
Mobil Valewood Service Station

Location

Cnr Wanda & Valewood Streets,, MULGRAVE VIC 3170 - Property No B6897

Municipality

MONASH CITY

Level of significance

Demolished/Removed

Heritage Listing

National Trust

Statement of Significance

Last updated on - May 14, 2004

The Valewood Service Station, built in 1967, is the first Australian example of Mobil's "natural look" stations which introduced brown brick panels to the standard oblong box plan from the previous decade in an attempt to blend into the surrounding environment. Adapted by local architect Stuart Winston-Hall, the service station originated from the 1964 prototype of US architect and industrial designer Eliot Noyes, whose design was eventually adapted worldwide by the company in some 19,000 stations. The distinctive circular canopies and circular brushed aluminium pumps were also designed by Noyes. The Mobil Valewood Service Station is of architectural, historical and social significance to the State of Victoria. The service station is architecturally, historically and socially important as the Australian prototype for what is perhaps the Mobil Oil Company's most successful station design. Many examples followed, though few now survive to this degree of intactness. The complex effectively duplicates Mobil's elements to present a unified corporate identity. The streamlined circular and oblong shapes exhibit an exceptionally successful industrial design aesthetic.

Classified: 06/07/1998

Hermes Number 66161

Property Number

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/>