would also launch on 26 March at 11am.

He urged designers and members of the public to [subscribe](#) to be among the first to access the new site.

Registration opened last week (19 March) and will continue until 11am on 15 April. Registration forms and related documents are available via [LG tender box](#).