

MEDIA RELEASE

HEIDE MUSEUM OF MODERN ART
MEDIA CONTACTS

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Museum of
Modern Art

Heide

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New plan shapes the next chapter of Heide's rich history

Heide Museum of Modern Art is partnering with London-based architecture studio Carmody Groarke and local landscape architecture and urban design studio Openwork to create a masterplan for the iconic site.

As the public museum approaches its 40th anniversary in 2021, the Heide Board and team are building a plan that will ensure the museum's heritage assets are protected and showcased, while meeting the needs of the next generation of members and visitors.



Carmody Groarke, appointed following their submission in a competitive process, is an award-winning architecture practice that has worked extensively in the arts and cultural sector and with significant historic buildings. Their projects include the recently completed Windermere Jetty Museum in the Lake District National Park, a temporary museum for Charles Rennie Mackintosh's Hill House in Scotland, the new mixed use cultural venue for the British Film Institute on London's South Bank and a sculpture studio for Antony Gormley. Melbourne-based **Openwork** recently completed the NGV's 2018 Architecture Commission with Muir Architecture.

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Heide's aspirations for refurbishments, expanded education, public programs and members' facilities, and a new international quality exhibition gallery will all be explored. Alongside the masterplan, the Heide team will partner with management and economics advisory firm **Aalto** to undertake strategic planning. Aalto have previously helped shape plans for cultural organisations including Museums Victoria, National Gallery of Victoria, State Library Victoria, and the Geelong Performing Arts Centre.

Heide Executive Director, Tim Sligo, said: "This work will ensure Heide's evolution into the future, building on the museum's national reputation for artistic excellence and for providing visitors with a unique experience of art, architecture, landscape and history."

Carmody Groarke Director and Co-Founder, Kevin Carmody, an Australian who studied at RMIT, says: "We are delighted that Heide Museum of Modern Art has chosen us to help develop their site-wide masterplan, integrating art, architecture and landscape within such a special place. It is an especially important and exciting opportunity for our studio, with it being our first public project in Australia."



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Set on sixteen acres of parkland with Yarra River frontage, Heide Museum of Modern Art opened to the public in 1981. A significant Wurundjeri gathering place, the property was later a dairy farm before becoming known as a hub for Australian modernist art and writing, after it was purchased by art patrons John and Sunday Reed in 1934. Continuing this spirited legacy, today Heide offers an inspiring and thought-provoking experience of modernist and contemporary art, design, architecture, and heritage gardens.

Heide Museum of Modern Art Executive Director, Tim Sligo, and Artistic Director, Lesley Harding, are available for comment.



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Media Contact

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Images:

1. Drone photograph of Heide and Sculpture Park by Openwork
2. *Heide II exterior* 1968, photograph: Wolfgang Sievers, gelatin silver print, Heide Museum of Modern Art Collection, gift of the artist 1992
3. *Heide I exterior*, 2010, photograph: John Gollings