



101

COLLINS
The 101 Quarterly

**101 Sustainability & Carbon
Emissions Report**

Captivating Competitions

**What Luxury Brands Can
learn From The Oscars**

**Make Your Business
Sustainable**

**Proustian Interview
Campbell Neal**

Autumn 2009

★ ★ ★ ★ ★ **NABERS Energy Rating**

From the Inside

It is pleasing that we can now formally announce that 101 Collins Street has achieved a NABERS Energy 4.5 star rating. With this in mind I would like to encourage everyone to read the article in this edition of the magazine written by Ross Boreham our Senior Manager, Engineering and Sustainability.

This article provides details of what 101 Collins Street has been doing with respect to Sustainability and further articles will detail actions that are now in the planning stage. I am sure everyone will find it to be interesting reading.

In late 2008 our consultants ARUP launched the web based Tenant Sustainability Performance Survey with an invitation for everyone working within 101 Collins Street to participate.

The response from tenants was outstanding and we were very pleased with the data that has now been collected. I would also encourage you to read the ARUP article on this subject which is on page 5.

The report which highlights the results of this survey will soon be published and will be available for everyone to examine.

Congratulations to Stephen Peck and Darren Sawyer who were the winners of the major prizes and many thanks also to Consolidated Property Services for their kind donation of the first prize.

I would also especially like to thank all at 101 Collins Street who have been so supportive of Anglicare Victoria and the Christmas Tree Gift Appeal. Anglicare has played an important part in the lives of many Victorians with their support for homeless and needy families. Toys and food were collected for 340 children who spent Christmas day with Anglicare's Victorian foster families.

The 101 foyer has always been regarded as a fine space for vocal performances. This was illustrated beautifully during the recent performance within the foyer by the Freehills Choir.

The choir which was recently formed by Steve Kerr,



Peter Calwell
GM 101

a Partner at Freehills was quick to respond to the suffering of the Victorian bushfire victims and as a result raised over \$1000 for this cause which will be met with an equal amount by Freehills.

Sincere thanks to Freehills and all members of the choir.



The Freehills Choir

From the Editor's desk

The last few weeks have been traumatic for everyone. In some ways the Victorian bush fires seem to have been a metaphor for the fiscal meltdown happening in the world at large. There has never been a more important time for people to think positively about solving problems. Simplicity and lean, but not mean living, intelligent economizing and a focus on the things that matter are invaluable skills when striding through tough times. I hope too we can maintain the unity and feelings of empathy that the bushfires have engendered.

Defending luxury at a time when we have an economic and environmental crisis may seem to be a trivial task - see our article page 12 What luxury Brands Can learn From The Oscars. Dutch philosopher, Bernard Manderville, described luxury as a private vice with public benefits, while English writer Soame Jenyns proposed that if luxury contributed to personal happiness then it should be added to "power, beauty, wisdom, strength, learning, virtue, religion" and should not be judged at all. Elle McPherson defined luxury in the latest Financial Review Magazine as time, peace, joy and love. I am with her on that.

Since its inception 101 has always been at the forefront of the latest environmental

technologies to promote the health and well being of its tenants, reduce waste, and ensure environmental sustainability (and economic efficiency) for years to come. See 101 Collins Street Sustainability & Carbon Emissions Reduction Report on page 3.

Since 1993 101 has been a strong supporter of the Aurora Vehicles Association, The Aurora 101 is internationally regarded as one of the world's finest examples of energy efficient design and greenhouse mitigation technology. Over these many years the 101 logo has been prominently featured showcasing these technologies to countless millions around the world.

In Sean Spence's fascinating article "Make Your Business Sustainable" the focus is on the highly skilled professionals who, unlike nature, have no inbuilt recovery mechanisms. He points out in particular lawyers because of the exacting nature of their profession are often faced with dealing with depression. He outlines what a company needs to do in order to have sustainable performance from its professionals.

Where would we be without humour. On page 19 we have some useful sustainable products that include the bizarre but wonderfully humorous self-inflating dress,




Alison Waters
Editor

a wearable piece of furniture made of a pair of shoes, pumps and polyethylene.

Amicalement Alison

C • O • N • T • E • N • T • S	
Sustainability & Carbon Emissions Report	3
Competitions	6
Bugatti at the NGV	8
Culture & Events	10
What luxury brands can learn from the Oscars	12
Hot Text	14
Proustian Interview - Campbell Neal	15
Fashion	16
Social Diary	18
Sustainable Products	19
John Brack Exhibition	20
Make Your Business Sustainable Sean Spence	21
Gallery 101	22

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101 Collins Street Pty Ltd

Sustainability & Carbon Emissions Reductions



ROSS BOREHAM
SENIOR MANAGER,
ENGINEERING AND
SUSTAINABILITY

What have we been doing?

The 101 Collins Street Building represents a place of employment for up to 4000 people on any business day. Those 4000 individuals represent a group with a diverse range of backgrounds, education, abilities and interests. However, they all share the one common environment in this building for 8 to 10 hours a day, and with the increasing awareness about climate change, may well have a common interest in the following thought.

What is 101 Collins Street doing to minimise the impact on the environment due to our occupancy in this building?

This article provides an outline of some of the 101 Collins Street Management activities and processes that have been adopted over recent years to demonstrate our long-term commitment to sustainability and the reduction of carbon emissions. The key changes and improvements listed below are those we have implemented to ensure 101 Collins Street reduces our footprint on the global environment, as it relates to the areas of Energy and Water.

Use of Green Energy:

The Owners and Management of 101 Collins Street have been actively engaged in improving the energy efficiency of the building for the past ten years and continue to invest in finding the most effective means to achieve further energy consumption reductions. The solution will require innovative technology, significant capital outlays, changes in user behaviour and time for implementation. Thus, to immediately reduce carbon emissions and benefit the environment, 101 Collins Street has committed to a 60% purchase of Green Energy (carbon emission free) since July 2007. This immediate carbon reduction initiative, results in a number of unique benefits, apart from the fact that we have immediately and substantially reduced our environmental impact.

These benefits are:

- This type of purchase encourages investment in Green Energy production as demand increases.
- It provides time for the proper evaluation and implementation of low emissions technology to the 101 facility which will ultimately result in long-term energy reductions.
- The quality of service provided by the 101 facility is not impaired in any way.

As a result of the above, 101 Collins Street is now a 4.5 Star NABERS rated and accredited building.



Since 1993 101 has been a strong supporter of the Aurora Vehicles Association. The Aurora 101 is internationally regarded as one of the world's finest examples of energy efficient design and greenhouse mitigation technology. Over these many years the 101 logo has been prominently featured showcasing these technologies to countless millions around the world.

101 Sustainability and Carbon Emissions Program

Buildings may be amongst the most tangible financial assets, but successful utilization of the assets potential value requires an intangible: A client's subjective response to the buildings environment.

Since its inception 101 has always been at the forefront of the latest environmental technologies to promote the health and wellbeing of its occupants, reduce waste, and ensure environmental sustainability (and economic efficiency) for years to come.

101's permanent inhouse engineering team is a major difference between the more traditional outsourced management concept and mitigates against the loss of that inherent knowledge base with management changes. The 101 Management and engineering philosophy of "Quality, Excellence and Anticipation" exemplifies the prestigious reputation of 101 Collins St.

Energy Reduction Strategies and Programmes

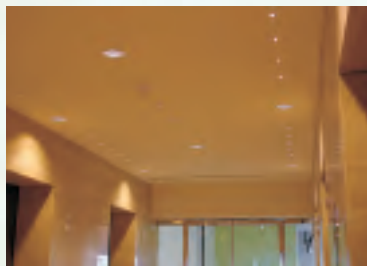
101 Collins Street Management has been focused on energy reduction initiatives for the life of the building. One of our first projects was in 1992 when we upgraded the car park exhaust system so it would operate via a CO sensing system controlling a Variable Speed Drive (VSD) on a centrifugal fan. This upgrade reduced energy consumption on this system to half of what it was consuming when installed. Since then, 101 have carried out numerous energy reduction works as detailed below:-

Metering: "If you can't measure it, you can't fix it"

Extensive metering of all major Base Building electrical supplies was installed in 1996. This BMS based data gathering system permits 101 Management to identify areas where major savings can be achieved, identifies rogue operating plant at an early stage to ensure timely rectification and is used to demonstrate savings when energy saving upgrades are implemented.

Implementation of Low Energy Typical Lift Lobby Lighting

The original lighting design for the typical lobbies consumed approximately 1000 watts/lobby. This was reduced to about 500 watts/lobby in 1998 via some luminaire substitution. We have now adopted a new "Low Energy" design which will use only 180 watts/lobby. This is effectively an 80% improvement on the original building design.



Implementation of typical lift lobby and toilet after hours lighting control

This lighting switching system was activated approximately 8 years ago and has made a further contribution to energy reduction. This system effectively more than halved the lighting load for approximately half of the operating hours/week.

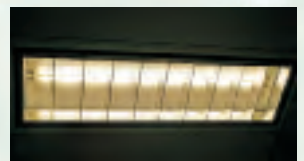
Carpark After-hours Light Switching

Introduced in about 1995, this upgrade made a further contribution to energy saving without having any detrimental impact on building service. Many of you would be aware of the half lighting applicable in the car park areas after-hours.



Conversion of Base Building Office Lights to T5's.

T5 Light fittings have thin 28w fluorescent tubes. T8 Light fittings have standard 36w fluorescent tubes. From 2000, and following development and laboratory testing of an acceptable T5 insert, 101 Collins have been progressively upgrading Base Building office light fittings to T5 fittings. This fitting provides tenants with an immediate energy reduction of 25%/fitting (80w/T8 fitting versus 60w/T5 fitting).



In addition, each fitting is supplied with an electronic, dimmable and fully addressable ballast. This means that tenants can install motion sensing and day light sensing equipment to control these light fittings should they desire to do so which would save even more energy when installed.

The building is nearly 60% converted to these fittings and when completed, will also reduce building cooling load by approximately 300kW. (About 4% of design summer day cooling demand).



Differential Pressure Control to the Tenants Condenser Water System

This upgrade was only installed recently and saves on pumping energy. This addition has had no impact on the quality of the 101 service provided and yet is saving approximately 1.5% of our total building energy consumption.

Control Set Point Adjustments

This involves adjusting the pressure level at which pumps and fans operate. If these levels can be reduced without affecting the performance or service delivered by that equipment to their user, then energy can be

saved via the reduced pump or fan motor input. We have undertaken a significant number of set point modifications throughout the building over many years, each change incrementally saving energy use.

V.S.D.'s to Pumps and Fans

Variable Speed Drives controlled by pressure controllers can save significant amounts of energy. Where these were not fitted originally, 101 have installed V.S.D.'s so as to reduce pump or fan energy consumption on that system.

Typical examples are upgrades to the Primary Heating Hot Water system and the Kitchen Exhaust System.

Building Tuning

Multi-storey buildings of the size of 101 Collins are complex, with myriads of items of plant which are controlled by a Building Management System. (BMS) (Computer or software controlled plant).

To ensure the optimal performance of this plant requires continual monitoring and trend logging of equipment performance and behaviour.

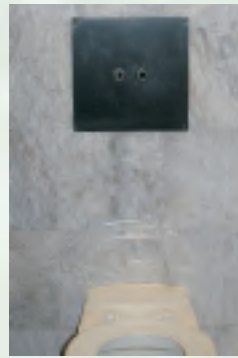
Unless this activity is continuously undertaken, then it is not long before items of plant are running inefficiently, being controlled by out of range sensors and at inappropriate times, often contrary to other plant and equipment.

This costs energy. 101 have over the years had staff continually monitor, adjust and modify the 101 Building services to ensure optimal performance is being achieved. In addition, we have had a continuous arrangement with the Building Control Contractor over the life of the Building, such that they are involved on a weekly basis to rectify and upgrade the building control systems. This continual tuning of the building equipment operation increases system performance and lowers energy consumption.

Water Reduction Strategies and Programmes

101 Collins Management have been engaged in water saving initiatives with the same vigour as all Victorians. The projects which we have undertaken over the last 3 years include:

- Conversion of all urinals to low volume sensor controlled flush valves.



- Conversion of all toilets from a single 11 litre flush to dual 6/3 litre flush type.
- Replacement of sand filters for domestic water supply, cooling tower side stream and pool filtering equipment to "bag" type filters which do not require any backwash water for cleaning.
- An increase in the cooling-tower water "cycles of concentration" so as to minimise "bleed" water quantities.

We are now operating at the highest standards possible under Cooling Tower Operations "Best Practice".

- Promoted and supported the shower head exchange programme throughout the building to ensure installation of 9l/min Shower-heads.
- Installation of rainwater tanks to store water for replenishing the Foyer Pools.
- Installation of flow restrictors to all core wash basins to limit water flow to 5l/min (work in progress).
- A ban on any chilled water drinking equipment which requires water as a method of heat rejection.

All of the above activities are forecast to reduce the overall building water consumption by approximately 25% or about 15,000 kilolitres/annum when fully implemented.

In addition, 101 anticipates that over time, our current investigation into water saving opportunities will yield further actions that can be implemented to reduce water usage throughout the 101 building.

We hope that from the above overview of the 101 Management sustainability activities of recent years, you can appreciate that we have been fully engaged in this important activity.

Nonetheless, we know that more work will be necessary if the carbon reduction aspirations of the Nation are to be achieved. We have already planned and committed to further carbon reduction strategies and details of these activities will be provided in future articles.

101 Collins Street's Tenant Sustainability Engagement Program

For many years, 101 Collins Street management has undertaken a program of waste, water and energy initiatives which has significantly reduced the building's environmental impact whilst maintaining a high level of service and support to tenants.

In 2008, building management sought to further improve this program; firstly by exploring a more holistic definition of sustainability beyond a traditional waste, water and energy focus, and secondly through a program of engagement to better define tenant priority issues and behaviours.

Building management approached consulting firm Arup to undertake this tenant sustainability engagement program by leading a series of targeted workshops with tenant sustainability 'champions', and developing a simple web-based Tenant Sustainability Performance Survey.

The Survey was made available to the entire tenant population of more than 4,000 individuals from nearly 50 companies throughout November and December 2008. 20% of the building population took time out of their busy schedules to respond and the volume and

considered nature of responses exceeded expectations; providing an excellent foundation for management to continue their sustainability work in line with tenant wants and needs.

The summary results will soon be published in a short report entitled the Tenant Sustainability Performance Survey 2008. The report provides a sample of interesting tenant behaviour information across a number of areas such as work-life balance, recycling and cycling & pedestrian activity.

In the coming 12 months building management will utilise the full depth and breadth of responses as they work with tenants to address building-specific sustainability issues as part of ongoing efforts to maintain 101 Collins Street as the commercial office address of choice in Melbourne.

* Arup Sustainability is a national team of specialists in corporate, environmental, carbon and climate change sustainability services. For further information, please contact James Selth on 03 9668 5509.

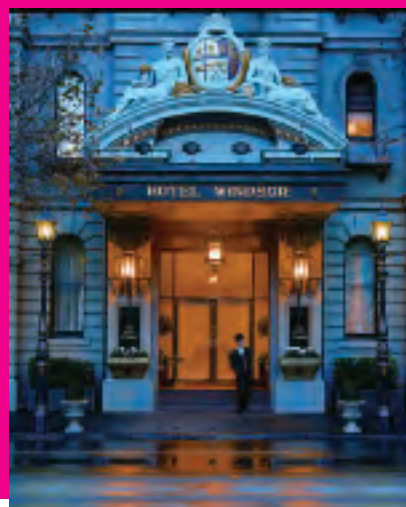
Competitions

Prizes to **WIN**
for the Tenants of 101

Please note: contact details may be used by our competition sponsors.

The Hotel Windsor Escape!

It's never too early in the year to take a weekend escape. Don't spend hours traveling to get away from it all - stay in the heart of Melbourne in pure luxury at The Hotel Windsor. With its ideal location at the top of Spring Street, opposite Parliament House, the Hotel Windsor offers the perfect getaway within walking distance of your Friday-night drinks. One lucky 101 Collins reader will receive a weekend for two in a luxurious suite - valued at up to \$2200. Ten additional entrants will each receive a mid-week voucher to experience the decadent Afternoon Tea in 111 Spring Street Restaurant. To be in the draw simply send your name, company and contact details to pruefisher@thehotelwindsor.com.au with "101 Collins Competition" in the subject line. The competition closes 3 April.



Cocktail Party at RU-CO in the new Grand Hyatt

RU-CO is bold and modern in design. With warm, rich tones and dramatic sculptural artworks, a stunning courtyard and an exclusive private area, RU-CO offers an extensive list of signature martinis, margaritas and classic cocktails and an impressive list of single malt whiskeys and cognacs. Its wine list is drawn from the 2700 premium bottle wine room. To be in the running for a cocktail party in RU-CO to the value of \$500 donated by the Grand Hyatt, send your name, company and contact details to tina.seing@hyatt.com with 101 Collins Street in the Subject line. Competition closes on 3 April.



Hanging Rock – Wine Dinner with Ruth and Anne Ellis

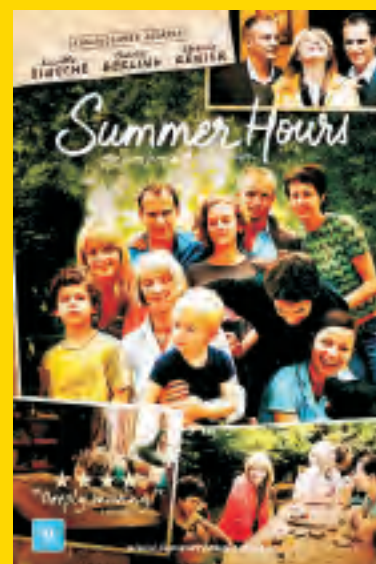
Join the Hanging Rock Winery Wine Club and go in the draw to win a once in a life time dinner for two with Hanging Rock family members Anne and Ruth Ellis. The Wine Club Members Dinner will be held at Embrasse Restaurant which is owned and run by Nicolas Poelaert, previously a three-Michelin-star chef at a restaurant in Laguiole, France and his wife Tara. The offering at Embrasse is built on the basis of French techniques, using excellent locally sourced Australian produce. This wine club prize is valued at over \$400.



To be in the draw send your name, company, and contact details to hrw@hangingrock.com.au

Competition

Winners – Summer 2008
Grand Hyatt Night of Luxury -
Mark Montag, Freebills
McCulloch's Encyclopedia of Australian Art
Rajiv Ramachandran, National Australia Bank
McCulloch's Encyclopedia of Australian Art Diary
Rebecca Keenan, Bloomberg
Cose Ipanema \$250 Gift Voucher
Sara Sfirse, Balanced Equity Management



Free Passes to "Summer Hours" at Palace Kino

Summer Hours, starring Juliette Binoche, tells the story of three siblings dealing with the death of their mother and disappearance of their childhood memories. It opens at the Palace Kino in April and they are offering 10 double passes to tenants of 101. Send your name, company and contact details to sunrace@bigpond.net.au with "101 Competition" in the subject line. Entries close on 3 April.

101 Collins Street Pty Ltd

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- Engineering
- Car Park
- Security

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NGV Gets The Bugatti BUG

The automobile as art was never so splendidly displayed as it was at the NGV at the Launch of the National Gallery of Victoria's Bugatti Exhibition. The meticulously prepared Bugattis on the forecourt were kindly loaned by the passionate owners of these truly exotic examples of an earlier era of automobile design excellence. The Australian exhibition showcases the design work of three generations of brilliant Italian designers from the Bugatti family of Milan - Carlo, Rembrandt, Ettore and Jean.

Dr Gerard Vaughan, Director of the National Gallery of Victoria, said at the launch "The furniture, sculpture and cars produced by these artists are truly remarkable, and this exhibition includes superb examples of their craftsmanship across all three genres".

In 2006 the NGV acquired the Bugatti throne chair. This astonishing piece designed by the carmaker, Ettore's, father Carlo is central to the NGV's



Bugatti design collection. To reinforce the statement made by Carlo, the NGV also acquired for \$500,000 Carlo's biomorphic snail chair, of which there are only four in the world.

The most poignant works are the animal sculptures by Carlo's youngest son, Rembrandt. His sensitive nature formed a bond with animals that is clearly seen in the execution of this menagerie of remarkable bronze sculptures.

"Bugatti: Carlo Rembrandt Ettore Jean" will be on display at the NGV International, St Kilda Road until 26 April 2009. Entry is free.

A 1937 Bugatti Atlante 57S was sold at the Bonhams Retromobile Auction last month in Paris for a record breaking \$6.6 million. The car had resided in a doctor's garage in Tyneside in Britain for 50 years, untouched, and was in mint condition.



Also on sale in Paris last month were many early electric vehicles. It seems that in 1895 Paris banned steam engines. A contest was initiated to find the best available electric taxi. One of the surviving winners was the Kreiger limousine 1908.



Bugatti Type 23 Brescia Tourer

Also on display was the Jamais Contente a very fast electric car (it could do speeds of 100km an hour in 1899). The show also included a hybrid petrol electric vehicle made by a Parisian engineer in 1952. At last with mounting pressures about fossil fuel reserves and greenhouse emission concerns, contemporary car makers are embracing electric and hybrid technology with an exciting range of new vehicles such as the Chevrolet Volt.

*The Paris council has just past a resolution to make available small electric cars to get around Paris and reduce congestion.

The Hotel Windsor – Melbourne's Grand Hotel

The Hotel Windsor is Australia's most loved grand hotel. The 180-room five star Hotel Windsor was built in 1883, pre-dating some of the world's leading grand hotels including the Savoy in London, which was built in 1889, the Waldorf Astoria in New York which dates back to 1893, and the Ritz Paris which opened in 1898.

Its signature restaurant, 111 Spring Street, offers an outstanding culinary experience. Executive Chef, Jérôme Trémoulet joined the Windsor last August after more than three years at the helm of multi-award winning Penfolds Magill Estate Restaurant in Adelaide where he was awarded the David Dandie Award for Excellence in 2008. The restaurant received many awards during his time there including Restaurant of the Year in 2007.



Jérôme's celebrated menus of Modern Australian with distinct Classical French influences have contributed to making 111 Spring Street one of the top dining experiences in Australia. The restaurant offers breakfast, lunch, afternoon tea, pre-theatre and dinner to house guests and the public. Their afternoon tea is an event not to be missed when



in Melbourne. The Head Pastry chef, Nigel Braithwaite joined the Windsor after three years in a similar position at the grand Savoy Hotel in London. He also provides an all day dessert menu so that patrons can enjoy a delectable ending to their business lunches.

For a chance to sample the stunning afternoon tea, see our competition page for details.



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HIA Home Ideas Show

15-19 April at the Melbourne Convention & Exhibition Centre

The HIA Home Ideas Show showcases the very best in home design inspiration, new products, expert advice and fantastic bargains. Special features include leading designers creating ten magnificent living spaces utilising the latest interior furnishings and homewares, a Cooking School with chefs from some of Melbourne's best restaurants with mouth-watering recipes prepared live. And the latest in sustainable building design and top tips on energy and water conservation for your home. Free seminars packed with environmentally friendly living tips at the Solar Solution Eco Village. Expert trades-people are on hand to offer one-to-one advice and answer all of your questions.

MTC – Moonlight and Magnolias

By Ron Hutchinson

The greatest movie in Hollywood history has script troubles and movie mogul David O. Selznick is bleeding a fortune. Five days, he figures, is all he has before his goose is cooked. But he's got Hollywood's best rewrite guy, Ben Hecht; he's got big-time director Victor Fleming; he's got a typewriter; he's got a supply of bananas; and he's got the key to the office door. No one's going anywhere until the script is fixed.

The perfect brainstorm, Ron Hutchinson's thrilling and hilarious *Moonlight and Magnolias* captures the true life madness behind the scenes of *Gone with the Wind*. It is directed by Bruce Beresford.



Melbourne International Flower and Garden Show

**1 – 5 April, 9 to 5;
Friday and Saturday until 8pm**

Royal Exhibition Building and Carlton Gardens
Featuring the best landscape and floral talent that Australia has to offer alongside an extensive array of garden retail products the Melbourne International Flower and Garden Show is a celebration of Australian lifestyle and our great outdoors.



FRED CRESS End Game One

17 March – 4 April 2009, Australian Galleries, Sydney

For the first time Australian Galleries is dedicating both of its Sydney locations - Glenmore Road and Royston Street - to this remarkable event. The exhibition's title - End Game One - relates directly to Australian artist, Fred Cress', losing battle with cancer, and the exhibition has been achieved with the thought that this will be his last.

Born in India, Cress studied painting in England before migrating to Australia in 1961. Quickly establishing his credentials as a painter of confident, colourful non-figurative paintings, a trip to India in 1982 and later upheavals in his personal life galvanised his transformation into a painter of the great tragicomedy of daily life.

Fred Cress' work is represented in the National Gallery of Australia and the Parliament House Art Collection in Canberra.

Audi Festival of German Films

16-26 April at Palace Cinema Como and Kino Palace Cinema

Explore Germany's past and present. The Baader Meinhof Complex directed by Uli Edel and nominated for Best Foreign Language Film at the 2009 Oscars, has been selected as the opening night film.

150 screenings are planned comprising current productions such as *Trade*, *Krabat* and *November Child*. Also featured is legendary director Billy Wilder's 1961 comedy *One, Two Three* starring the immortal James Cagney as a West Berlin based Coca-Cola executive, frantically trying to stop the daughter of his American boss from marrying a Communist.



CULTURE & EVENTS

Autumn

12th Spanish Film Festival

13-25 May at Palace Cinemas

A sensual Spanish celebration of film, food and a focus on multi-award winning actor Javier Cámara (*Talk to Her*)

The Opening Night film for the 2009 festival is the highly anticipated gourmet comedy *Chef's Special* (*Fuera De Carta*), starring Javier Cámara in the role of Maxi, gay head chef and proud owner of an haute-cuisine restaurant in the trendy Madrid neighbourhood of Chueca. Maxi's life and his attempts to earn a Michelin star for the restaurant are thrown into disarray by the sudden appearance of his teenage kids and the arrival of an attractive Argentinean ex-footballer next door in this lively, elegant and mouthwatering film.

Tickets and information: www.spanishfilmfestival.com



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What luxury brands can learn from the Oscars



Hugh Jackman with Penelope Cruz



Virginia Madsen in Kevan Hall

Luxury brands struggle to set the right tone during a recession. When consumers are forced to cut back, reminding them that you're a dispensable extravagance will quickly make you irrelevant. But if you fail to acknowledge the downturn, you come across as crass at best, utterly out-of-touch at worst.

The award ceremony struck a decent balance between acknowledging the downturn and providing an escape from it. The presentations and skits alternated between relatively quiet, modest bits and glitzy, lamé-laden musical numbers with full-orchestra treatment..

1. Make 'em laugh.

By most accounts, host Hugh Jackman is a talented actor with leading-man looks and charm, yet he also has a bizarre, unabashed love of hokey musical theater - and he had no qualms about dishing it out alfredo on the night. Yet he did so without damaging his own "brand" or the Academy's. On the contrary, he delivered the sparkly Oscars experience we've come to expect and simultaneously poked fun at it. Jackman's jokes about the Academy's not having enough money to do a real opening number, and his solution - one-man Broadway-style distillations on homemade-looking sets - made

people chuckle. It was a "yeah, right, Hollywood tightening its belt" kind of chuckle, but it rang true.

2. Don't apologize for what you are - but you might like to tone it down a smidge.

It would be ridiculous to deny that glamour is what attracts viewers to the Academy Awards every year. Whether people adore it or decry it, it's what they gossip about at work the next day. So, Oscars "customers" still got the whole package, complete with designer gowns, stunning chandeliers, and a couple of highly choreographed numbers worthy of Busby Berkeley. Without those things, it just wouldn't have been the Oscars. But the razzle-dazzle was mitigated by a sea of



From left: Marion Cotillard in Dior, Amy Adams in Carolina Herrera and Natalie Portman in Rodarte

mutated colors and an underlying seriousness (about the economy, about politics, about equal rights).

3. Let your products speak confidently for themselves.

The movie screens showing the nominated films and artists throughout the evening were downright enormous, and oddly enough that was a good thing. The display was more appropriate than ostentatious; people couldn't help but focus on the films above all else.

4. Show a little heart.

For all the major acting awards, each nominee received what appeared, with only one or two exceptions, to be warm, intelligent kudos from a past winner in his or her

category. Those of us on our couches got a peek at celebrities being generous with and appreciative of one another. It made us feel better about them as people - and a touch better about ourselves for being interested in them in a time of global crisis.

5. Have a higher purpose.

The presence of social awareness this year wasn't exactly unusual. This time around, it was Dustin Lance Black, the writer of the film *Milk*. The cause was gay rights; its highly

respected champion, Sean Penn. What was unusual was the fact that only a few award winners presented themselves as insular and self-absorbed.

This last item, demonstrating a higher purpose, may seem at first glance to be the hardest for luxury brands (sports cars, colognes, handcrafted chocolates, what have you) to pull off. But it may be the most persuasive, efficient way to gain consumers' trust, especially now that people have become much more guarded. Who's to say that companies selling such products can't be philanthropically minded, socially minded, operationally green, or even all of the above.

Edited from an article by Lisa Burrell, Harvard Business Review

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Kate Winslet at this year's Oscars

The House of Exile: Life and Times of Heinrich Mann and Nelly Kroeger-Mann by Evelyn Juers

Giramondo Publishing Biography paperback \$32.95

Kate Winslet's Oscar for her role as a former Nazi guard was richly deserved. The film *The Reader* raises profound questions about morality and personal responsibility during and after WW11 in Germany. But what of the many artists and intellectuals who stood up to Hitler's regime that managed to escape death by exile - what was their fate?

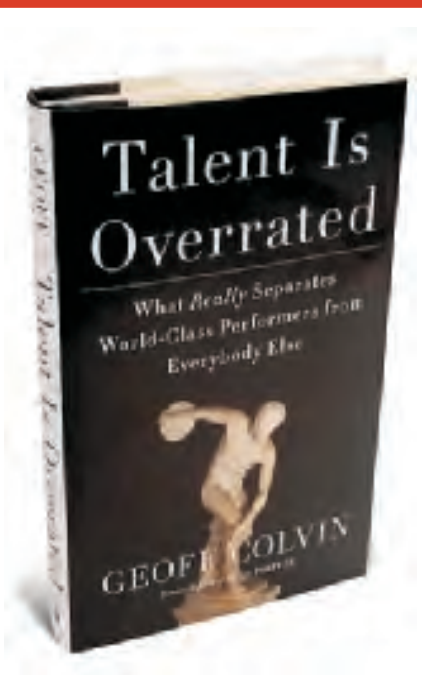
In Evelyn Juers' book *House of Exile* we meet Heinrich Mann and his wife, Nelly Kroeger - both courageous people in different ways. Heinrich, a political activist was Nobel prize-winner Thomas Mann's less famous brother but none the less a fine writer who wrote novels like *The Blue Angel* and *Man of Straw*. Pretty, compassionate Nelly was a bar hostess 27 years younger than Heinrich, a marriage that was not exactly approved of by the wealthy, middle-class Mann family.

The affable Heinrich was a strident critic of the National Socialists, and they fled Germany in 1933, ending up in California, with other European, largely Jewish intellectuals who had left Germany forever.

Most of the exiles had led comfortable middle-class lives in well respected professions in Germany and they found themselves in a country where they could not speak the language, therefore could not work and had little money. Added to this was the horror of what was happening to friends and family left in Germany. The author quotes from many personal diaries and interviews from descendants that document the level of despair. Suicide is one of the main themes of the book.

This wonderful literary biography was a joy to read. The book does not confine itself with the Mann's literary circle but includes other writers and artists displaced by war or their beliefs such as Virginia Woolf, James Joyce, Robert Musil, Brecht, Walter Benjamin, Alfred Doblin, Franz Kafka, Joseph Roth, which is why the book is described as a collective biography. The Australian diarist and critic Nettie Palmer is also discussed.

But most importantly this book exemplifies the power of friendships, the exile's letters to each other were lifelines that reflected the small pleasures they eked out of their materially and culturally diminished lives in America.



Talent Is Overrated. - What really separates world class performers from everybody else? by Geoff Colvin

Geniuses are made not born to greatness

It seems it doesn't take a genius to achieve greatness, it just takes a lot of hard work. This book debunks the myth that only people born with an innate talent can be high achievers. According to Colvin you don't even have to have a high IQ or a photographic memory.

Colvin researched what made people successful from Mozart to Tiger Woods and Warren Buffet. He came to the conclusion that most of us know, that you just have to put in lots and lots of long hours of hard work and repetitive practice. And even then a few other things may help.

Most people consider Mozart a genius - he composed his Piano Concerto No 9 when he was 21, but few people know that he had been in training for 18 years. At the age of 3 Wolfgang began a disciplined training program instigated by his musician composer father. By studying surviving Mozart manuscripts we now know that he didn't compose entire compositions in his head as had been believed in the past but that he committed them to paper and constantly revised and reworked them.

Where does the drive to do everything to succeed come from? Colvin notes that creative people have a greater intrinsic drive to practice over and over again. This repetitive practice gives them "higher levels of perception, the ability to notice indicators, that others missed and a deeper knowledge of their specialty". External reinforcement and feedback are also powerfully influential.

This book has helpful lessons for anyone that aspires to be successful or who manages highly driven people.

Campbell Neal **Managing Director** **K2 Asset Management Ltd**

Q *Who do you most admire?*

A Frank Costa, Geelong Football Club President

Q *What is your most pleasurable journey?*

A Life

Q *What in your life do you most regret?*

A That I can't live forever

Q *What in your view is your greatest achievement?*

A Passing Law

Q *What of your possessions do you treasure most?*

A My mobile phone and passport

Q *What is perfect happiness to you?*

A Being in Love

Q *What quality most characterises you?*

A Hard but fair

Q *Which virtue do you consider overrated?*

A Sobriety

Q *What do you fear the most?*

A A jail cell

Q *What characteristic in others do you most dislike?*

A People that seek fame

Q *What quality do you most admire in a woman?*

A Integrity



Q *Is there a special place you would like to live?*

A Only Melbourne

Q *What quality do you most admire in a man?*

A Patience- because I don't have any

Q *What are the words you most overuse?*

A The F word

Q *What do you perceive is your current mind set?*

A Focused

sixe

Cose Ipanema has included the emerging Japanese collection, Sixe, to its collection of Menswear. Their ethos is that of reaching those who occasionally wish to "smash the fixed ideas," which comfortably fits in with the stores reputation and ideals. Sixe showcases unique pieces which are gently worked and whereby the typical black blazer is slightly transformed with folds and rusched elbows, whilst the shirts have similar unexpected detailing - one shirt even has a removable collar. There is a particular emphasis on the use of natural fibres including many different types of leather - the new summer collection includes an amazing shirt/jacket made using horse leather.

sixe

2009 spring and summer collection

giaco

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Secrets

From a Sommeliers Diary

HANGING ROCK
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- James Halliday

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- John Lewis *The Newcastle Herald*

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*Life's short,
drink well.*

Alison's Social Diary

The Grand Hyatt gets a \$45 million facelift

350 guests were treated to a moveable feast that started with drinks at the Ru-Co Bar, followed by seafood in Collins Kitchen, Peking duck in the Savoy Ballroom and ending with sumptuous deserts and the dulcet sound of chanteuse Tina Arena in the new luxury space called The Residence.

The Residence is truly impressive with a soaring conservatory, soft minimalist interiors with natural light. The dramatic open kitchen leads onto a stunning terrace overlooking Collins Street and a garden courtyard. An ideal space for cocktail parties, weddings or luxury launches.



Above: Vince Colosimo, David Mansfield, Tina Areana, and Robert Doyle

Below: Alison Watres, Paul Rayner and Tricia Gibb



Top: Ann McCormack, Bell Potter

Above: The glamorous Residence

Left: David Mansfield, Sonia Lefevre and Vince Colosimo



Cose Ipanema - 100 Great Outfits

One hundred fashionable men and women gathered at Cose Ipanema wearing their favourite piece of clothing or jewelry for an art project called "100 Great Outfits". This project was the brain-child of stylist Virginia Dowzer and photographer Bronwyn Kidd. The duo documented via video and camera an exhibition that will be shown at Cose Ipanema during the Melbourne Fashion Festival, Cultural Program that runs from 15th until 22nd March.



Left: Anne Maria Power, Alison Waters, Robyn Healey, Patricia Fitzpatrick, Mark Agosta,

Above: Jacqueline Pascal (Operation Angel)

Right: Richard Nylon (Milliner)



Tenant Sustainability Survey

A web based tenant sustainability survey was conducted by the consulting firm Arup. The survey was made available to the 4000 people and 50 companies that reside in 101 Collins Street through out November and December. The considered responses far exceeded expectation with 20% of the buildings population responding. The summary results will be published in a report entitled the Tenant Sustainability Performance Survey. Our thanks to Consolidated Property Services for their donation of a \$1600 bike voucher and 101 Collins who donated \$1000 travel voucher, 15 Gold cinema passes and 31 metcard packs. Congratulations to all the winners.



Paul Grant Consolidated Property Services with Stephen Peck, Challenger, winner of the \$1500 bike voucher



Darren Sawyer Macquarie winner of the travel voucher

Sustainable Products Large and Small!



Pop up water saving bucket

This convenient waterproof bucket holds up to 9 litres of water. It can be used to recycle bath water, or catch the cold water when you first turn on the shower. It folds flat and is packaged in a waterproof zipped bag. \$19.95
www.changeTomorrow.com.au



Solar Arm Band Radio

You will never need batteries again. Perfect for the jogger. \$25.95.
www.changeTomorrow.com.au



Environment Flash Light

And no more batteries for this reliable and bright torch. It utilizes Faraday's Law of Induction – just shake it and slide on the switch to get a dependable light every time! \$12.95
www.changeTomorrow.com.au



Recycled Notebooks

Stylish, unique designs make these eco-friendly notebooks suitable for sketches, notes, lists, home and office. Made from 100% recycled acid free paper Studio Antics Recycled Notepads are a eco-friendly and funky alternative to traditional notepads. From \$8.95
www.todae.com.au



Solio Universal Solar Power Charger

The Solio recharges virtually all mobile and hand-held electronic devices from the power of the sun. Stick your Solio on a window or windscreen and let the sun do the charging. One hour of sun equals one hour of iPod listening. Solio takes 8-10 hours to fully recharge and can then charge a cell phone or iPod Nano twice at the least. \$159
www.todae.com.au



Porous concrete

Allow rainwater to flow through your sidewalk, parking lot or driveway to the underlying soil by paving with porous concrete. Porous concrete avoids flash flooding and reduces storm water runoff because it is made from a mixture of mainly coarse aggregate, cementing materials and water. The reduced sand content results in a stylish pavement that allows water to pass freely through it. It enhances traction and helps minimize the potential for hydroplaning, and also prevents polluted water from entering streams and affecting marine habitats.
www.perviouspavement.org



Self-Inflating Chair Dress

Joo Youn Paek's self-inflating Chair Dress is a wearable piece of furniture made of a pair of shoes, pumps and polyethylene. When the wearer walks, air is pumped into the dress to blow up the derriere-area of the dress. The wearer can then sit comfortably – for about 10 seconds, until the dress deflates. Bizarre, but brilliant.

Bike Furniture

And now contemporary, modern furniture made from recycled steel and aluminum bicycle rims, handlebars, and frames. Bike Furniture Designs from Michigan have a wide-ranging collection of high-quality tables, bar stools, loveseats, and chairs. Some designs use components from other transportation industries with train and automobile windows for tabletops, and automotive seat-belt webbing for seating upholstery.
www.bikefurniture.com



OKES Oak Lifestyle Bike

The oak frame of this durable, no-nonsense bike is made by means of computer-controlled CNC. Order by sending an email to info@reinierkorstanje.nl



CO2 Saver house

The CO2 Saver house by Polish architect Peter Kuczia is a prime example of stylish, sustainable modern design. This eco-friendly house uses 10 per cent of the energy used by a typical home in Poland. Designed to maximize solar energy, the house boasts a facade of timber and 80 per cent of the building envelope faces south to ease sun absorption and reduce the amount of active heating. The CO2 Saver House features charcoal-colored fiber cement in the central structure, and interiors incorporate concrete flooring and a high thermal mass. Topping it off there are two green roofs on either side of a "black box" – a three storey structure clad in charcoal colored-fiber cement to reduce heat loss.

John Brack Exhibition

The Ian Potter Centre: NGV Australia 24 April- 9 August

What I paint most is what interests me most, that is, people; the Human Condition, in particular the effect on appearance of environment and behavior... A large part of the motive is the desire to understand, and if possible, to illuminate" *John Reed, New Painting 1952-62, Longmans, Melbourne, 1963, p. 19.*

John Brack (1920-99) unlike many of his contemporaries painted modern Australian life. Kirsty Grant, Senior Curator Australian Art, NGV said that "John Brack painted images which explored the social rituals and realities of everyday life. Long considered the quintessential Melbourne artist, Brack's images of urban and suburban Melbourne painted during the 1950s drew attention for their novelty of subject and instantly recognizable references."

"His work is much broader however and in this exhibition we will see the continuity throughout his career of his fundamental interest in people, human nature and the human condition," said Ms Grant.

John Brack will be on display at The Ian Potter Centre: NGV Australia from 24 April until 9 August 2009. Admission Fees Apply. Adult \$15.00 / Concession \$12.00 / Family \$42.00 / Member \$7.50.

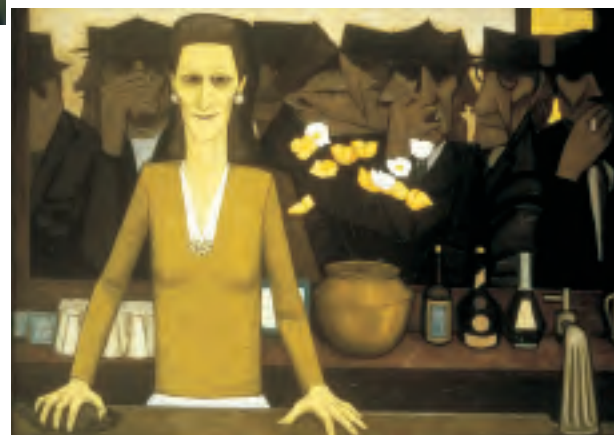


Above: Self-portrait 1955
oil on canvas
81.5 x 48.3 cm

National Gallery of Victoria,
Purchased with the assistance of
the National Gallery Women's
Association, 2000
© Courtesy Helen Brack



Solandra
1955 oil on
composition
board
45.7 x 40.5 cm
National
Gallery of
Victoria
Presented
through the NGV
Foundation from
the Bequest of
Mrs Elizabeth
Summons,
MBE, Founder
Benefactor, 2003
© Courtesy Helen
Brack



Right: The bar 1954
oil on canvas
96.4 x 140.0 cm
Museum of Old and New
Art, Hobart
© Helen Brack

Collins Kitchen at the Grand Hyatt

The Grand Hyatt has completed its multi-million dollar makeover and its new restaurant, Collins Kitchen, is a revelation - a sophisticated eatery full of light from its big windows overlooking Russell Street, offering diners something for every occasion. Collins Kitchen is a series of modern, dramatic spaces in warm dark colours. Featuring open kitchens and five different dining concepts, comprising Grill, Wok, Sushi, Deli and Patisserie, the priority at Collins Kitchen is to offer simple, authentic global cuisine using the finest local and organic produce. And you can interact with the chefs for a dynamic dining experience. You can see sushi masters rolling sushi rolls, while wok masters sizzle and fry their way to culinary perfection.

The lunch set menus are great value, providing a full meal from the sushi counter, deli, grill or wood oven.

However Collins Kitchen is also an a la carte restaurant offering menus for breakfast, lunch, dinner and all day dining, and an extensive wine and cocktail list. The restaurant seats 180 and there are two private dining rooms for 14 and 10 guests each where set menus are tailored to the client.

Collins Kitchen is a great - and affordable - addition to the Melbourne dining experience.



Make your business sustainable



by Sean Spence

With evidence that our financial, as well as our planetary systems are being rendered unsustainable, how can we make our own little patch of the world resilient and capable of surviving?

Firms are systems designed to perform. The systems we see in the planet are often different in one key aspect. They are very cleverly designed to recover. Yet our highly skilled professionals are trained, it seems to me, only in performance, with no expertise generated in recovering from that performance so that it can be repeated over a long period. The result? Lawyers are found to have higher depression levels than almost any other group in the population. Major organisations disappear overnight after century-long histories.

What do you need to do to 'design in' sustainable high performance?

1 Your time horizon.

How long are you in this for? As the leader of the business, or even as a junior associate in a firm, the longer you look ahead the more likely you are to identify the value of recovery processes and to design good ones. One firm I am aware of makes it compulsory for junior staff to take a week's holiday after each major transaction. Partners are required to nominate and undertake a refreshment project each year, such as a month at Harvard – or a month as a volunteer for a charity. Their time horizon is the entire career of the individual, the entire lifetime (many business cycles) of the firm and the firm knows that these recovery processes are not costs – they are investments which yield a return.

This perspective and good process around it means that you know, exactly, when you are investing and more importantly you can identify those critical moments when it pays back.

What is your firm's process?

2 Your business cycles

A long boom makes growth look inevitably permanent – until we have the recession we are now having. Your business has natural cycles. How are these built into:

- Remuneration vs. reserve-building
- Building practices which are counter-cyclic to each other
- Creating ways to make all professionals transferable to different specialities
- Working with organisations that are not yet in your core target client zone
- Helping Universities and business schools develop the curricula relevant to the next 10 years



Lawyers are found to have higher depression levels than almost any other group in the population

3 How people grow

Over 50 years ago the seminal research on life stages was undertaken by Eric Ericsson. This showed how at different points in life, the core task being undertaken, the key motivation of the individual and the way the individual connected to society, change. It's old stuff.

However, in the career shaping of many firms I look at everything is conducted as if the firm only consisted of adolescents. And so firms fail to capitalise on embedded intellectual capital and know-how.

At the adolescent stage of life the focus is on Competence, Tribe membership and Identity. Most firms only focus on Competence as a measure of the person's capacity to contribute, have almost no alumnus process and regard work as though it were the sole source of the individual's identity.

This is not in line with reality. Older professionals (often to their total shock) hit other stages where their family commitments, their role in the broader community and indeed their perception of themselves changes. They often end up with me or others in the mentoring profession with a bewilderment that the firm seems incapable of being wise about their ability to perform

important tasks simply because they are not easily measurable.

Do you use and develop your different generations wisely? This question is becoming more important as our population ages, and wants to continue working in ways better aligned with the later, generative stages of life.

4 Connecting

One of the critical roles of the head of an organisation is to advocate for it with the rest of the world. The better you are interwoven with your community the better it will sustain you.

This applies if you are running a 4 person specialist team or a 2000-professional global firm.

Several issues are at play

Reputation is an intangible but critical part of the business' equity. Research shows that a significant component of the reputation of the organisation lies in the reputation of its head. So there needs to be a sophisticated understanding of what reputation is, what you want it to be, how to ensure this is accurately conveyed and how to make sure you get feedback about it.

The industry: Because professionals within an industry are so competitive with each other, the need to advocate for the industry is often left dangling between the competitive distances. Industry bodies may help with 'representations' and so on, but a sustainable business needs a sustainable context. Lose control of this and we see increased government control, or the loss of credibility with clients to the degree that other industries muscle in on your territory.

The concept of the enterprise: as head of the business you are the one who needs to be able to express:

- What business you are in. Don't say 'the law' or 'banking' unless you want to make it clear you are surprised you got the job.
- What defines your business? Don't say 'we're differentiated because we're focussed on clients'. BE different.
- How you view the world. The way the firm is going has to be a result of where it's looking and what it sees – and when there's fog, to have the courage to choose a direction.
- The personality of the firm. If it were a person, what kind would it be, is it proud of that and what has that led to that is a moral good?

Photography at Gallery 101



JOSEPHINE KUPERHOLZ *Hesperilla idothea clara* common name – Flame Sedge Skipper. (Original size –23mm. Brown & yellow) 2008, woven hand coloured gelatin silver photographic image, 105 x 65cm.

3 - 27 JUNE 2009

JOSEPHINE KUPERHOLZ BLIGHT

The images which make up the body of work entitled *Blight* have been created from photographs of endangered and vulnerable Australian insects. The Museum of Victoria's Entomology Department allowed me to photograph the insects from their collection. From the silver gelatin photographs, I have created woven hand-coloured images. These insects are endangered because their habitat is shrinking as

man and his ever increasing 'needs' encroach upon and destroy their environment. This domination by mankind over the environment is doomed as more and more species, from insects up to the larger mammals, are threatened with extinction.

It is said that photographs capture a moment in time. By weaving the same photographs into themselves, I have placed each insect into a 'non moment' which is where they will soon exist if they become extinct.

Josephine Kuperholz, 2009



8 APRIL – 2 MAY 2009

MARK STRIZIC MELBOURNE - A CITY IN TRANSITION

Mark Strizic, one of Australia's eminent photographic artists presents us with nostalgic views of Melbourne and the changing face of the city. Strizic's oeuvre represents a collection of iconic images of architecture and of life - a record of the changing face of a migrating society of new prosperity, youth and popular culture - taken with a sympathetic eye for humanistic detail.

'In these eloquent studies of light and shadow, Strizic finds beauty in the commonplace - Melbourne's desolate lanes, street paving, derelict ferries - adopting interesting camera angles, viewpoints and cropping. Through his images, this visual humanist teaches us to observe, to see our surroundings, perhaps with the intention of stimulating us to a higher level of civilisation.'

Emma Matthews, 2008

We are also delighted to launch the publication, *Mark Strizic - Melbourne: Marvellous to Modern*, published by Thames & Hudson in association with the State Library of Victoria.

MARK STRIZIC Queen's Walk Arcade, 1957, rare silver gelatin photograph.

Gallery 101 Exhibitions 2009 March - June



17 MARCH – 4 APRIL 2009

PETER JAMES SMITH
reENLIGHTENMENT

Redolent still life and landscape images juxtapose with astronomic, poetic and historical observations in Peter James Smith's paintings on linen and found objects. A sunset, a book of verse, an installation of antique bells or delicate Jasperware porcelain provide a resonant foil for the artist and viewer.
www.peterjamesmith.net.au

PETER JAMES SMITH Paradise Lost X, 2008, paper & oil on linen, 21 x 29.7cm

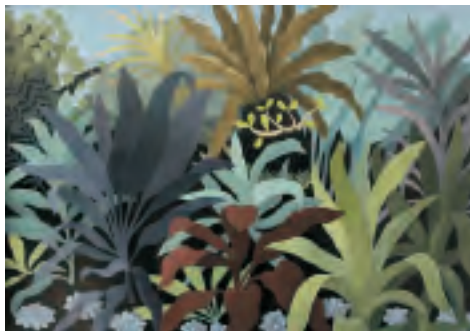


7 APRIL – 2 MAY 2009

MARK STRIZIC
MELBOURNE - A CITY IN TRANSITION

Rare silver gelatin photographs by Mark Strizic, one of Australia's eminent photographic artists, present us with views of the changing city of Melbourne from the '50's to the '70's.

MARK STRIZIC Queen's Walk Arcade, 1957, rare silver gelatin photograph.



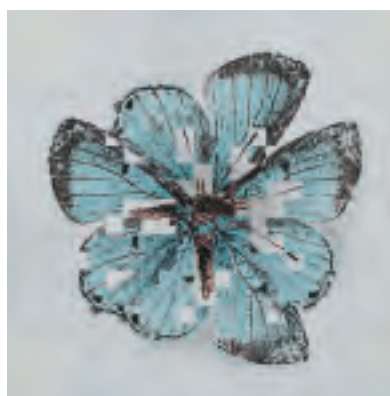
5 MAY – 30 MAY 2009

ANNE MARIE GRAHAM
EXOTIC QUEENSLAND

Observed with a penetrating and affectionate gaze, Anne Marie Graham's paintings are beautiful records of Australia's vast landscape. Each work evokes the mystery and fragility of the tropical Australian landscapes of Noosa and Port Douglas, Queensland.

www.annemariegraham.com.au

ANNE MARIE GRAHAM Variation in Green and Mauve, 2008, oil on linen, 106 x 150cm.



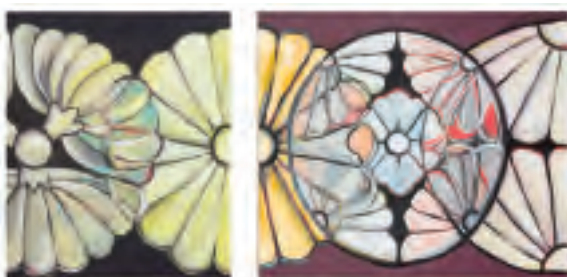
3 - 27 JUNE 2009

JOSEPHINE KUPERHOLZ
BLIGHT

Much like the museum, photography is a medium that conflates ideas of preservation and ephemerality, extinction and visibility. In *Blight*, Kuperholz immortalizes the scant remains of extinct and endangered specimens in delicate, almost spectral images that cross the bounds of art and science to pose enduring ethical and environmental questions.

www.jokuperholz.com

JOSEPHINE KUPERHOLZ Acrodipsas illidgei (Illidge's Ant - blue, Original size - 17mm), 2008, woven hand coloured silver gelatin photographic image, 80 x 80cm.



3 - 27 JUNE 2009

ELIZABETH DOBRILLA
WHAT LIES BEHIND THE CUTE FACTOR

Through the eyes of a foreigner who has spent almost seven years living in the land of the rising sun, Dobrilla uses traditional symbols and everyday iconography in paintings and prints to explore issues confronting a nation that is questioning the relevance of traditional belief systems.

ELIZABETH DOBRILLA

Family Crests I (Chrysanthemums), 2007, acrylic on canvas, 46cm x 91cm.



A GRAND REALITY

Our grand plan is now a reality with the completion of our \$45 million redevelopment. A luxury retail precinct, stunning lobbies, and remarkable dining destination, Collins Kitchen, complete the transformation.

Our stylish new bar is also open for business. Featuring striking artworks and an extensive wine list, RU-CO is Melbourne's premier meeting place. Our exclusive events area, *the residence*, will open early 2009.

Welcome to Grand Hyatt Melbourne, a new centre for luxury.

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