
IRENE LINGERIE FACTORY (FORMER)



Irene Lingerie Factory - 5 Pitt Street, Brunswick

Location

5 PITT STREET,, BRUNSWICK EAST VIC 3057 - Property No 4780

Municipality

MERRI-BEK CITY

Level of significance

Included in Heritage Overlay

Heritage Overlay Numbers

HO387

Heritage Listing

Merri-bek City

Statement of Significance

Last updated on -

What is significant?

The former Irene Lingerie factory at 5 Pitt Street, Brunswick is a two-storeyed sawtooth-roofed modernist brick factory expressed as a box-like element, with alternating windows and solid spandrels, elevated on a recessed plinth. It was erected in 1963-64 for Tena Lingerie Pty Ltd, to the design of Polish-born and British-trained architect Anthony Hayden.

How is it significant?

The factory is of architectural and aesthetic significance to the City of Moreland.

Why is it significant?

Architecturally, the former Irene Lingerie factory, with its distinctive box-like expression and lively facade, is significant as a notable example of the work of Anthony Hayden, a principal of the prolific post-war commercial architecture firm of Bridge, Hayden & Associates (*AHC Criterion H.1*).

Aesthetically, the former Irene Lingerie Factory is significant as a fine and notably intact example of the 'Featurist' style of the late 1950s and early 1960s, whereby conventional modern buildings, often with a simple block-like expression, were enlivened by fenestration and applied ornament to create a lively decorative effect (*AHC Criterion F.1*). Buildings of this style (including many examples by Bridge, Hayden & Associates) tend to become dated very quickly, with the result that many examples have been remodelled or renovated in recent decades (*AHC Criterion B.2*). The former Irene Lingerie factory is particularly notable for its external intactness, including original signage of a type that was typical of the architect's commercial work.

Heritage Study/Consultant Moreland - Lygon Street Heritage Study Stage 2, Context Pty Ltd, 2012;

Architect/Designer Bridge, Hayden & Associates, Hayden, Anthony,

Hermes Number 104682

Property Number

Physical Description 1

The Irene Lingerie factory is a multi-storeyed modern brick factory building with a sawtooth roof. On the street frontage, the building is expressed in the distinctive form of a double-storey box-like element, elevated on a recessed plinth. The plinth, in face brick, has a pedestrian entrance to the left side (with stairs leading up) and several vehicle doorways with roller shutters. The box-like upper level is surrounded on four sides by projecting slabs and tapered wing walls, creating a frame to the recessed facade. The facade itself is articulated as a row of alternating bays of solid wall and window bays, the latter with spandrels between. Along the spandrel line, a row of projecting letters spell out the brand name IRENE, while a freestanding row of similar letters along the base spell out the word LINGERIE.

2012:

Irene Lingerie - 2-storey postwar brick, baser block and concrete factory, unusual design (similar to the Total Car park)

This place/object may be included in the Victorian Heritage Register pursuant to the Heritage Act 2017. Check the Victorian Heritage Database, selecting 'Heritage Victoria' as the place source.

For further details about Heritage Overlay places, contact the relevant local council or go to Planning Schemes Online <http://planningschemes.dpcd.vic.gov.au/>