

CRAIG & SEELEY OFFICES AND SHOWROOM



CRAIG & SEELEY
OFFICES AND SHOWROOM
SOHE 2008



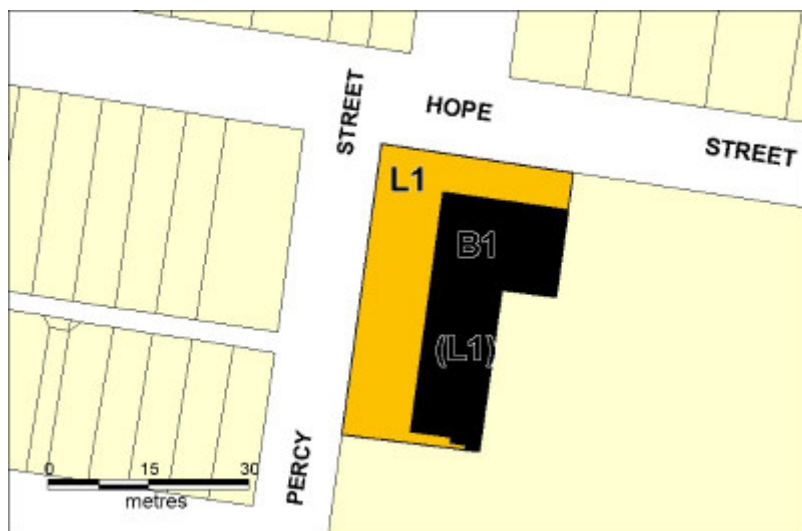
H02026 craig and seeley
brunswick nov 2002



H02026 2 craig and seeley
brunswick nov 2002



H02026 3 craig and seeley
brunswick nov 2002



H02026 craig seeley plan

Location

35 HOPE STREET BRUNSWICK, MORELAND CITY

Municipality

MERRI-BEK CITY

Level of significance

Registered

Victorian Heritage Register (VHR) Number

H2026

Heritage Overlay Numbers

HO244

VHR Registration

April 17, 2003

Heritage Listing

Victorian Heritage Register

Statement of Significance

Last updated on - May 1, 2003

What is significant?

The Craig & Seeley Offices and Showroom were designed in 1962 as the new headquarters for the manufacturer of Chef brand cookers. They were opened by Premier Bolte in July 1963. Designed by Melbourne architect Theodore Berman, the building projected a modern image for a company newly established on a site long associated with the gas industry and stove manufacturing. The offices feature the company's own factory-made porcelain enamel panels on the Hope and Percy Street facades in a striking display of diamond-pointed rustication. Green panels resembling shallow pyramidal forms stud the wall surface in a pattern that wraps around the corner of the building. A large signboard of red enamel panels is incorporated into the architecture replicating the company's logo, a white Chef running with a steaming dish. The volumetric background of green, the complementary colour of red, highlights the sign to eye-catching advantage, projecting the brand image towards the spectator.

The gas industry first occupied this site from 1891 when the Brunswick Gas and Coke Company established a gasworks. From 1906 to the late 1950s it was occupied by the Lux Foundry, which used the surviving retort house as its principal building. Craig & Seeley, who came to the site in the early 1960s, were instrumental in the stove manufacturing industry in the post-war years. Their popular Chef brand appliances endured as a household name until the demise of the company in November 2001.

How is it significant?

The Craig & Seeley Offices and Showroom are of architectural, aesthetic and historical significance to the State of Victoria.

Why is it significant?

The Craig & Seeley Offices and Showroom are architecturally and aesthetically important for their boldness, invention and defiance of convention in their external design. The offices have further importance for illustrating the company's innovative venture into fabricating and promoting their porcelain enamel ware for modern architectural application.

The building is of architectural interest as one of the best examples of the commercial work of architect Theodore Berman, one of Melbourne's earliest and most fluent exponents of the overt vocabulary of commercial vernacular or featurist architecture.

The Craig & Seeley Offices and Showroom have historical importance as the former headquarters of Australia's largest cooking appliance manufacturer. The building is associated with the great surge of manufacturing in the post war years and the redevelopment and immigration programmes that sustained this activity.

The offices are of historical interest for their association with the gas industry. The site has a long history of association with the industry, first as a gasworks where gas was manufactured, then as a foundry where cast iron stoves were made and more recently as a modern plant for manufacturing gas appliances. The modern offices stand in juxtaposition with the surviving nineteenth century retort house, the two buildings providing a narrative of our changing use of gas and its associated technologies.

Permit Exemptions

General Exemptions:

General exemptions apply to all places and objects included in the Victorian Heritage Register (VHR). General exemptions have been designed to allow everyday activities, maintenance and changes to your property, which don't harm its cultural heritage significance, to proceed without the need to obtain approvals under the Heritage Act 2017.

Places of worship: In some circumstances, you can alter a place of worship to accommodate religious practices without a permit, but you must [notify](#) the Executive Director of Heritage Victoria before you start the works or activities at least 20 business days before the works or activities are to commence.

Subdivision/consolidation: Permit exemptions exist for some subdivisions and consolidations. If the subdivision or consolidation is in accordance with a planning permit granted under Part 4 of the *Planning and Environment Act 1987* and the application for the planning permit was referred to the Executive Director of Heritage Victoria as a determining referral authority, a permit is not required.

Specific exemptions may also apply to your registered place or object. If applicable, these are listed below. Specific exemptions are tailored to the conservation and management needs of an individual registered place or object and set out works and activities that are exempt from the requirements of a permit. Specific exemptions prevail if they conflict with general exemptions.

Find out more about heritage permit exemptions [here](#).

Specific Exemptions:

(Classes of works or activities which may be undertaken without a permit under part 4 of the Heritage Act 1995)

General Conditions:

1. All exempted alterations are to be planned and carried out in a manner which prevents damage to the fabric of the registered place or object.
2. Should it become apparent during further inspection or the carrying out of alterations that original or previously hidden or inaccessible details of the place or object are revealed which relate to the significance of the place or object, then the exemption covering such alteration shall cease and the Executive Director shall be notified as soon as possible.

3. If there is a conservation policy and plan approved by the Executive Director, all works shall be in accordance with it.

4. Nothing in this declaration prevents the Executive Director from amending or rescinding all or any of the permit exemptions.

Nothing in this declaration exempts owners or their agents from the responsibility to seek relevant planning or building permits from the responsible authority where applicable.

Exemptions:

* Repairs and maintenance which replace like with like.

* Works required for making the buildings safe and protecting them against weather and vandalism, including temporary fencing and closing up of openings.

* Removal of fabric which has no impact on the Craig & Seeley offices or retort house and associated workshop buildings.

Construction dates	1906, 1962,
Heritage Act Categories	Registered place,
Other Names	LUX FOUNDRY, CHEF FACTORY,
Hermes Number	12609
Property Number	

Extent of Registration

1. The building known as the Craig & Seely Offices and Showroom shown as B1 on Diagram 2026 held by the Executive Director.

2. The land shown as L1 on Diagram 2026 held by the Executive Director .

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/>