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Ford thinking on our historic plant

Industrial site should be re-used, says academic

ELIZA SUM

GEELONG'S Ford production plant should be transformed into a Little Creatures-style brewery precinct or Powerhouse street art gallery, a leading Deakin University lecturer says.

Architect and senior lecturer Dr Mirjana Lozanovska is leading the #VacantGeelong project which is focusing on Ford in the lead-up to the production plant's closure in October.

Dr Lozanovska said the Ford plant was perfect for a similar style of adaptive re-use seen at former industrial precincts including the Little Creatures brewery and canteen (formerly Valley Worsted Mills), Powerhouse (Powerstation B Geelong), and Customs House restaurant and wine bar (Geelong Customs House).

"Many similar-style buildings (such as the Ford plant) are often turned into expedient developments, like a supermarket, or demolished," she said.

"We can be much more inventive and creative than just the historical position or

demolition.

"There is another opportunity, especially in a place like Geelong, which is so beautifully dotted with these places."

Dr Lozanovska said the city should avoid turning Ford into a museum.

"Nor should it be demolished or completely gutted," she said.

"Geelong is searching for new identity because of the industrialisation process, but from an architectural perspective, the buildings are not leaving.

"(These buildings) are integral to the memory and urban fabric of Geelong.

"In their own way, they're very beautiful structures. They're now a reference of how we got here.

"Without that industry, there isn't the Geelong that we know.

"I'd like to see many of the kind of textures and materiality of those buildings and little structures integrated in whatever is to be done."

The #VacantGeelong exhibition is open at the Deakin

Waterfront Gallery, Cunningham St, featuring the artworks of Alexander Hamilton and creative research works of Deakin Master of Architecture students in their final year.

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**ARCHITECT AND DEAKIN LECTURER
DR MIRIJANA LOZANOVSKA**



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BE CREATIVE: Dr Mirjana Lozanovska from Deakin University, pictured at the Powerhouse in North Geelong, says buildings in the region need to be respected and be re-used to form a new impression of Geelong. Picture: NIGEL HALLETT