



MIDDLEBACK ARTS CENTRE MASTER PLAN

COUNTRY ARTS SA

MARCH 2019

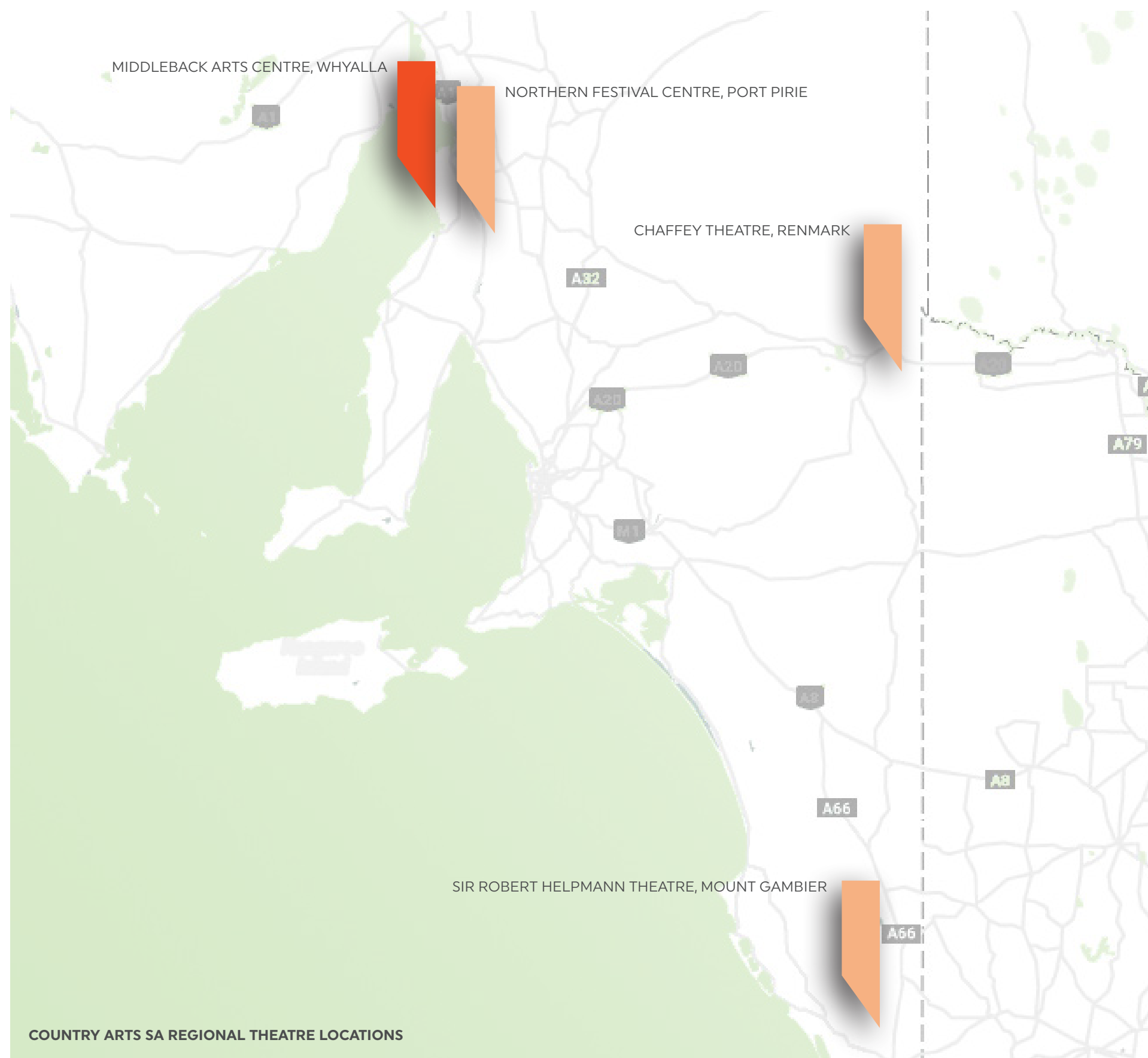


GRIEVE
GILLETT
ANDERSEN

The arts have the power to transform lives. They are a catalyst for tourism, employment and economic development contributing to resilient and prosperous regional communities. The transformation of regional art centres into 21st century creative hubs is critical for the creation of great experiences within regional communities.

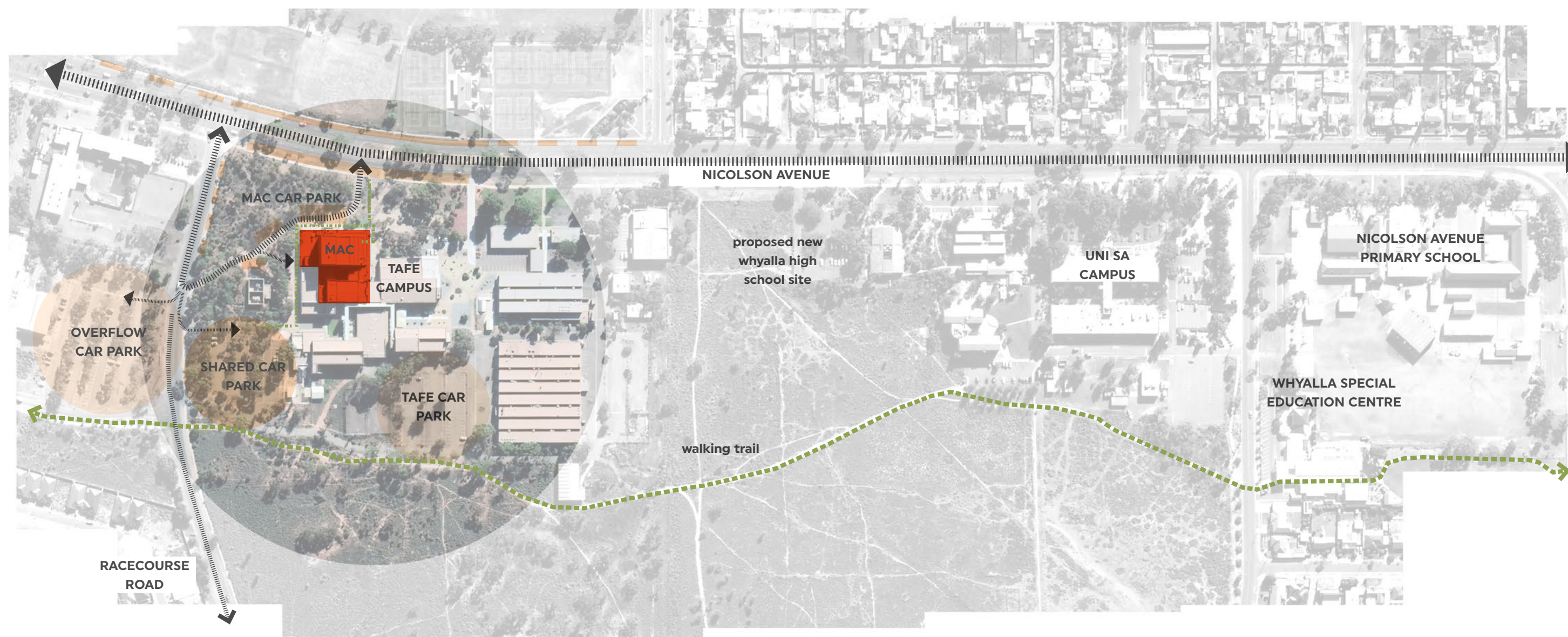
Country Arts SA is a dynamic arts organisation bringing the arts to life in regional South Australia. Regional artists, communities and partners inspire us to create opportunities for artists at every level to flourish and produce great art and provide regional South Australians the best possible arts experiences.

Country Arts SA Strategic Plan 2016 - 2020.



Whyalla, a city about to experience unprecedented growth with an expected population of 80,000 by 2040. The investment in an education, innovation and arts precinct will contribute to greatly enhanced liveability of the city.

Existing Education, Innovation and Arts Precinct



EXISTING MIDDLEBACK ARTS CENTRE PRECINCT, NICOLSON AVENUE, WHYALLA

The vision for the Middleback Arts Centre is for it to be a thriving, welcoming, creative hub where a diverse range of users frequently visit for an equally diverse range of artistic, recreational, social and entertainment activities throughout the day and night.

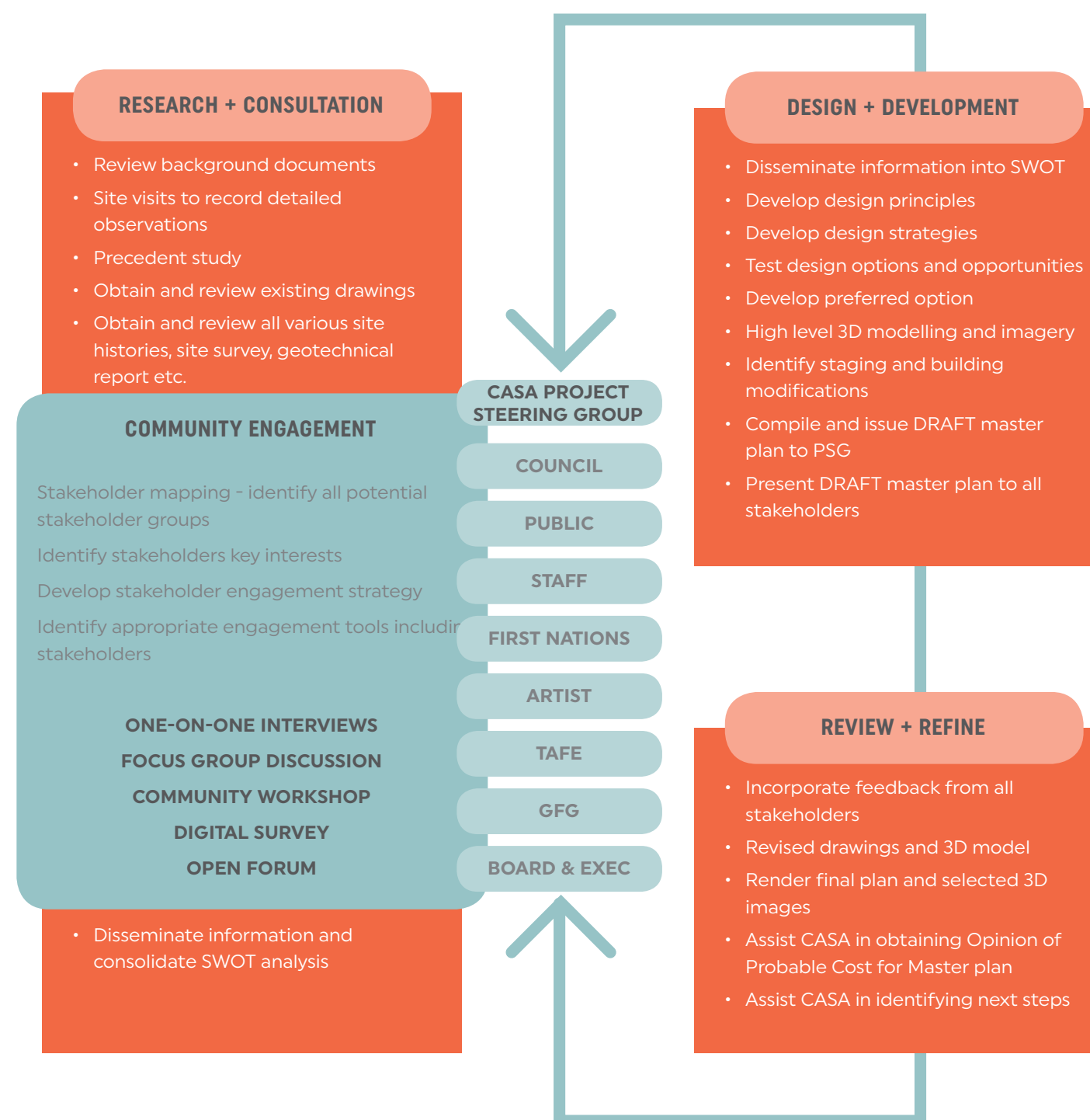
Community Engagement Methodology

Community and stakeholder engagement in the design process results in developing projects with strong civic and community ownership.

Effective engagement enables all project stakeholders to have a good understanding of problems, alternative solutions, associated costs, risks and benefits. The result is a project that benefits from the broader communal input, an enhanced stakeholder understanding, a collaborative project culture and an enriched project outcome.

The approach for community consultation and engagement for the Middleback Arts Centre Master Plan aligns with the principles of Community Engagement Charter:

- genuine
- inclusive and respectful
- fit for purpose
- informed and transparent
- reviewed and improved



Key Deliverables

- 1 New Entry, Amphitheatre and Sculpture Courtyard
- 2 Upgraded Theatre Precinct
- 3 Digital Precinct with Upgraded Film Auditorium
- 4 New Mixed Media Precinct with Art Gallery, Black Box Theatre & Community Arts Spaces



PROJECT
INVESTMENT
\$20M

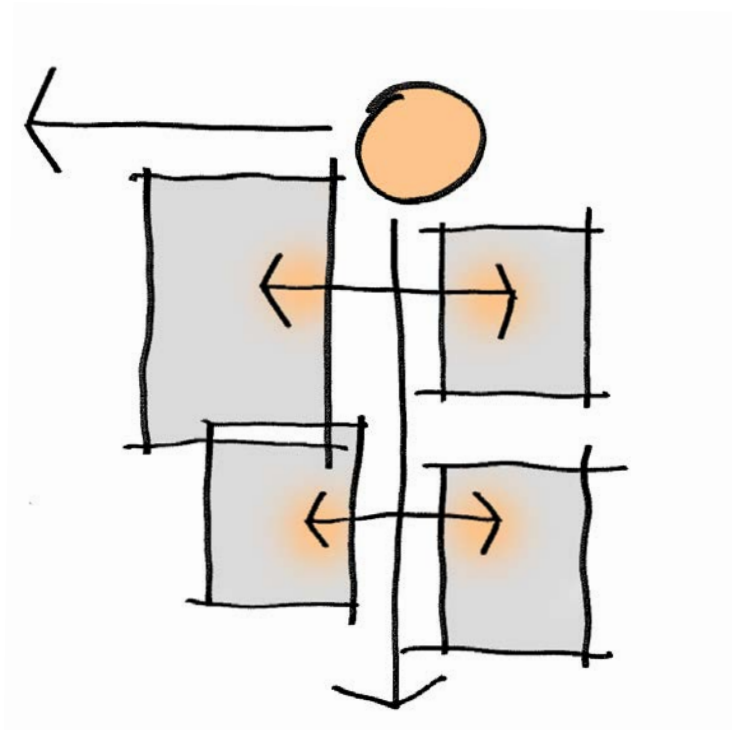
Community Aspirations



Middleback Arts Centre Master Plan Design Principles

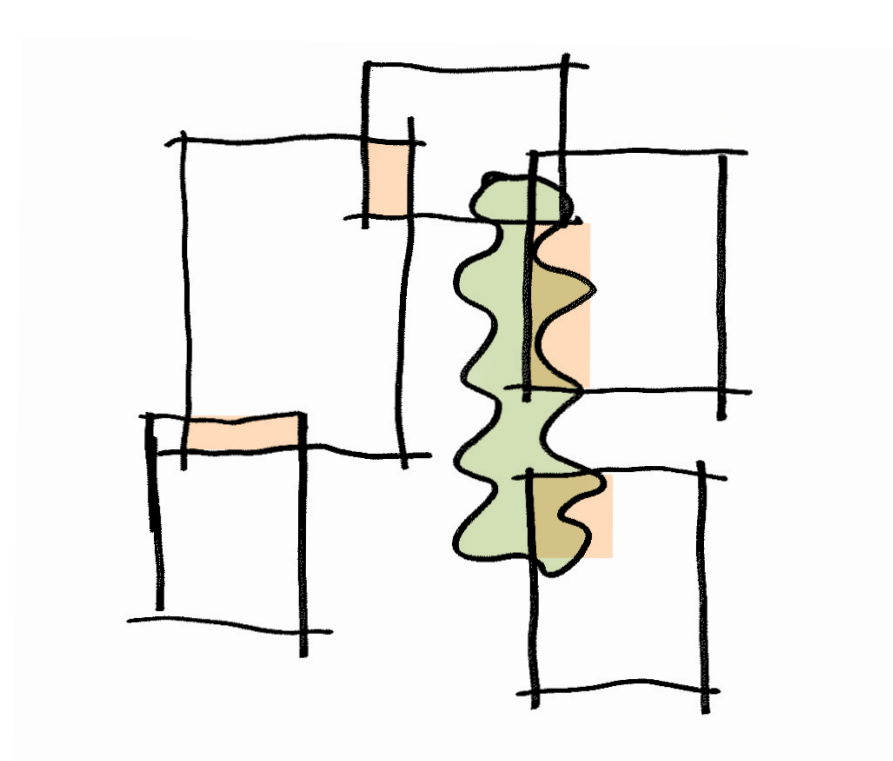
INTUITIVE WAY FINDING

Provide clear and legible way finding elements that easily identify key spaces and provide intuitive circulation.



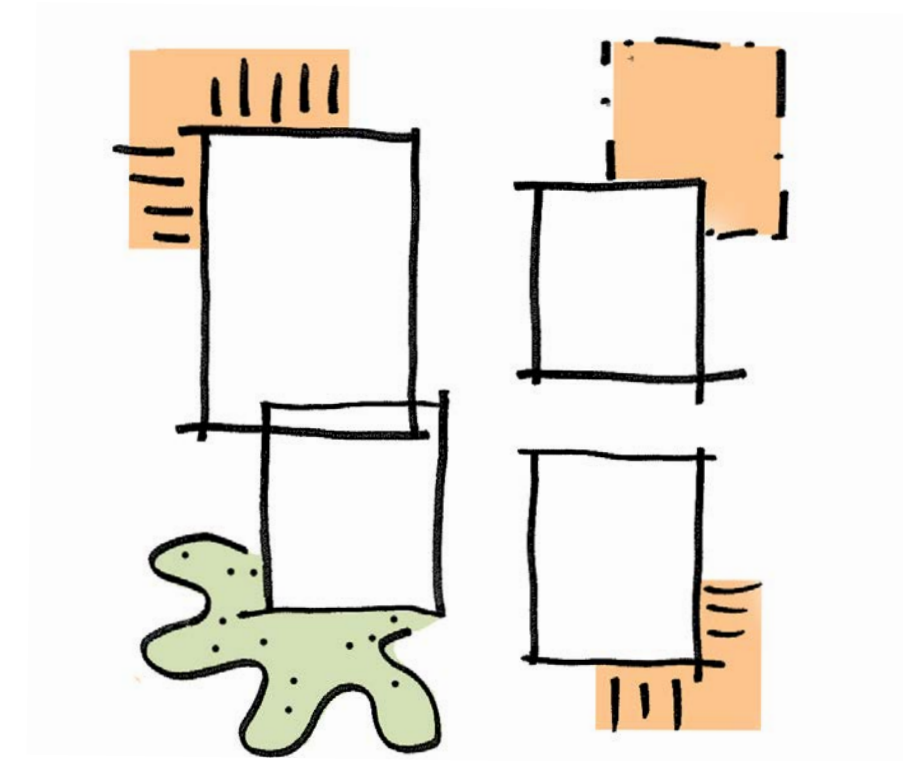
ENHANCE COLLABORATION

Create a series of 'in between' spaces that provide informal opportunities to collaborate.



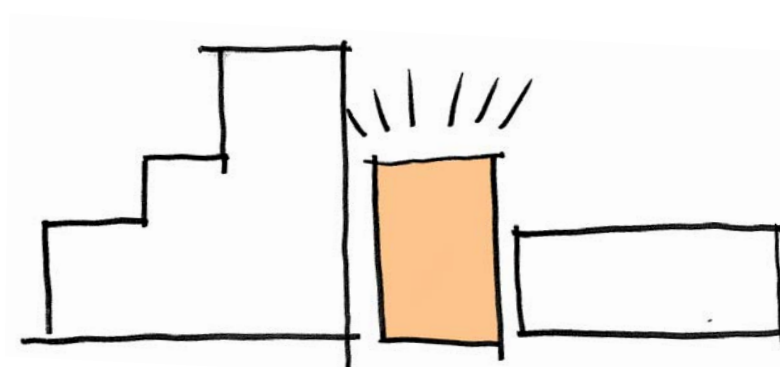
IDENTIFY OPPORTUNITIES

Explore incidental opportunities that enhance functional brief.



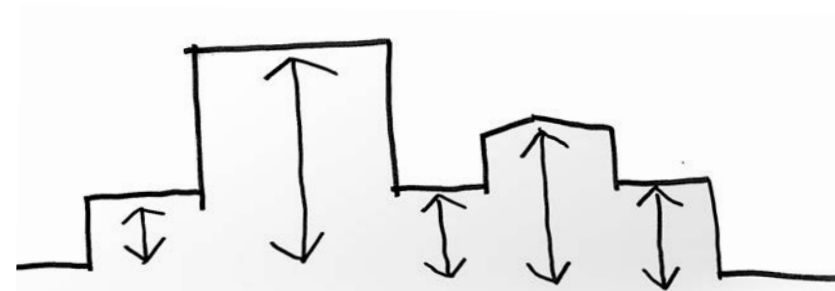
A BOLD & CONFIDENT EXPRESSION

Create a bold and confident insertion into the MAC that breathes new life into the centre.



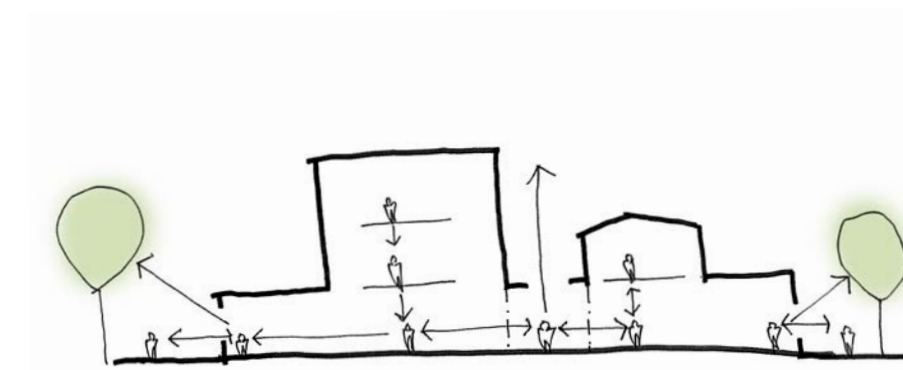
HIERARCHY OF SPACES

Provide a series of spaces that can cater to different levels of use. Large open spaces + smaller more intimate spaces.

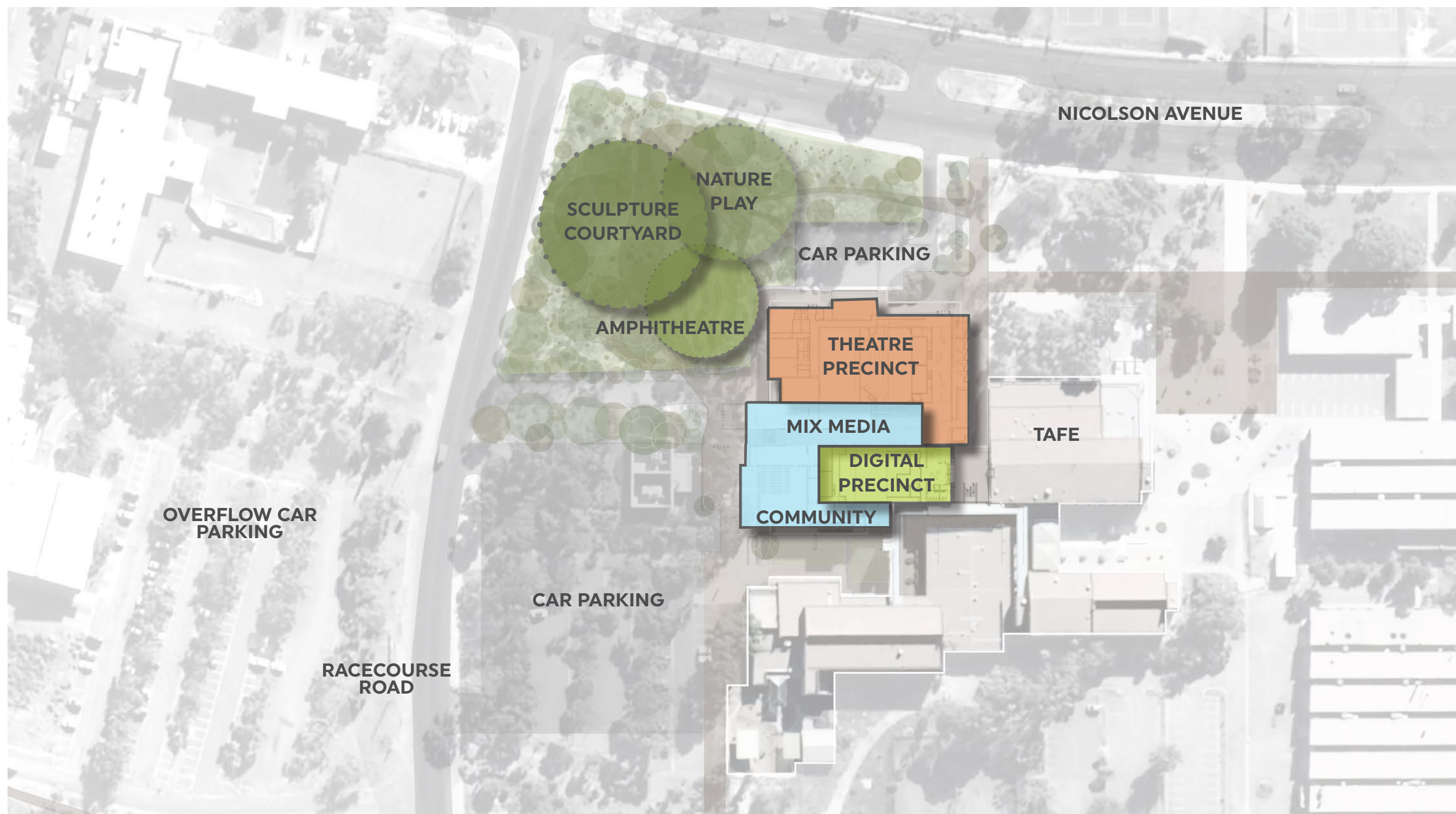


ENHANCE VISUAL CONNECTIONS

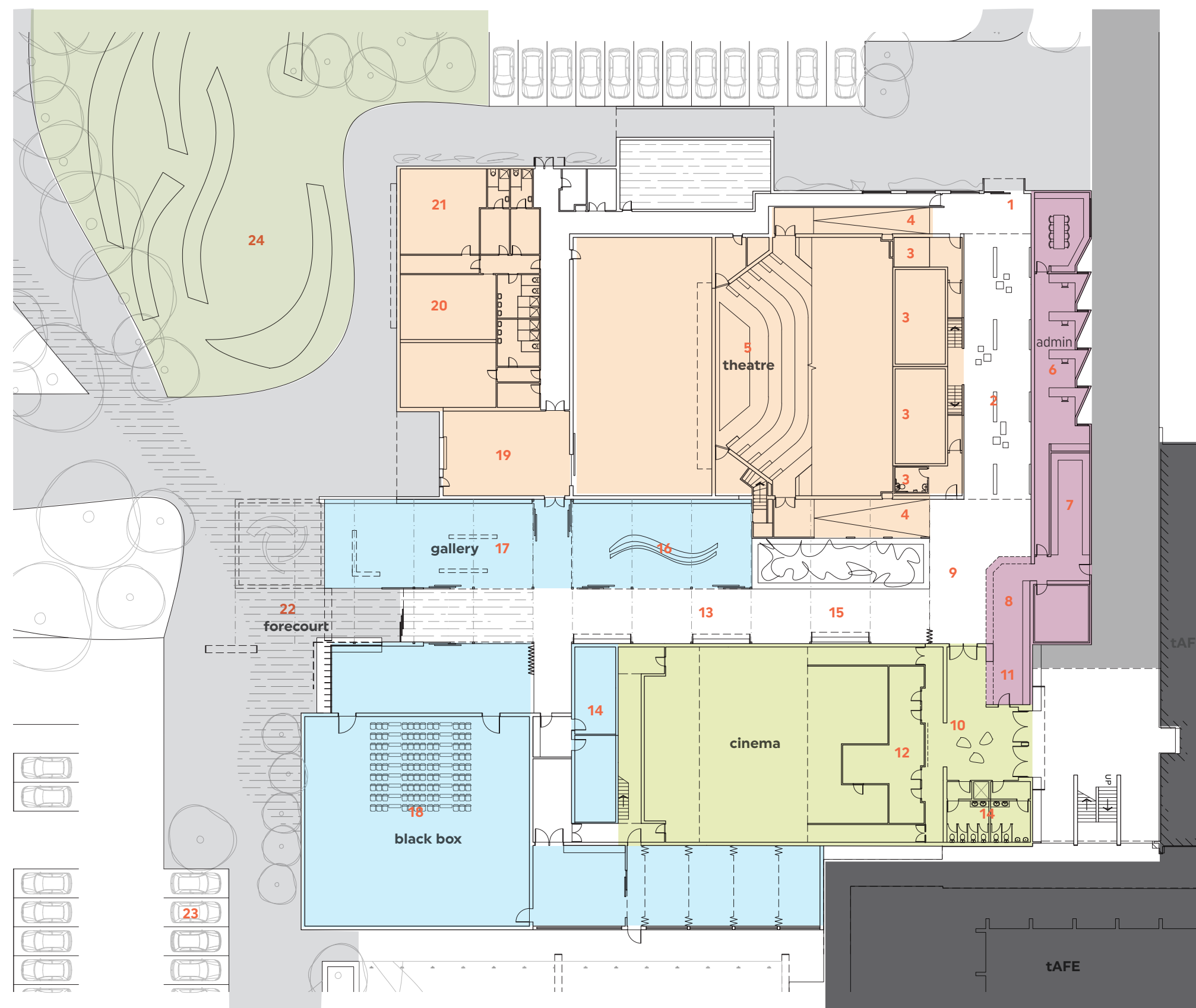
Create openings within the MAC that provide a visual connection internally and externally.



Middleback Arts Centre Precinct Plan



Middleback Arts Centre Master Plan



1. Reconfigure existing entry
2. Community gallery
3. Reconfigure existing wet areas
4. Reconfigure existing access ramps to theatre
5. Retain and protect existing theatre
6. Refurbish existing admin offices
7. New kitchen and cold room
8. Refurbish existing candy bar
9. MAC foyer / Central Node
10. Refurbish existing cinema foyer
11. New box office
12. Mix Media suites / Recording Studios
13. Demolish part of existing TAFE facilities
14. Refurbish existing wet areas
15. New Internal / external courtyard
16. New small gallery (100 seat)
17. New large gallery (150 seat)
18. New black box (250 seat)
19. Existing loading dock
20. Refurbish existing wet areas and change rooms
21. Refurbish existing green room
22. New forecourt
23. New parking
24. Refurbish external landscaping areas

Middleback Arts Centre: New Entry, Amphitheatre and Sculpture



Middleback Arts Centre: Upgraded Theatre Precinct



Middleback Arts Centre: New Mixed Media Precinct with Art Gallery, Black Box Theatre & Community Arts Spaces





**Government of
South Australia**



SOUTH
AUSTRALIA



**COUNTRY
ARTS
SA**

**GRIEVE
GILLET
ANDERSEN**

ARCHITECTURE
INTERIORS
URBAN DESIGN
HERITAGE