

# Preston Market Heritage Interpretation Strategy

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Photo: Facebook/Preston Market

# 1. Introduction

## 1.1 Background

### The Strategy

This Heritage Interpretation Strategy is in part the result of previous planning recommendations, that require the development of the Preston Market to acknowledge and present the important heritage values of the site. These values are not simply the physical or tangible elements of the market; they also include the social, community and cultural elements of the place - the intangible heritage values.

The Interpretation Strategy carefully considers these aspects of significance, recognising the community sensitivity to the proposed developments, and the strong connection that so many people have with the place.

The purpose of the Interpretation Strategy includes:

- To ensure that the heritage considerations and values of the site form a meaningful part of the future decision making
- To guide the preparation of further interpretation plans and designs as the market site is developed
- To ensure that the interpretation outcomes are well considered, meaningful, integrated and follow important interpretive design principles.

In developing the recommendations, the strategy refers to a series of important background documents that identify historical stories, site significance and community analysis and attitudes.

The development of this strategy also recognises the recommendations and guidelines of the updated Citation and Statement of Significance, and the Heritage Design Guidelines (GJM, June 2020).

### The Market Site

The Interpretation Strategy deals with the whole market site including the present market buildings and carpark bound by Murray Road to the north, Cramer Street to the south, the Preston Railway Station and rail line to the west, and the rear of the High Street shops to the east.

At the time of writing this report, only a basic framework of the proposed future developments was available including:

- The market will remain in a significant way, along with the physical elements of significance such as the Space Frame roofing
- Mixed-use developments will occur across the site, and in areas that are now predominantly carpark
- There is an emphasis on developing a series of public open spaces through the site, with inter-connecting public thoroughfares
- A stronger connection with the Preston Station will be created to facilitate easy public access

### Outcomes

The Interpretation Strategy aims to provide sufficient design detail and guidance to ensure that the interpretive intent and vision is honoured and realised.

This report therefore includes:

- A detailed thematic structure of primary and secondary themes that are relevant to the market, each with suggested storylines and content that can be used in the subsequent design stages.
- A site plan overlay of the themes and recommendations to guide the proposed development framework.

- A palette of suitable interpretive elements and design styles for each of the main themes, along with approximate locations.
- A recommended design process to guide the development of the interpretive elements.

## 1.2 Objectives

In order to provide an interesting and meaningful interpretive experience at Preston Market, the following objectives provide guidance:

- To establish a clear identification with the site's sense of place, its significance and its stories.
- To embrace and highlight the architectural, historical and cultural heritage values of the site
- To incorporate the values and significance of the site into all forms of interpretation
- To closely involve the market community where possible to facilitate the research, detailed design and delivery of relevant interpretive products and programs.
- To create a clear system of interpretive themes that illustrate the significance and values of the site
- To present the interpretive stories at hand in a variety of interesting, inventive, thought-provoking and engaging ways
- To develop a range of interpretive elements that gain the attention and interest of the target audiences
- To ensure that the interpretation is appropriate for the site
- To ensure that the interpretation is considered as part of a whole package in which a variety of techniques and media can work as a unified whole.

### 1.3 Significance

The Preston Market Heritage Citation describes the historical, technical and social significance of the market to the City of Darebin, as quoted below.<sup>8</sup>

#### *The Preston Market is of historical significance for the following reasons:*

- *Opened in 1970, it was the first market to have been constructed in the municipality since the Interwar period. Unusually it was established as a private venture, whereas most markets were established by the local council.*
- *Reflects the growth of Preston in the post-WWII period when many immigrants were attracted to the area, and subsequent waves have continued to be. The market was effectively a microcosm of the community as it reflected the cultural diversity of the area in the range of stallholders, etc., and provided economic opportunities for migrants to establish small businesses.*

#### *The Preston Market is of technical significance for the following reasons:*

- *The Preston Market is the first extensive use of space frame technology in the State. It is also an early example of computer-aided design, necessary for space frame technology. With the brief to create a well-planned, free-flowing and unencumbered functional space, the designers (Structural Consortium) settled on the space frame to achieve this end as it could be extensively cantilevered and need relatively few supports. With no affordable proprietary system available, a local company, Structural Steel, were engaged who had been experimenting with/developing a pyramidal module. Local ingenuity was thus employed to develop this system utilising readily available and inexpensive components, though nonetheless with a high level of quality control (for instance, the steel was hot dip galvanised after assembly of the pyramidal units to achieve a long lasting finish – and the steel remains in good condition 50 years later).*
- *At the Preston Market, (pre-cast) concrete tilt-slab construction was employed for the outer walls, which was an early use of the system in Victoria. Whilst it had previously been used in USA and New Zealand, tilt-slab construction had had limited application in Australia. Its benefits related to labour saving costs and the potential to relocate panels.*

#### *The Preston Market is of social significance for the following reasons:*

- *The Preston Market is strongly identified with the municipality and its communities of shoppers and stallholders, especially migrants (from various waves), many of whom have long associations with the place. The market is mainly used by people living in the nearby area and is regarded as a local ‘secret’.*
- *The Preston Market has become an informal and inclusive/welcoming community space and allows for the sharing of cultural traditions and practices, especially those associated with cuisine. The generous open spaces/walkways allow for extensive social interaction and are well used as meeting places so that a vibrant atmosphere is created (within the bustling shopping context) and there is a strong sense of ownership by the community. The stallholders themselves form a closely-knit sub-community and the market provides opportunities for them to proudly express their cultural identity and values – as such it is a safe haven.*
- *The Preston Market has continued to be a locally popular destination for nearly half a century and strong relationships between shoppers and stallholders across generations have formed over this period. The traditional, largely open-air format of the market has been well supported from the outset in contrast to the evolving trend during the late 20th century for new suburban shopping centres to fully enclosed/air-conditioned.*

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<sup>8</sup> RBA Citation (as amended by GJM Heritage), June 2020

## 2. Interpretation Guidelines and Principles

### 2.1 Interpretation – What is it?

There are many different ways to describe heritage interpretation:

- **Interpretation is an educational activity**, which aims to reveal meanings and relationships.
- **Interpretation is an art**, which combines many arts whether the materials presented are scientific, historical or architectural. (Freeman Tilden).
- **Interpretation is about inspiring people** to think, share and learn
- **Interpretation is about communicating significance** and sharing special associations to connect people with places and culture. This might include the past or present. It is the act of identifying and transmitting meaning
- **Interpretation is a means of communicating ideas and feelings**, which helps people enrich their understanding and appreciation of their world, and their role in it (Interpretation Australia Association).

Interpretation also relates to the idea of enriching the visitor's experience and enhancing the appreciation of the site through knowledge and understanding of its natural and cultural values.

Interpretation should facilitate personal connections and seek to be relevant and engaging to the audience and delivering a great experience. It can bring a subject to life, reveal meanings, provide different perspectives, and engages the senses. Interpretation is respectful of the special associations people have and the values and sustainability of culture and heritage. It can foster appreciation. It may inspire or challenge.

In the 1990s, Professor Sam Ham from the University of Idaho, developed a series of four basic principles known as the EROT rule – that good interpretation must be Entertaining, Relevant, Organised and Themed.

Professor Ham also developed an important addition to these principles that good interpretation is 'meaning making'. In other words, good interpretation is more than an entertaining series of facts. It must create a sense of meaning and connection with a place and its significance.

*"Interpretation must be viewed not as an information-giving function, per se, but as a mechanism for producing meanings that bond people to the places they visit – and that create in us a sense of place and an empathy for the people who lived in times past. In empathy, not in the facts alone, lie the great lessons that history purports to teach us"* (Sam Ham)

There is also one final and overarching principle that should be considered and which connects all the previous ones.

*"The primary choice of which way you organise something is made by deciding how you want it to be found."* (Richard Saul Wurman)

#### ***If only these places could talk ... what would they say?***

In many ways, that is the role of interpretation; to bring the area's significance and history to life, make it accessible, meaningful and memorable, and establish the important connections with a 'sense of place'. Interpretive design is the process of establishing a structure between site, story and visitors. It is the process of communication that takes into account the values of a place, the relevant stories and the profile and behaviour of the visitors.

This is sometimes referred to as "meaning making". In other words, creating a sense of meaning and connection with a place and its significance.

*Meaning that allows visitors to put places, things or concepts into some sort of perspective.*

*Meaning that allows visitors to identify with the place and its stories in a way that's more than random fact-learning.*

*Meaning that is considered as the experience.*

*Meaning that fosters an empathy for the people who lived and died in times past and occupied the spaces within which we now explore.*

When we attach meaning to items and places, they come to be important to us ... and make people care. And through this, learn the important lessons that history can teach us.

## 2.2 Principles and Guidelines

The process of developing interpretive concepts relies heavily on the inherent values and significance of the site. Heritage interpretation should refer to the tangible heritage values such as remaining buildings and places, as well as intangible heritage such as stories, characters and memories.

Recognised guidelines are critical in the development of any interpretive outcomes. These include:

- The Ename Charter: ICOMOS Charter for the Interpretation and Preservation of Cultural Heritage Sites (2007)
- The Burra Charter: The Australia ICOMOS Charter for Places of Cultural Significance.

In addition, the interpretation should be designed and developed in accordance with the following broad guidelines that are part of contemporary heritage interpretation practice:

- The interpretation should address the broader social, cultural, spiritual and contextual significance of the site.
- The interpretation should be appropriate for the site, and not detract from its values and aesthetics. This includes adhering to any conservation guidelines regarding fixings and other potential physical impacts of the interpretation elements.
- The interpretation should be attractive and engage with a variety of audiences.
- The interpretation should make meaning of place by presenting both the physical and tangible significance as well as human-based and experiential stories.
- The interpretation should be authentic and based on solid and accurate research.

- The interpretation should foster the public understanding of cultural values and the importance of heritage conservation.

### The Ename Charter

The Ename Charter provides seven key principles that are highly relevant for the interpretation of Preston Market. Detailed responses and recommendations are made within this report, based on these principles.

#### Principle 1: Access and Understanding

Interpretation and presentation programs should facilitate physical and intellectual access by the public to cultural heritage sites.

The interpretation should:

- Communicate the site's values and significance to the various audiences.
- Increase public respect and communicate the importance of the conservation of heritage sites.
- Be physically accessible to all sections of the public.

#### Principle 2: Information Sources

Interpretation and presentation should be based on evidence gathered through accepted scientific and scholarly methods as well as from living cultural traditions.

The interpretation should:

- Be accurate and based on well-researched information.
- Document relevant resource information and make this accessible to the public.
- Incorporate personal accounts as part of the storytelling.

#### Principle 3: Context and Setting

The interpretation and presentation of cultural heritage sites should relate to their wider social, cultural, historical, and natural contexts and settings.

The interpretation should:

- Consider all aspects of the site's cultural, social and environmental significance.
- Include all periods of significance to the site, whilst clearly distinguishing successive phases and influences.
- Include all groups that have contributed to the significance of the site.
- Include non-tangible heritage such as stories and local customs.

#### Principle 4: Authenticity

The interpretation and presentation of cultural heritage sites must respect the basic tenets of authenticity in the spirit of the Nara Document (1994).<sup>8</sup>

The interpretation should:

- Ensure that the interpretation is based on well researched and authenticated material
- Communicate the site's significance without adversely impacting on its cultural and environmental values.

#### Principle 5: Sustainability

The interpretation plan for a cultural heritage site must be sensitive to its natural and cultural environment, with social, financial, and environmental sustainability among its central goals.

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<sup>8</sup> The Nara Document on Authenticity was drafted at the Nara Conference, Japan 1993 in cooperation with UNESCO, ICCROM and ICOMOS.

The interpretation should:

- Be part of the overall planning, budgeting and management of the site.
- Consider the potential effect of interpretive infrastructure and visitor numbers on the cultural and environmental values of the site.
- Serve a wide range of conservation, educational and cultural objectives, rather being evaluated on the sole basis of visitor attendance or revenue.
- Enhance the public’s awareness and appreciation of relevant conservation issues and remedial actions.

#### Principle 6: Inclusiveness

The interpretation and presentation of cultural heritage sites must be the result of meaningful collaboration between heritage professionals, host and associated communities, and other stakeholders.

The interpretation should:

- Integrate the expertise of scholars, government authorities, conservation experts, local community members and others in the formulation of the interpretation facilities.
- Acknowledge and respect intellectual property and traditional cultural rights.
- Actively include traditional owners and indigenous communities in any Aboriginal cultural elements or programs.

#### Principle 7: Research, Training, and Evaluation

Continuing research, training, and evaluation are essential components of the interpretation of a cultural heritage site.

The interpretation should:

- Be continuously monitored and evaluated to allow for periodic and required changes.
- Take into account the possible uses in school curricula and lifelong learning programs.
- Include training programs of all interpretation and public interface staff to ensure quality and awareness interpretive design and presentation techniques.

### **Interpreting Aboriginal Culture – Principles and Protocols**

Interpretation Australia has developed a series of principles and protocols for interpreting Aboriginal culture. It is critical that these are acknowledged and adhered to in the development of any interpretation products that include Aboriginal cultural themes and content – whether they are signage, sculptural elements or face-to-face programs.

Aboriginal Australians should control the representation and interpretation of their culture and country.

This means that:

- Aboriginal people should control their stories and the representation of their culture and country in all forms of written and oral interpretation.
- Agencies must acknowledge and respect Indigenous rights and knowledge.
- Aboriginal culture should be represented as living, dynamic and contemporary, capable of change while maintaining respect for tradition.

- Aboriginal people interpret for their own country and not for any other community’s country, unless they have been given permission. Non-indigenous people should respect and understand this.<sup>9</sup>

It is therefore important that the local Aboriginal communities have a close involvement to provide input, especially in terms of accuracy, appropriateness, additional or alternative content, key messages, suitable motifs and additional information. Input into the design of relevant interpretive materials should also be sought.

An important principle is that cultural information must remain as their cultural property and not misappropriated by others, whether intentionally or through misunderstanding/ ignorance. It also means that the development of Aboriginal cultural interpretation must be designed and implemented **in consultation with, not for**, the Aboriginal community.

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<sup>9</sup> IAA Guidelines. Best Practice for Interpreting Aboriginal Culture and Country



Photo: Facebook/Preston Market

### 3. A Brief History

#### Preston Market: A Place Of Connection

Preston Market is a Melbourne icon. For thousands of European migrants, and many more recent arrivals, this is not just a shopping destination but a milestone in their lives – a place where they came as children, worked during holidays, made friends and even started families.

For 50 years, it has also been a major source of livelihood. The 100-plus stalls are not just a place of familiarity and comfort, but a link to culinary traditions that connect people to far-flung homelands and heritage.

*“Markets ... have always represented much more than just a place to buy and sell provisions; these vibrant public spaces have also functioned as centres of social, civic and cultural exchange”<sup>8</sup>*

#### Ancient links with food

Although the current buildings date back to 1970, the history of Preston Market goes much further back in time. For thousands of years, this has been the land of the Wurundjeri-willam, who camped along the Merri and Darebin Creeks, where they collected fish and shellfish to supplement their diets. According to many historians, local Aboriginal people initially welcomed the white strangers who appeared among them in the early 19th century – with the infamous ‘Batman’s Treaty’ being signed on the banks of Merri Creek in 1835.

After Port Phillip District was surveyed in 1837, the parish of Jika Jika was sold at government auctions – with Lot

144 bought in August 1839 by one Joseph Theophilus Mitchell. The land changed hands several times and was used largely for sheep grazing by Timothy Shepherd, whose granddaughter, Ann Eliza Young, was the first white person born in Preston in 1850.

Between 1873 and the 1930s, there were three ‘Preston Markets’ on various nearby sites, selling livestock and household furnishings. During the 1930s Depression, Preston gained a reputation for competitively priced produce – particularly ‘household lots’ of fish and meat.

In the late 19th century, Preston was also known for ‘noxious industries’ like leather tanning, wool scouring and meat curing. At one time there were 19 tanneries here, with Thomas Broadhurst building a major tannery in 1888 on the site now occupied by Preston Market. Boosted by the building of the railway, Broadhurst’s business grew – exporting leather as far as the UK – and when he died in 1919, it passed into the hands of his son Robert.

*“The odour of the tanneries was the thing Preston was known for. It was a definite odour... quite a harsh sort of smell.”<sup>9</sup>*



Aerial view of Broadhurst tannery - bounded by Cramer Street, Murray Road, Mary Street and the Preston Railway Station, c.1905 (Darebin Heritage)

<sup>8</sup> Gentry J.D. 2013. A Sustaining Heritage: Historic Markets, Public Space and Community Revitalisation. Pg. 2.

<sup>9</sup> Back in Them Days’: An Oral History of Preston, City of Darebin, 1994.

## A market for migrants

During the 1920s the population of Preston trebled, with the district evolving from a Shire, through Borough and Town, to a City in 1926. After World War II, the population again went into overdrive, fuelled by a flood of migrants from Greece, Macedonia and Italy.

By the time Broadhurst's tannery was demolished in the 1960s (and in spite of the construction of nearby Northland), Darebin Council had earmarked the prime site between the town hall and the railway station for shopping. Into the picture stepped Polish developer Leon Jolson, who realised the large European communities here hankered for a 'taste of home' – and would appreciate a traditional open-air food market. He apparently had no problems raising \$2 million from private investors, and by the time the market opened in October 1970 had received over 300 applications for the 250 stall places.

The market was designed by three young graduates from the University of Melbourne's Architectural School, who chose a new technology called a 'space frame' – an interlocking series of triangular steel trusses – which provided long high-roofed walkways perfect for shoppers to pass along browsing the goods on display. Local real estate director Tony Arnold heralded the market as *"one of the most outstanding developments to be built in Melbourne"*.

The opening on August 11th 1970 was accompanied by considerable fanfare, with a three-page promotion in the local Leader and an opening ceremony conducted by the Deputy Premier, Sir Arthur Rylah.

*"I want this market to be a place of noise and activity and, when the housewife arrives back home, I want her to feel exhilarated"* – Leon Jolson, developer of Preston Market.

## A rich mix of ingredients

In the 1970s and 80s, new waves of migration from Vietnam and China saw several Asian stalls set up at Preston Market, adding to its early Mediterranean flavour. The market continued to reflect the changing demographic of its surroundings, with people from Africa, the Middle East, India, Sri Lanka and the Philippines setting up shop here during the 1990s. By the start of the 21st century, it was said that you could get ingredients for virtually any national dish at Preston Market.

Jolson's open-air design has proved an enduring foundation for this cultural melting pot – the stall-lined walkways promoting long-term friendships between stallholders and their customers, and cementing Preston's reputation as "Melbourne's multicultural market".

*"The market really brings back the whole concept of the village to the community – a place where people can meet and do more than just shop."*  
– Annie Emery, Rhubarb Rhubarb Organics, quoted in 'Preston Market: A Local Melbourne Treasure', Upstart Magazine, June 2012.



Mayor Larkin lays the first peg in the building of Preston Market, Oct 1969 (Preston Market Cultural Heritage Study, City of Darebin)

## 4. Relevant Planning Documents

The Preston Market Interpretation Strategy has been developed in the context of the findings and recommendations of several planning documents. These include the following.

### **Preston Market Heritage Study. Volume 1: History and Community Connections, 2017. Context**

This document provides a detailed summary of the history and development of the Preston Market and surrounding area. It also provides summaries of trader and community surveys, and their attitudes and attachments to the market.

Community attitudes to Preston Market are summarised as follows:

- **As a community place:** it is a place where people meet, exchange and socialise, and that creates a 'community space' within the local area for these informal connections to be made and maintained. There is a 'sense of community' at the market; it is a welcoming and inclusive place.
- **For its cultural diversity:** the market reflects the site's history and is a microcosm of contemporary community of Preston. It enables people to connect to their own food cultures as well as experience the cultures of others in an 'authentic' way.
- **Atmosphere:** Preston Market is seen as an alive, vibrant place, with the atmosphere linked closely to its cultural diversity and the 'market' form of shopping
- **Identity:** visiting Preston Market evokes positive memories, particularly of connecting with other people – family and friends – as well as interacting with stallholders. Some used the words 'ritual' and 'tradition' to encompass their sense of connection to the market

### **Preston Market Heritage Study. Volume 2: Significance, 2017. Context**

This subsequent document provides a Statement of Significance for the site according to the Victorian Heritage Register criteria, along with a series of recommendations.

These include the development of an interpretation strategy with opportunities to engage with the market communities through community-based art, oral history and photography so that people can tell their own stories in their own ways. Suggested interpretive items are:

- Publication of a brief social history of the Preston Market in an accessible format (hard copy, e-book)
- A community-based activity or activities to document community perceptions of the market and market life/culture: this could be through an arts, history or culture-focused project
- On-site interpretation of the stories of the Preston Market (via story-boards, QR codes or a place-based app)
- Links with the stories of the market to the wider stories of the immediate locality.

### **Preston Market Precinct Engagement Report, 2019. RPS.**

This report presented the findings of a community consultation and engagement process conducted in May and June 2019. This included an on-line survey, stakeholder meetings, pop-up displays at the market, community workshops and 'display and discuss' sessions.

The key conclusions of this process included:

- The desire for green, open space within the precinct
- That the precinct is pedestrian centred
- The use of 'green' and sustainable technology
- That the market character and intangible 'essence' of the market including the cultural diversity and welcoming nature of the place is highly important

## **Preston Market Quarter Identity Study, 2019. Hello City**

This document provides an analysis of the role that Preston Market has within the local community, as well as the types of people who frequent the market.

The 5 core 'archetypes' are:

1. The Market Aficionado - people who routinely shop and visit the market
2. The Mixers - people who use the market more as a place to socialise
3. The Indispensable - the traders - animated, loud and proud
4. Historians and Custodians - the original market users who have been coming to the market since it was built
5. Generation Now - the next generation of market lovers with new tastes in the style of food outlets and shopping

In the Hello City surveys undertaken as part of the study, two essential characteristics were considered to be central to the market's identity:

- **THIS** – organic, flexible, dynamic, easily changed and adapted to need and demand. Based on relationships, slow, personal, creative, welcoming and inclusive.
- **NOT THIS** – highly designed and curated, fixed, predictable, generic and expensive. Transactional, fast, trader not exchange, impersonal, same as everyone else, exclusive.

*"The primary and secondary research conducted by various groups about markets makes clear one key message: the more meaningful the place, the higher the likelihood that the place will be adopted and cared for by the people who use and inhabit the space. Preston Market Quarter's flexible physical design, governance and dynamic nature means that it can quickly adapt to the needs of the people. This includes not just the products and services but the ways in which they are offered."*

## **Preston Market Site Review Phase 1 and 2 Engagement Findings AND Community Reference Group Report, Capire Consulting Group, 2018**

These reports were the result of a program of engagement and consultation with the community, in order to gain an understanding of their vision and expectations for the future of the market site. The engagement activities included market pop-ups, drop in sessions, trader meetings and discussions, on-line engagement, submissions and the establishment of a Community Reference Group.

The vision for the market that came from the process was:

- The Preston Market site is a vibrant and diverse place for community to gather around food and celebrate culture.

The overall key messages were:

- The Preston Market is highly valued by the community and should be retained.

- The community would like to preserve the essence of the market, particularly the market community, the fresh food, diversity of stalls and small traders. Most of the community support shifting the market location within the site if it retains its essence.
- The market should retain its open and airy feel, with potential to incorporate more open spaces and meeting spaces on the site.
- Fresh food should remain a core focus of the Preston Market site, while encouraging other uses such as market events, activities, arts and live music performances.
- The participants value the market as an inclusive and welcoming place where they can connect to their community.

In addition, a series of 18 recommendations were developed around the areas of built form, market building, market operations, community, public realm and open space, and transport and access. The reports also provided some interesting and poignant quotes from participants:

*"Important the design of the market building encourages attractive public realm space for people to meet and feel part of a community"*

*"Areas for learning and knowledge exchange for all ages/needs"*

*"I love the buzzing, vibrant atmosphere"*

*"Preston market is an icon"*

## **Heritage Design Guidelines: Preston Market. 2020. GJM Heritage**

This document provides background for the design elements within the market, and presents a series of examples of acclaimed international urban renewal projects. These include:

- Areas of interesting public street art, large scale murals and sculptures
- Retention and adaptive reuse of heritage buildings
- Recognition of local significance and values, including social significance
- Interpretation of archaeological remains
- Establishment of pedestrian precincts and courtyards

The document also presents a series of design guidelines, based on the background development policies and rationale. Design guidelines that have particular relevance for the heritage interpretation include:

- Encourage an innovative and bespoke design response to the heritage values of the place.
- Provide high-quality amenity and visual interest at existing and/or new key pedestrian intersections
- Encourage the retention or reinstatement of original signage formats
- Encourage the retention or relocation of existing large-format murals
- Provide for new large-format murals that are publicly accessible and incorporate relevant cultural themes

## 5. Target Audience

### 5.1 Preston Market Quarter Identity Study (2019)

This document as presented in the previous section, describes 5 core 'archetypes' or visitors to the market.

These include the regular market shoppers, some of whom have been coming to the market since it was opened (Market Afficionados and Historians/ Custodians) and others who are relatively new to the market (Generation Now). The visitor profile also includes the stall holders and traders (The Indispensable) who bring life and vitality to the market, and those who rely on the market as an important social venue (The Mixers).

Each of these groups have similarities, in that they are seeking a place that can offer interest and life, community and connectivity, casualness and cross cultural exchange.

As a broad generalisation, they are more likely to be engaged by an inclusive and more earthy/ organic experience rather than slick and overly refined one.



Photo: Facebook/Preston Market

## 5.2 Roy Morgan Segmentation

As a way of further understanding and gaining an insight into potential target audiences, it is worth referring to Roy Morgan's Market Values Segments.<sup>8</sup> This respected system of market segmentation identifies the values, aspirations, behaviour and broad interests of particular groups of people. The Roy Morgan Values Segmentation breaks the Australian population into ten broad categories, four of which are relevant to the potential visitor profile of Preston Market. Refer to the Roy Morgan website below for further details about the segmentation categories. This is by no means a comprehensive analysis of the visitor profiles, simply a broad assessment of the larger visitor segments.

These segments include:

### Socially Aware

- Community minded and socially active, always searching for something new and different. They seek new opportunities for training, education and knowledge.
- They have a strong sense of social responsibility with the desire to become involved in pressure groups and campaigns

### Conventional Family Life

- Represents the core of 'middle Australia', with values centred around the significant events in personal and family lives. They tend to be people seeking greater financial security, struggling to improve their basic living standards and give families better opportunities than they had in their childhood.
- They seek value for money in purchases with a mixture of branded and generic items, with much of their income going towards kids, mortgage and home improvements

### Traditional Family Life

- Retired middle Australia, cautious of new things and passive income earners.
- Comparatively time rich and hence likely to be heavy readers of the daily newspaper. They have a strong focus on family and like the younger Conventional Family Life segment are motivated by similar values in terms of security, reliability and providing better opportunities for the family.

### Basic Needs

- These people are often focussed on 'getting by' on a daily basis. They are often older people who are retired or on a social security allowance.
- They are generally happy and content with what they have and enjoy watching the world go by while still feeling a part of it. They have a strong sense of community and staying in touch with their families and friends.

## 5.3 What This Means - Design Guidelines

Despite these identified visitor segments and archetypes being quite diverse, in many respects they tend to have broadly similar values and interests.

- They have a strong focus on community and family
- They are looking for 'real' experiences rather than glitz
- They would not respond favourably to overly slick presentations and formats.

Therefore, the success of attracting and communicating with the different visitor segments, strongly depends on the way in which the interpretive products are presented. This includes:

- Interesting design that is vibrant, artistic and even quirky, which is in keeping with the aesthetics of the place
- Interesting and easily accessible stories that relate to the sensibilities of the various visitor segments - people, community and social connections
- Stories that relate to the cultural and social experiences that people are seeking when they come to the market
- Stories and forms that are meaningful and relevant to the place, and provide an interesting social and historical context.

<sup>8</sup> <http://www.roymorgan.com/products/values-segments/values-segments.cfm>

## 6. Relevant Examples of Interpretation at Markets

There are many community markets throughout the world that have historic and heritage values, some of which include heritage interpretation developments - both small and large scale.

### Borough Market, London, UK

The earliest record of the Borough Market is in 1276, when the market was located close to the River Thames. In 1756 it was re-located to the present site some distance from the river.

It originally sold "corn, cattle and other merchandise" and is now a popular lunchtime venue for city workers. The market features a bell which was traditionally used to announce the start and end of each day's trading. The market has also been used in several movies including Bridget Jones's Baby, and Harry Potter and the Prisoner of Azkaban.

The interpretation of the market is relatively limited, with a simple plaque located next to the historic bell, and events within the London Design Festival that celebrated the hand lettering of many of the market's old signs.

The Borough Market also has a website that presents many of the background stories of some of the market traders. These include:

- Mothers of the Market - how Borough Market's traders were influenced by their mothers and grandmothers
- A Family Affair - Mums, sons and daughters of the market and their relationships and being a family business
- A View from the Stalls - ten insights into life at Borough Market

<https://boroughmarket.org.uk/articles/behind-the-stalls>

### Relevance to Preston Market

- The refurbishment and use of historic signs as an aesthetic and information technique is of value
- The website that features behind the scenes stories of traders is of particular interest, however people need to know of the existence of this facility and be directed to it by way of on-site interpretive elements - digital technology in this instance should be considered as an additional and complimentary element, not the central experience.



Borough Market's historic bell and signage  
([www.boroughmarket.org.uk](http://www.boroughmarket.org.uk))



## Covered Market, Oxford, UK

The Oxford Covered Market was opened in 1774 as a market for meat, fish, poultry and vegetables, and was rebuilt and enlarged in 1834-40. The building is significant as evidence of the changing attitudes to public health and the commercial developments in 18th and 19th century England.

The market also remained open during WW2 and was a vital source of food during this time.

In 2011, the Museum of Oxford presented an exhibition of photographs, portraits and behind-the-scenes footage that told the story of the market, its history and the characters who occupy and visit it. No additional interpretive elements appear to be provided.

Images used in the Covered Market photographic exhibition (Museum of Oxford)

## Relevance to Preston Market

- Curated photographic exhibitions can present a large and varied range of interesting images. This could be a changeable exhibition according to different themes or eras.
- Relevant exhibitions could be developed by the local community with private and government assistance and presented at nearby galleries such as the Northcote Town Hall Arts Centre.



## Queen Victoria Market, Melbourne

The Queen Victoria Market has been a Melbourne icon for many years with over 600 shops and businesses. Much of the market is located on the site of Melbourne's first official cemetery, which operated from 1837 to 1854. Later it became the official hay and corn market.

The oldest part of the existing market was established in 1857, and was known as the 'Lower Market'. This was added to by the 'Upper Market' in 1877, followed by further additions such as the Meat Hall in the 1970s.

The heritage interpretation of the market consists a series of on-site signs and a self-guided heritage trail brochure. The interpretation provides a summary of the history of the site, the development of the market, and some of its important architectural features.

## Relevance to Preston Market

- Standard signage has limited appeal and connection with most visitors, except those who have an existing interest. Standard signage should be used sparingly and only in specific contexts.
- A self-guided tour and brochure can be a good interpretive device, however its success is dependent on gaining people's attention in the first place and effective promotion.



Queen Victoria Market signage and brochure ([www.pinterest.com.au](http://www.pinterest.com.au))

## Pike Place Market, Seattle, USA

Pike Place Market is a major venue for both locals and tourist to Seattle, with over 15 million visitors a year. The market began in 1907 as a simple farmers market, and quickly grew into a major city institution. It reached its heyday in the 1930s with over 600 farmers selling their produce, and providing inexpensive food to the people of Seattle during the Great Depression.

In the 1960s, developers planned to demolish the market and replace it with office towers and apartments. A major community backlash and campaign eventually led to the market being saved and rejuvenated in the 1970s, only to fight another battle in the 1990s against a group of New York investors.

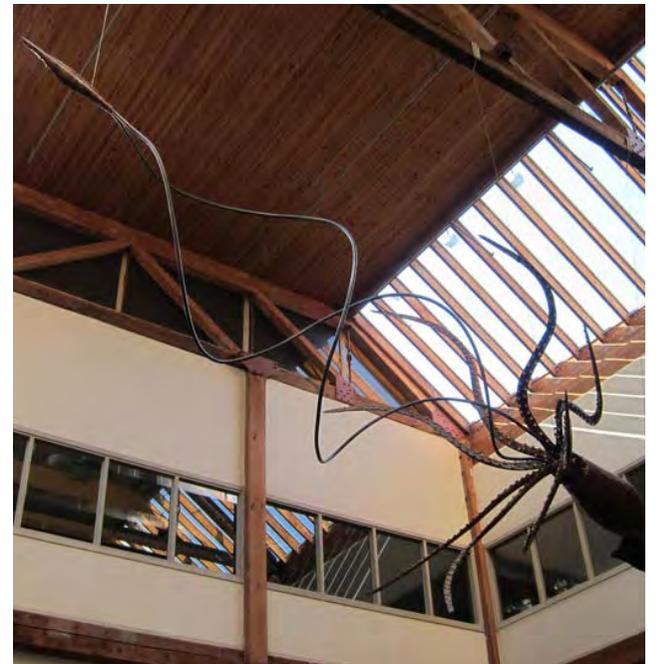
The history and significance of the market has been very successfully presented through the use of murals, functional art, sculptures, mixed media and historic signs, as well as regular events and guided tours.

Artistic and interesting interpretive elements at the Pike Place Market ([www.pinterest.com.au](http://www.pinterest.com.au))

## Relevance to Preston Market

- The technique of using interesting and innovative art that is integrated into the various spaces to tell interpretive stories is highly relevant for Preston Market
- In order for the artworks to be effective as interpretive techniques, the messaging must be very clear and may require a level of simple explanatory/ contextual signage.





# 7. Thematic Structure

A clear thematic structure is an important part of any interpretive planning and design process.

The hierarchy of themes provide clear messages and storylines in ways that allow context and connections to be made. The thematic structure holds the various storylines together and provides a clear direction for all interpretation items, whether presented as on-site elements, digital components or public programs.

## 7.1 Victorian Framework of Historical Themes

The Victorian Framework of Historical Themes developed by Heritage Victoria (2010), provides a useful starting point and context for the detailed interpretive theme development for Preston Market, and provides useful links for potential school-based excursions and other curriculum-based activities.

The following numbered framework themes are considered to be particularly relevant.

2. ***Peopling Victoria's places and landscapes***
  - 2.1 Living as Victoria's original inhabitants
  - 2.5 Migrating and making a home
  - 2.6 Maintaining distinctive cultures
  - 2.8 Fighting for identity
3. ***Connecting Victorians by transport and communications***
  - 3.3 Linking Victorians by rail
4. ***Transforming and managing land and natural resources***
  - 4.1 Living off the land
  - 4.3 Grazing and raising livestock
5. ***Building Victoria's industries and workforce***
  - 5.1 Processing raw materials
  - 5.3 Marketing and retailing
  - 5.7 Working
6. ***Building towns, cities and the garden state***
  - 6.3 Shaping the suburbs
  - 6.7 Making homes for Victorians
8. ***Building community life***
  - 8.5 Preserving traditions and commemorating
9. ***Shaping cultural and creative life***
  - 9.3 Achieving design and artistic distinction

## 7.2 Overarching Interpretive Concept

### **A Feast for the Senses**

The experience of visiting the Preston Market engages all five of the senses – smell, sight, sound, touch and taste. There is so much to look at; from the colourful produce and other goods on display, to the diverse community of shoppers and stall holders. The space is often noisy and crowded, and fresh food markets like Preston have a distinct aroma that can be overpowering.

And then there is the delicious array of food available for purchase – fresh fruits and vegetables, meat and fish, and sweet and savoury treats to satisfy every taste. As the beating heart of a strong multicultural community, Preston Market offers a multitude of flavours from across the globe.

For 50 years, Preston Market has been at the heart of the local community. But long before it became the market it is today, this land was associated with food and other produce. The history of the site also features interesting stories, spectacles and strong smells – not all of them pleasant or sweet.

### 7.3 Interpretive Themes

*If the Preston Market could talk, what would it say and what stories would it tell?*

To present these stories and importantly create a sense of place, the interpretation has been developed according to a two-tiered thematic structure consisting of primary and secondary themes.

#### Primary Themes

The Primary Themes are based around the concept of **‘The Senses’**.

By using the five senses as a primary thematic structure, the various secondary themes of Preston Market can be presented in ways that engage with the experiences of the visitors, as well as providing imaginative interpretive angles and opportunities.

The Primary Themes can be considered as the lens through which the Secondary Themes are expressed.

These Primary Themes are:	
<b>SMELL</b>	Our sense of smell is among our oldest and most important senses. The former incarnations of the market site were famous for powerful odours of livestock and leatherwork. The current market has its own distinct blend of fragrances.
<b>SIGHT</b>	The story of Preston Market's construction is a tale of insight and inspiration. Under its space frame roof, the market is a riot of colour and a great place for people watching.
<b>SOUND</b>	Communication is central to the rituals of exchange and trade. Preston Market has always been a noisy place, and today its vibrant community speaks in many languages.
<b>TOUCH</b>	Touch is the way we connect – with others and the environment around us. The busy, bustling atmosphere of the Market encourages a range of rich encounters.
<b>TASTE</b>	We all need to eat. Good food is much more than simple sustenance; it's one of the delights of living.



Photo: Facebook/Preston Market

## Secondary Themes

The secondary themes are the actual stories that can be presented.

They are expressed as a simple header, with a brief supporting explanatory phrase that provides an insight into the relevant theme or story angle. Brief summaries of relevant storylines are also included.

It should be noted that these storylines are not intended as actual content or text for any proposed interpretive media. They are provided simply as a resource from which the interpretive concepts, text, scripts etc. can be drawn.

All reference to Aboriginal cultural information should be developed in consultation with the relevant local Aboriginal community representatives. See Section 2 for principles and protocols.

Reference is made in each theme to the relevant Victorian Historical Theme. This provides a useful link to a consistent thematic structure for the development of associated elements, such as school education programs.

### SMELL

#### *Colonial Times: Sheep Grazing at Shepherd's Run*

During the middle years of the nineteenth century, this area was occupied by a series of landowners, who used it to graze sheep and other livestock, and with it came the aromas of lanolin and dung.

- Crown Allotment 144 was bought in August 1839 by Joseph Theophilus Mitchell for £1 6s an acre. He leased it for sheep grazing to Timothy Shepherd, and the land came to be known as 'Shepherd's Run'.

- Shepherd's granddaughter, Ann Eliza Young, was the first white person to be born in Preston in 1850.
- When he purchased the land in 1872, Francis Bell divided Shepherd's Run into six blocks and sold each with the proviso that 'all those pieces appearing as Roads or Ways' be retained. Those already constructed included Bruce and Cramer Streets crossing west-east, and Jessie and Mary Streets crossing north-south.
- A major water pipeline, the Yan Yean Pipe, was constructed along what is now St George's Road.
- In November 1873, The Argus announced that the 'Preston Market' was 'opening weekly... incl. dairy produce, pigs, calves, cattle and horses (all classes) and horses (broken and unbroken), gigs, American wagons, harness & c, also about 1 ton first class cured bacon in sides.'
- In September 1897 a livestock market was established on the corner of Bell St and Plenty Rd.

Relevant Victorian Framework of Historical Themes

4. Transforming and managing land and natural resources

4.3 Grazing and raising livestock

#### *A Pungent Past: Preston's Tanneries*

*"The odour of the tanneries was the thing Preston was known for. It was a definite odour, leather odour, you could smell it anywhere. It was quite a harsh sort of smell."*<sup>8</sup>

- In the late nineteenth and early twentieth centuries plentiful water and cheap labour helped Preston

became a popular site for 'noxious industries' including leather tanning, wool scouring, and ham and bacon curing.

- The leather curing process was a dirty, smelly business, involving removing hair, grease and salt from the hides before treating them with chemicals and dyes.
- In 1865 William Braithwaite established the first of 19 tanneries in the district, between High St and Cramer St.
- Thomas Broadhurst learned his trade at the Braithwaite Tannery, and worked at a number of local factories before establishing his own tannery to the north, on the block now occupied by Preston Market.
- Buoyed by a ban on British and German leather imports during World War 1, the Broadhurst Tannery went on to become one of the largest and most successful in Victoria.
- By the time of his death in 1919, Thomas Broadhurst had extended the factory several times, and his son Robert ran the company successfully for another 30 years – increasing the staff from 80 to 150 and selling leather to England and New Zealand.
- In 1950, he sold the company to the Johnson Leather Co. in Sydney, which ran the business for 10 more years before subdividing the land and leasing it.

Relevant Victorian Framework of Historical Themes

5. Building Victoria's industries and workforce

5.1 Processing raw materials

<sup>8</sup> Darebin Thematic Environmental History, Context, 2007, 'Back in Them Days': An Oral History of Preston, City of Darebin, Preston, 1994, p. 15.

### Market Aromas: A Heady Cocktail

The smell of a fresh food market is both intangible and overpowering.

- Preston Market smells like an elusive combination of ground coffee, fried doughnuts, exotic spices from all over the world, and fresh (and sometimes not so fresh) produce.
- The multicultural flavour of the market is part of its unique appeal, and its aroma.

Relevant Victorian Framework of Historical Themes

- 2. Peopling Victoria's places and landscapes
  - 2.5 Migrating and making a home
- 8. Building community life
  - 8.5 Preserving traditions and commemorating



Photo: [www.prestonmarket.com.au](http://www.prestonmarket.com.au)

### SIGHT

#### Leon Jolson: A Man with a Vision

The market is the brainchild of the entrepreneurial businessman Leon Jolson and his wife Lola.

- Born Laibusz Dzialowski, and nicknamed 'Laib', the Yiddish word for 'lion' – Leon Jolson was interned at Dachau, Belson and Auschwitz during WW2. After the war he was reunited with Lola in Paris, and the couple married before emigrating to Australia.
- After working in a textile factory and as a stallholder at the Queen Victoria market, he established a successful real estate business in Prahran. When the Broadhurst Tannery came up for sale, Leon raised \$2 million from private investors and bought the site with the intention of building a European-style market.
- There was great enthusiasm for the project, with more than 300 applications for the 250 stalls.
- The market was formally opened in October 1970.

Relevant Victorian Framework of Historical Themes

- 6. Building towns, cities and the garden state
  - 6.3 Shaping the suburbs



Leon and Lola Jolson (National Archives of Australia)

#### Light, Bright and Open: A Market with a Space Frame Roof

With a long, lightweight roof and minimal support structures, Preston Market has an interesting design that sets it apart from Melbourne's other fresh food markets.

- The Jolsons imagined a traditional European style 'open air' market that was economical and quick to construct.
- Working with graduates from the University of Melbourne's school of Architecture, they chose a new technology called a 'space frame' – an interlocking series of triangular steel trusses.
- At the time it was more commonly used in spacecraft, boats and some cars. The technology was pioneered by Alexander Graham Bell, inventor of the telephone.
- The design let in lots of air and light and encouraged social interaction between stallholders and customers.
- The building has a cruciform layout of intersecting streets. Centreway runs from east to west, and The Strand from north to south.
- While the main thoroughfares are open to the elements, the meat, seafood and deli areas are enclosed within sealed glass panels.

*"The market sheds themselves were designed to be cheap to construct, to take advantage of the latest technology, to let in light and heat and cold, to place practicality over ornamentation and most of all to be flexible and to allow for evolution and expansion."<sup>9</sup>*

Relevant Victorian Framework of Historical Themes

- 6. Building towns, cities and the garden state
  - 6.3 Shaping the suburbs

9 Preston Market Quarter Identity Study, prepared by Hello City for Darebin City Council, August 2019

### *Express Yourself: Market Art*

The market experience is much more than just exchanging money for food and other goods.

- The external walls of the market buildings currently feature the work of Melbourne-based and Australian artists including Reka One, Elliot ‘Numskull’ Routledge and Bradley ‘Beastman’ Eastman, 19 year old Celeste Mountjoy (aka Filthy Ratbag), Minna Leunig, and Tristan Kerr.
- Through a range of different mediums and styles, local artworks highlight the stories and symbols of the Preston Market experience.
- Stallholders often attract customers with whimsical and eye-catching displays of their goods.

#### Relevant Victorian Framework of Historical Themes

5. Building Victoria's industries and workforce

5.3 Marketing and retailing

5.7 Working

8. Building community life

8.5 Preserving traditions and commemorating

9. Shaping cultural and creative life

9.3 Achieving design and artistic distinction



Photo: Facebook/Preston Market

## SOUND

### *Telling the Time by the Factory Whistles*

Factory whistles formed part of the soundtrack of life in the working class northern suburbs of Melbourne.

*"The tannery whistles used to go all the time. You didn't need a clock in Preston, didn't need a clock at all. The whistles would start about 7.25 in the morning, then there would be another one at 7.30 and this was to start the workers for the day. Then there would be more through the day. For lunch time, and the end of lunch time, and then knock off time. You'd be walking down the street, you'd hear the whistles and you'd know what time it was."<sup>10</sup>*

- The tanneries and other industries provided employment as the local community expanded and diversified.

Relevant Victorian Framework of Historical Themes  
5. Building Victoria's industries and workforce  
5.7 Working



Preparing hides at Braithwaite's tannery (Darebin Heritage)

<sup>10</sup> Darebin Thematic Environmental History, Context, 2007, 'Back in Them Days': An Oral History of Preston, City of Darebin, Preston, 1994, p. 15.

### *Community Voices: A Celebration of Difference*

Stallholders speak of a unique sense of 'belonging' to the market community.

- For the stallholders, Preston Market is much more than a place of business. It is a vital part of their identity, creating personal links and lasting friendships with other stallholders and the wider community.
- Many are second or third generation stallholders, and employ their brothers, sisters, sons, daughters, nephews, nieces and cousins.

*"The market is a site for social interaction, for the celebration of difference, and for the strengthening of shared identity and belonging."<sup>11</sup>*

- The market is a tolerant, inclusive, nonjudgmental place, with few racial or class boundaries.
- Preston Market is a uniquely safe and accepting space where locals come to have lunch, meet neighbours, chat with stallholders they've known their whole lives.

Relevant Victorian Framework of Historical Themes  
5. Building Victoria's industries and workforce  
5.7 Working  
8. Building community life  
8.5 Preserving traditions and commemorating

<sup>11</sup> Market Crossings, Breakdown Press, 2010.

### Noise and Activity: A Vibrant Place

*"I want this market to be a place of noise and activity and, when the housewife arrives back home, I want her to feel exhilarated" – Leon Jolson*

- Within the Market community, everyone knows each other's names.

*"The warmth of all the people. There's a big family orientated customer base here which we've all got used to... we are very close with all the customers, we know them all by first name basis coming here, so very happy here."<sup>12</sup>*

- The languages spoken by the stallholders reinforce customers' cultural connections. Many stallholders and their staff speak multiple languages – e.g. Cambodian Si, owner of Centreway Electrical for 25 years, says his staff can speak English, Vietnamese, Cantonese, Mandarin, Cambodian, and "bits of Italian and Greek".<sup>13</sup>

- Being able to speak your original language and have your cultural expressions understood enables people to feel safe and accepted – so important for elderly Greeks with limited English, for young Indians who don't always feel welcome in Melbourne, for recently released refugees who meet here on weekends.
- The signage within the market is presented in many different languages.

Relevant Victorian Framework of Historical Themes

2. Peopling Victoria's places and landscapes
  - 2.5 Migrating and making a home
8. Building community life
  - 8.5 Preserving traditions and commemorating



Photo: www.broadsheet.com.au



Photo: Neos Kosmos

<sup>12</sup> Ufouk, stallholder [Ocean Catch Seafood?] (Victoria's Post 1940s Migration Heritage, quoted in Preston Market Heritage Study Vol 1, p.46)

<sup>13</sup> Preston Market Heritage Study, Volume 1: History and Community Connections, Context Pty Ltd, December 2017.

## TOUCH

### *Rail Connections : The Growth of a Suburb*

The nearby railway was an important factor in the site's history and development, and its connection with the surrounding community.

- Preston Railway Station, then called 'Preston-Murray Road', opened on the Whittlesea railway line on October 8th 1889.
- However, it wasn't until after World War 1 that Preston experienced rapid suburban growth, particularly after the electrification of the railway as far as Reservoir in 1921.
- During the 1920s the population of Preston trebled, and in 1927 the district had the highest birth rate in the whole of Victoria.

*"The rich and varied influences of successive waves of migration... crisscrossing storylines creating an ever-changing melee of people, ideas, food, families, words, sounds, smells, histories and recipes."* – Market Crossings, Breakdown Press, 2010.

Relevant Victorian Framework of Historical Themes

- 3. Connecting Victorians by transport and communications
- 3.3 Linking Victorians by rail

### *Melbourne's Multicultural Market*

Preston is a multicultural suburb, with the market embracing the heart of this diverse community.

- Leon Jolson recognised that the communities of Greeks, Italians and Macedonians who came to Preston after the Second World War would appreciate a traditional open-air market selling familiar produce.
- During the 1970s and 80s, immigrants from Vietnam and China broadened the initial Mediterranean flavour of the market.
- In the 1990s and 2000s the community welcomed Lebanese, Syrians, Iraqis, Africans, Indians, Sri Lankans, and Filipinos.
- The market's open air design and stall-lined walkways have helped to promote close friendships between stallholders and customers.

*"The market is about many things but mainly it is about people – the people who work there, who shop, who meet friends, who pass through to get to the other side. The crossings of these people produce patterns and unexpected encounters."* – Lou Smith and Tom Sevil, Market Crossings, Breakdown Press, 2010

Relevant Victorian Framework of Historical Themes

- 2. Peopling Victoria's places and landscapes
- 2.5 Migrating and making a home
- 8. Building community life
- 8.5 Preserving traditions and commemorating

### *Green Fingers: Market Gardens and Fresh Produce*

Long before it became the market it is today, this area was associated with fresh food and produce with people tending their farms and gardens.

- A century before the current Preston Market was built, the area was already famous for its fresh vegetables
  - the early settlers growing carrots, onions, potatoes, beans, cabbages and tomatoes in the fertile volcanic soils along the Darebin and Merri creeks.
- In the early 1900s, Chinese immigrants began planting market gardens along Merri Creek, supplying veggies to Victoria Market as well as local house-to-house sales.

Relevant Victorian Framework of Historical Themes

- 2. Peopling Victoria's places and landscapes
- 2.5 Migrating and making a home
- 5. Building Victoria's industries and workforce
- 5.7 Working



Photo: Facebook/Preston Market

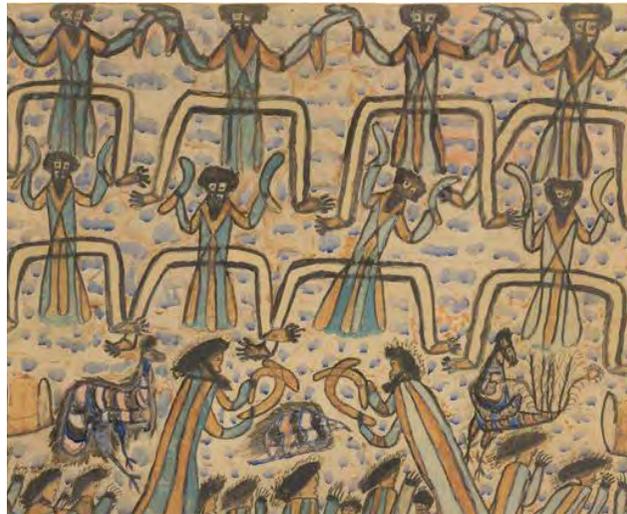
## TASTE

### *Wurundjeri Land: Fertile country feeding the first people*

For tens of thousands of years, this has been the land of the Wurundjeri-willam people, who camped near the Merri and Darebin creeks and moved with the seasons to make the most of available foods and resources.

- Women dug plants, roots and tubers such as yam daisies out of the ground with kannan digging-sticks, and collected shellfish, eel, fish and ducks in the creeks – with traditional foods and flavours that may be unfamiliar to many.
- The men would hunt emus and kangaroos on the grasslands surrounding the creeks.
- Meetings and ritual ceremonies were held frequently between the Wurundjeri-willam and other Woiwurrung-speaking clans, usually in the spring and summer months when there was more food around to sustain larger gatherings.

Relevant Victorian Framework of Historical Themes  
2. Peopling Victoria's places and landscapes  
2.1 Living as Victoria's original inhabitants



Untitled (Ceremony), William Barak (National Gallery of Victoria)



Photo: Facebook/Preston Market

### *A Moveable Feast: Flavours from around the world*

Shaped by Preston's multicultural community, the modern market is renowned for a wide range of produce and dishes from around the world.

- For tens of thousands of Melburnian migrants, the market offered familiar foods and flavours that connected them to distant homelands and families, and linked them in a real and visceral way to their past.
- The market's Facebook and Instagram pages reflect the vibrant, dynamic community, which values freshness and affordability, celebrates different cultures, and loves to share recipes, culinary discoveries, flavours and special deals.
- Fêted specialties include Vinnie's pizzas, doughnuts from Hot Jam Donuts and the Sri Lankan curries at Drums.
- Lisa Galloro's seafood paella at Gringo Paella represented Australia at the 2017 Concurs International de Paella in Valencia.

Relevant Victorian Framework of Historical Themes  
2. Peopling Victoria's places and landscapes  
2.5 Migrating and making a home  
8. Building community life  
8.5 Preserving traditions and commemorating

### ***Bitter Taste: Community Controversy and Development***

In recent years there has been resistance within the local community to some of the development options proposed for the Preston Market site.

- For millions of visitors, it is an enduring icon of Melbourne. The passionate response to recent development proposals shows just how much the place means to the people who buy, sell, live and breathe Preston Market.
- There is a strong desire to preserve the humble, honest spirit of the market.

*“It’s like when you go into a house and the kitchen’s the heart of the house. I can understand why people sort of refer to the Preston Market as the ‘heart of the north’ because it’s where people come and meet.” – Haydn Chiron, Rhubarb Rhubarb Organics<sup>14</sup>*

Relevant Victorian Framework of Historical Themes

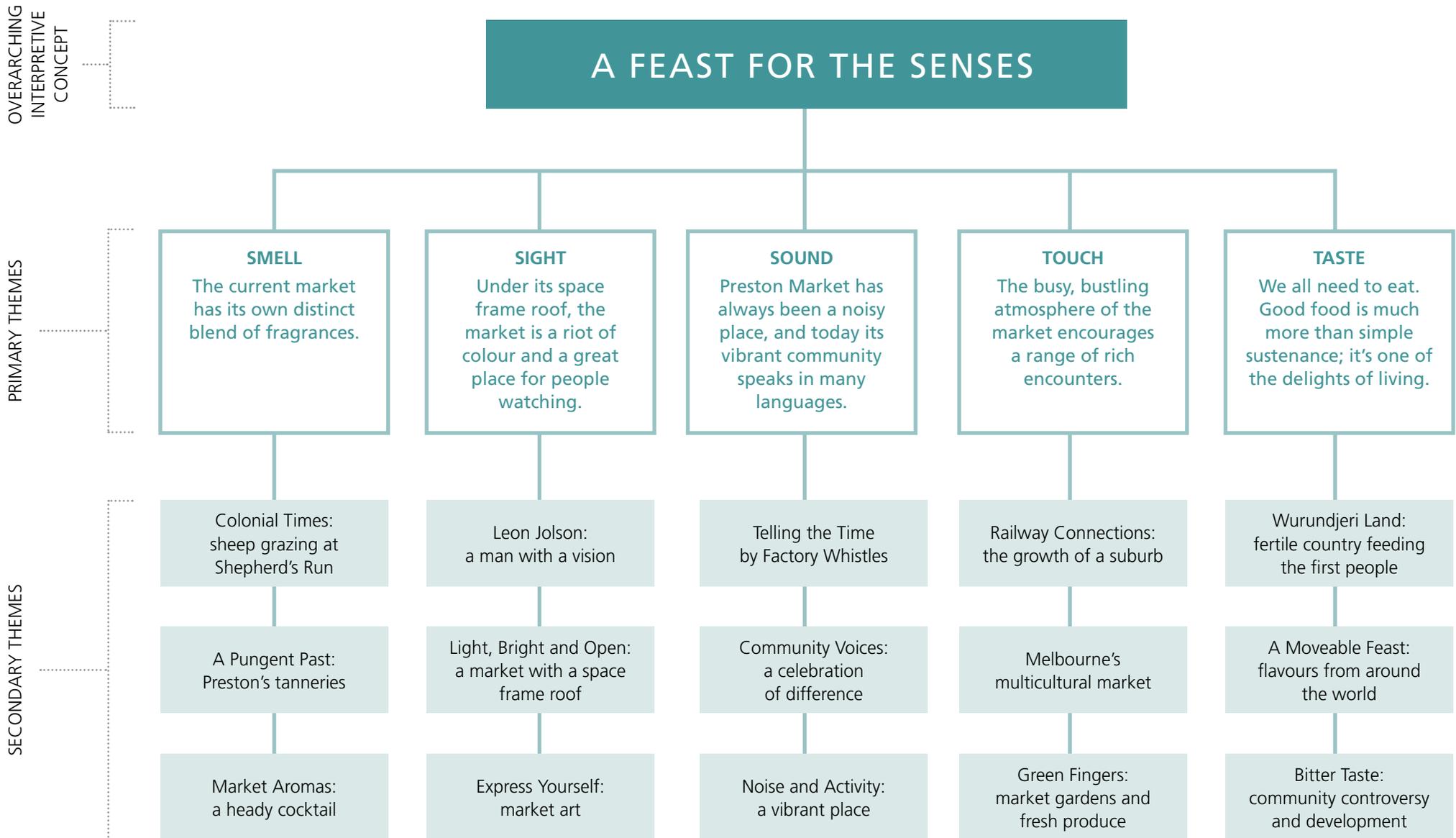
- 2. Peopling Victoria’s places and landscapes
  - 2.6 Maintaining distinctive cultures
  - 2.8 Fighting for identity
- 8. Building community life
  - 8.5 Preserving traditions and commemorating



<sup>14</sup> Victoria’s Post 1940s Migration Heritage – Darebin Pilot Project, Context Pty Ltd, 2011, quoted in Preston Market Heritage Study Vol 1, p.47

Photo: Facebook/Preston Market

# Interpretive Theme Matrix



# 8. Interpretive Techniques

## 8.1 Design Influences - Place and People

The on-site interpretation is designed to feature a range of elements that foster active engagement and interest, rather than simply conventional signage. This will include elements that encourage the visitors to focus their attention in some way, look at the market in a different context, and provide elements of surprise.

The design of the interpretive elements is strongly influenced by the fact that people are coming to Preston Market for a range of reasons - shopping, working, socialising etc. Few, if any, are coming to the market for the specific purpose of discovering heritage. Heritage is often viewed as just a pleasant surrounding or context, with little awareness of its history or significance – consequently the interpretation needs to work hard in order to attract people’s attention and meet its communication objectives. This has been a critical factor in the design of the interpretation, both the thematic structure and the proposed interpretive forms. It is clear that only once the attention and interest of people is gained can the interpretive stories and messages be communicated.

So often interpretive elements, especially signage is ignored, with all the competing visual and aural offerings that people are continuously exposed to, especially in the context of the market. The challenge is to create interpretive elements that engage people, provide them with a quick and quirky story, and encourage them to seek more.

*Interpretation is a spark. If there is enough flammable fuel there, it will ignite. (Freeman Tilden)*

The potential to develop the interpretation as part of the Preston Market redevelopment provides exciting opportunities, where the interpretation is brought in at the ground level, so to speak, rather than developed as after-thoughts and add-ons. Consequently, the interpretation should be designed as a series of integrated elements, rather than isolated items that may fail to effectively attract, engage and communicate.

The Preston Market Precinct Structure Plan includes pedestrian movement corridors through and across the market site, a series of public open spaces, cycling access, area of mixed-use development, the retention and extension of sections of the market, and clear connections through to High Street and the Preston Railway Station. These key elements provide excellent opportunities to use the public spaces and thoroughfares as primary venues for interpretive elements.

Large sculptural/ public art elements can be used to attract and present the interpretive precincts and associated contextual stories, paving treatment can provide identification and strong visual attraction, imaginative vertical elements (non-standard signage) can provide a visually sensitive approach to providing key interpretive information, and pedestrian thoroughfares/ laneways activation can provide a massive opportunity for a variety of interpretive elements - both physical items and programmed activities/ events.

## 8.2 On-site elements

It is proposed that the interpretation techniques be based around a series of visually interesting, and at times quirky, physical elements. All of these elements should be designed to illustrate both the main story (secondary theme) and the lens through which these stories are told (primary theme).

A palette of proposed interpretive techniques are presented in Section 9, which are intended as ideas and guides to assist the development of interpretive designs, not as prescriptive directions. The techniques include:

- sculptural elements
- park bench statues
- paving graphics
- sculptural lighting
- murals - existing and new
- physical interactives
- wall posters
- advertising style signage
- linear paving treatment and inlays
- suspended elements
- stylised directional signage
- graphic plinths and panels
- landscape elements
- free standing or wall mounted display graphics
- supporting interpretive signage

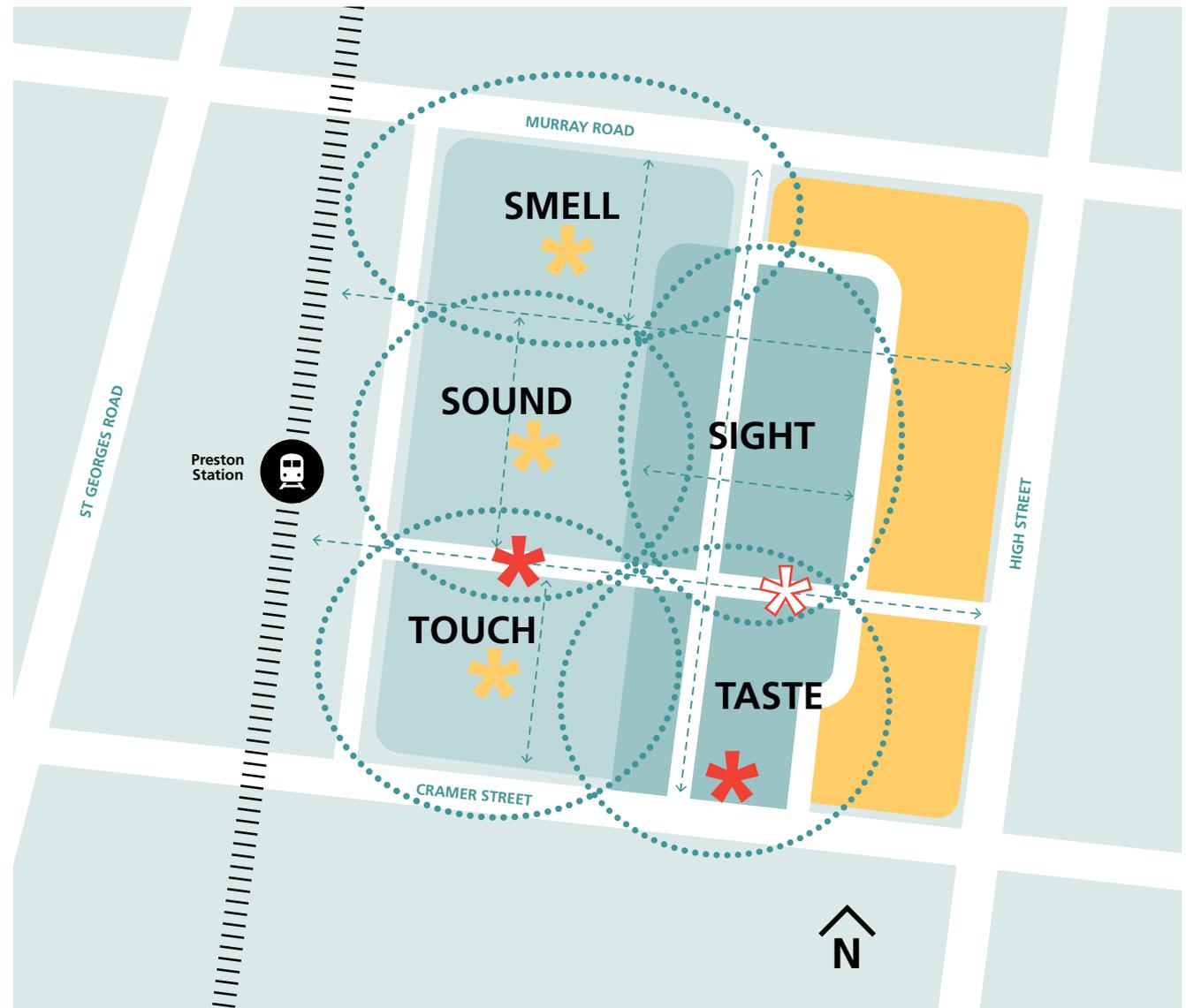
### 8.3 Site Plan

The five primary themes are allocated to broad locations across the site, according to relevance and ability to effectively present the series of secondary themes. The indicative site plan is an indication of these locations, taking into account the existing and proposed infrastructure.

For instance, the themes that deal with the design and development of the original market are most relevant at the location of the remaining section of market, and the theme that relates to the history of railway should be in the vicinity of the railway station. This is however a broad structure and guide, not a strict dictate. Site and design issues will naturally influence the final location and placement of the various interpretive items.

#### LEGEND

-  Existing buildings / development
-  Market
-  Mixed-use development
-  Key public space
-  Key market public space
-  Additional public space
-  Theme locations
-  Pedestrian connections



## 8.4 Additional Items

In addition to on-site interpretive elements, a wide range of techniques are available that could potentially add significantly to the overall interpretive experiences and outcomes at the Preston Market.

### Guided Tours

Much of the recommended interpretive media in this report is non-personal – in other words not involving the element of personal, human-to-human contact and dialogue. However, a considerable body of research shows that some of the most effective interpretation occurs when people are engaged at a human level by another person.

It is recognised that several excellent food tasting tours are conducted regularly at the market, which includes the history of the market. It is worth considering that these existing programs could be extended to include some additional cultural heritage themes of the site, or even separate heritage focussed tours could be developed.

The tours can also be designed to work in consort with the various static interpretive elements. For instance, stories introduced in some of the on-site elements could be further described, with additional personal interest accounts provided by the guide. In this way the personal and non-personal forms of interpretation are linked and complementary.

Guided tours can take a number of forms.

- The most common style of guided tour is with the guide at the front showing and explaining the various points of interest. The guide is the giver of knowledge and insights, and the visitors are the keen recipients.

- Another version is to present the tour from a series of human perspectives. Each of the main storylines can be told through the experiences of a particular person or group of people. For instance, the life and times of Leon and Lola Jolson or some of the colourful market characters, could be presented using this technique.

### Special Events

Heritage places, and especially markets, are particularly suited to special events that take advantage of their aesthetics, cultural diversity and sense of place. It is recognised that many highly successful special events already occur in and around the Preston Market including Italian Day, World Coffee Day, National Salami Day, Latin Day, Preston Market's Big Fat Greek Day and Turkish Day.

These events serve as a way to attract an increased number of people, with possible business spin-offs, as well as providing an excellent insight into the various cultures that make up the Preston Market.

It is suggested that these events could be broadened to include some of the heritage interpretation themes such as:

- *Wurundjeri Land: Fertile country feeding the first people* - featuring some local bush tucker
- *Green Finders: Market Gardens and Fresh Produce* - featuring some of the more traditional foods that were eaten in the 19th century
- *A Pungent Past: Preston's Tanneries* - featuring the skills of leather tanning, wool scouring and ham and bacon curing

### Theatrical performances

Theatrical performances in heritage places create a special authenticity and effect that cannot be achieved elsewhere. This is particularly the case when the performances are based around events that occurred at that place.

An example of a highly successful model is at Port Arthur Historic Site in Tasmania. An independent part-time theatre group write and present plays over the summer and Easter periods in conjunction with the Port Arthur Historic Site. One play titled "The Man Who Threw a Stone at the King" presented a dramatised true account of one of the prisoners and his conflict with authority. It is a truly memorable presentation and one that cannot help but move the audience and give them an insight into the life of one of the prisoners.

Events such as this should be fostered and encouraged, and where possible partnerships with contributing organisations and groups be established.

### Digital media

Much is made of the potential for digital technology as an interpretive tool. This is true to some degree, as a smart phone app for instance can provide excellent additional information about a place with associated imagery, videos and personal anecdotes.

This process is sometimes provided though devices such as QR codes that are included as part of on-site signage, and direct people to dedicated web pages with further information and images. For instance, stories about the history of the market along with personal histories of some of the stall holders could be really interesting and worthwhile.

The issue with digital technology is that it requires a commitment on behalf of the user to firstly download the software, and then to spend the time and energy to engage with the technology. This is a cost, and is dependent on the user being sufficiently motivated to make this effort.

This is partly the purpose of creating engaging interpretive experience on-site. Only when the visitors have become sufficiently engaged will they be motivated to take the next step and seek further information through a digital device. Digital technology should therefore be seen as cream-on-top, rather than the core interpretive component.

### Temporary Exhibitions

Community-based temporary exhibitions can provide an excellent opportunity for the community itself to present its stories.

This could include commissioned photographic exhibitions of some of the interesting market characters, and historical exhibitions about the various stages of development of the site. The Market Crossings exhibition that was created and presented in the market in 2010, is an example of an interesting temporary exhibition.

These exhibitions should be encouraged and supported, potentially through a range of public and private funding sources.



Photo: Facebook/Preston Market

# 9. Design Palette

**Primary theme:**

SMELL

**Secondary theme:**

- Colonial Times: Sheep Grazing at Shepherd's Run

**Potential form:**

- Lifesize sheep grazing in an area of land

**Potential locations:**

- Public space in rail corridor



Photos: [www.pinterest.com.au](http://www.pinterest.com.au)

**Primary theme:**

SMELL

**Secondary theme:**

- A Pungent Past: Preston's Tanneries
- Market Aromas: A Heady Cocktail

**Potential form:**

- Graphic rendering of hide patterns painted on pavement

**Potential locations:**

- Pedestrian walkways



Graphic hide cutting pattern



Photos: [www.pinterest.com.au](http://www.pinterest.com.au)

**Primary theme:**

SIGHT

**Secondary theme:**

- Leon Jolson: A Man with a Vision

**Potential form:**

- Lifesize/lifelike statue of Leon Jolson on a park bench

**Potential locations:**

- Within the market site



Leon Jolson (National Archives of Australia)



Photo: [www.pinterest.com.au](http://www.pinterest.com.au)

**Primary theme:**

SIGHT

**Secondary theme:**

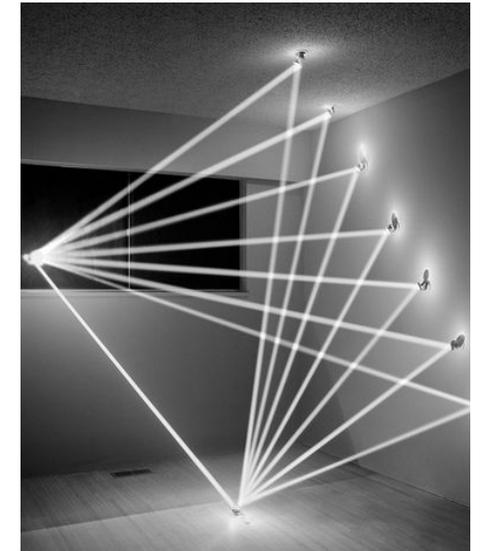
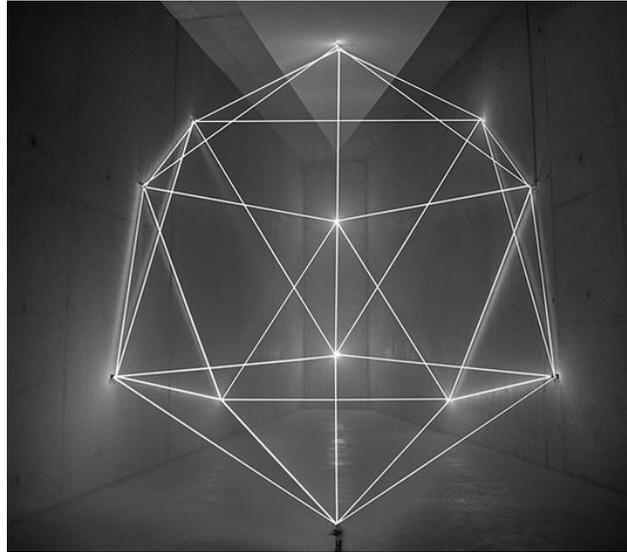
- Light, Bright and Open:  
A Market with a Space Frame Roof

**Potential form:**

- Light sculpture artwork reflecting the structural frame of the building

**Potential locations:**

- Within the market site
- Pedestrian walkways



Photos: [www.pinterest.com.au](http://www.pinterest.com.au)

**Primary theme:**

SIGHT

**Secondary theme:**

- Express Yourself: Market Art

**Potential form:**

- Interpretive signage providing information / background for each of the murals if kept in tact
- If a mural has to be removed then the signage will also provide a pictorial record of the artwork

**Potential locations:**

- Within proximity of existing murals



Example of signage in place of removed mural (Google)



Photos: Facebook/Preston Market

**Primary theme:**

SOUND

**Secondary theme:**

- Telling the Time by the Factory Whistles

**Potential form:**

- Interactive sculpture in the form of a factory whistle

**Potential locations:**

- Additional public open space in precinct



Indicative factory whistle



Photos: [www.pinterest.com.au](http://www.pinterest.com.au)

**Primary theme:**

SOUND

**Secondary theme:**

- Community Voices

**Potential form:**

- Stallholder poster portraits featuring graphic renderings and basic information

**Potential locations:**

- Pedestrian walkways
- Key public spaces



Photos: [www.pinterest.com.au](http://www.pinterest.com.au)

**Primary theme:**

SOUND

**Secondary theme:**

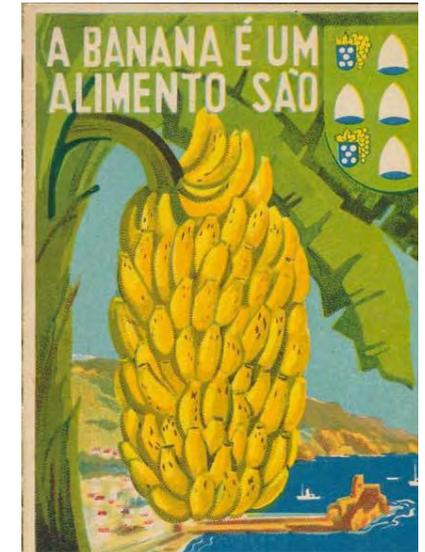
- Noise and Activity: A Vibrant Place

**Potential form:**

- Colourful advertising-style signage in various languages

**Potential locations:**

- Pedestrian walkways
- Key public spaces



Photos: [www.pinterest.com.au](http://www.pinterest.com.au)

**Primary theme:**

TOUCH

**Secondary theme:**

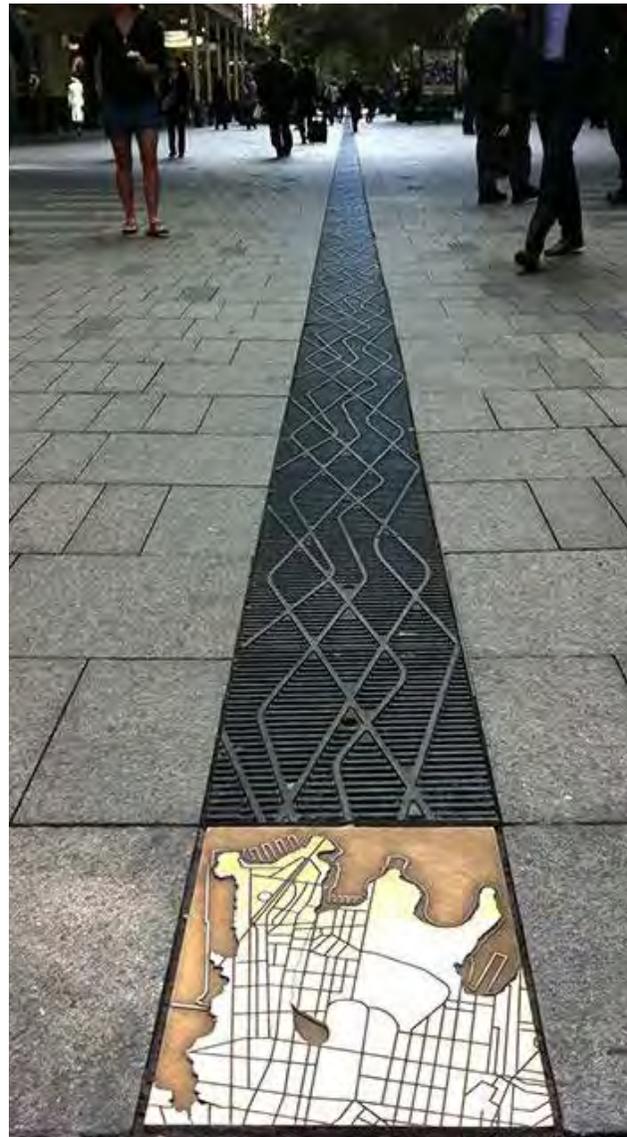
- Rail connections and the growth of a suburb

**Potential form:**

- Linear pavement treatment or inserts featuring graphics and interpretive information

**Potential locations:**

- Pedestrian walkways leading to the railway station



Photos: www.pinterest.com.au

**Primary theme:**

TOUCH

**Secondary theme:**

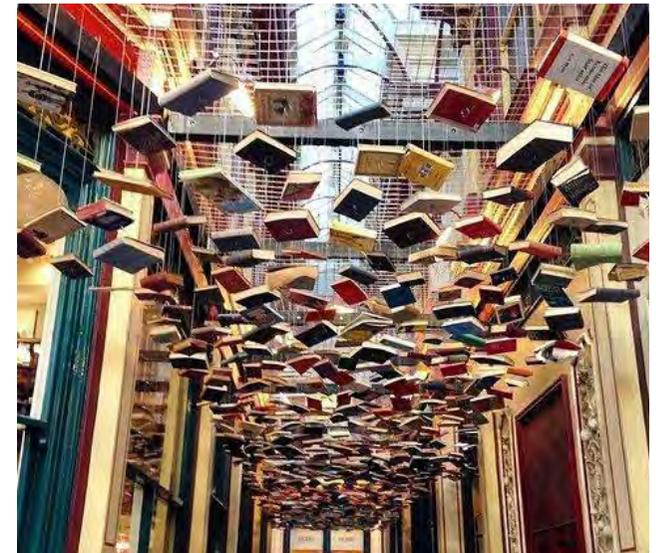
- Melbourne's Multicultural Market

**Potential form:**

- Sculptural or suspended elements representing the market as the heart/centre of the diverse community

**Potential locations:**

- Pedestrian crossroads at key market public space



Photos: [www.pinterest.com.au](http://www.pinterest.com.au)

**Primary theme:**

TOUCH

**Secondary theme:**

- Green Fingers: Market gardens and fresh produce

**Potential form:**

- Graphic plinths / panels / sculpture with featuring stories of early indigenous and non-indigenous food gathering

**Potential locations:**

- Additional public open space in precinct
- Key public spaces



Photos: [www.pinterest.com.au](http://www.pinterest.com.au)

**Primary theme:**

TASTE

**Secondary theme:**

- Wurundjeri Land: Fertile country feeding the first people

**Potential form:**

- Designed landscape using indigenous plantings, centred around fireplace or conversation 'pit'
- Accompanied by simple interpretive explanatory signage

**Potential locations:**

- Additional public open space in precinct



Photos: [www.pinterest.com.au](http://www.pinterest.com.au)

**Primary theme:**

TASTE

**Secondary theme:**

- A Moveable Feast: Flavours from around the world

**Potential form:**

- Graphic pavement treatments representing the various cultural foods

**Potential locations:**

- Pedestrian walkways
- Key public spaces



Photos: [www.pinterest.com.au](http://www.pinterest.com.au)

**Primary theme:**

TASTE

**Secondary theme:**

- Bitter Taste: Community Controversy and Development

**Potential form:**

- Featured interpretive signage (free standing plinths or wall mounted display) portraying the story of the market redevelopment

**Potential locations:**

- Key public spaces



Photos: [www.pinterest.com.au](http://www.pinterest.com.au)

### Supporting interpretive signage

- Simple signage providing information and context
- Positioned adjacent to the featured interpretation design/sculpture etc
- Understated in design and consistent in form throughout all sites



# 10. The Next Steps – Detailed Design and Development

## 10.1 Considerations

The issue for any heritage interpretation design project is how to decipher all the available information and to develop designs that will effectively present heritage values in ways that are relevant and meaningful to the array of target audiences.

Heritage places around the world deal with the same issue. Some people will have an interest in the heritage values, and will seek out any interpretive information available. Many others however will have little or no interest in the heritage of the area, and simply view the heritage aspects as a pleasant setting for alternative activities.

There is often an assumption that because the heritage stories are presented in a neat and presentable format, then the associated communication is achieved. Unfortunately, this is often not the case, with heritage stories and significance struggling to be recognized in the context of all the other competing visual and aural stimulation.

Contemporary heritage interpretation has learned many lessons from commercial product marketing (but without the glitz) – who are the target audiences, what are their characteristics and potential attractors, and what is the most effective and engaging way to communicate with them? It comes back to being clear in the messaging and identifying targeted points of difference in ways that are suitable for the place and content.

## 10.2 Thematic Zones

The market site has been zoned according to five primary heritage themes and their associated secondary themes, as identified in Section 7.3.

Different parts of the site will be linked to one or more themes. For instance, the primary theme of SIGHT and the secondary theme of *'Leon Jolson: a man with a vision'* is relevant to the area occupied by the existing market. The primary theme of SMELL that includes the secondary theme of *'A Pungent past: Preston's tanneries'* is relevant to the northern part of the site once occupied by the old tannery. The primary theme of TOUCH and the secondary theme of *'Railway Connections: the growth of a suburb'* is relevant to the south west corner of the site close to the railway line. Future planning proposals should include a site specific Heritage Interpretation Plan that is consistent with and informed by this Interpretation Strategy.

It is important that the interpretation is provided in the key public spaces, as well as some of the pedestrian connections/ thoroughfares.

## 10.3 Techniques for Implementation

This Heritage Interpretation Strategy includes a palette of examples that can be used as inspiration for the next round of site specific interpretation plans. These examples are not intended as definitive recommendations, instead they should be seen as design ideas in terms of form and style according to a clear design intent.

It is important to recognise that as outlined in Section 8, the interpretive techniques should be engaging, light, colourful and integrated into the new designs of the market and surrounding developments. Furthermore, the interpretation should not attempt to 'tell-it-all' - instead it should be themed, clear, succinct and engaging.

Heritage interpretation requires imagination, skill and an appreciation of the interpretive design principles and process. Importantly this process should be undertaken by a qualified and experienced interpretation design team.

This process usually includes:

- Preparation of detailed designs including identification of locations, procurement of relevant images and copyright permissions, and development of draft text and artwork
- Documentation including final text, final art and fabrication specifications
- Fabrication including shop drawings and installation.

# 11. Selected References

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