

**AUTOMOTIVE HISTORIES  
DRIVING FUTURES**

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## **Laura Belik - Parsons: The New School for Design, USA** Cities to whom, by whom? The Minhocão elevated highway case study in São Paulo/ Brazil

### Abstract

São Paulo of the 20th century was a city built for cars. The Avenue Plan ruled how the city would grow, and consequently, how its population would live. Amongst other consequences, the city slowly lost access to public spaces and to a more humanized scale. Nowadays this situation has been facing some changes: people started to claim for new uses of the built environment engaging with concepts of spatial democracy.

This paper will explore one case study within São Paulo (Brazil): The Minhocão, a soon-to-be deactivated elevated highway, and the debates involving a range of actors over the future of the structure. Considering urban land as a commodity, especially when it comes to its road system, it is difficult to separate the uses of any space without understanding them as a repercussion of the power of capital or governing influences. The main challenge is to understand how to make public spaces and the cities more democratic, and, in this sense, how to recognize the potential city spaces can have. A city that was once ruled by the automotive planning, today is repurposing itself through popular demands. But the palimpsest of an era will prevail in its landscape.

### Biography

Laura Belik is an architect and urbanist from São Paulo, Brazil, with a Masters in Design Studies from Parsons - The New School in New York City. Laura was a 2016 Smithsonian Institution Fellow for the Latino Center, and currently she works as a part-time faculty at The New School. Her academic interests revolve around discussions about cities and how the social uses of urban spaces can be seen as a mechanism of empowerment towards urban democracy. Professionally, Laura has worked mainly in museums and with cultural institutions in Brazil and the U.S., pursuing research and being involved with curatorial practices.



## Jonathon Laskovsky and Elizabeth Taylor - Monash University

### A Lot of Thought: The space of car parks and shopping centres in Australian cities

#### Abstract

Car parks are contradictory spaces. Simultaneously they are of fundamental importance to enabling car travel, and widely neglected in terms of both planning and of thinking. Parking tends to be forgotten as soon as it is found, yet it is a significant feature of urban landscapes. Aerial photography shows surface car parking occupying as much or more than 30 per cent of ground space in some city centres - at times more than building footprints. In “Rethinking a Lot” Eran Ben-Joseph observed that we “demand convenient parking everywhere we go, and then learn not to see the vast, unsightly spaces that result.” Ubiquitous parking landscapes arose partly from the demands of rising car ownership. Policy has also been important: statutory planning and zoning requirements have mandated minimum levels of parking provision for new developments since the early decades of the 20th century.

Car parks also simultaneously figure as tropes, especially in relation to images of suburbia and shopping centres. The suburban shopping centre – mall – was meant by its creator Victor Gruen to recreate the pedestrian feel of European town centres, with cars kept outside. Suburban shopping malls are thus characterised by vast seas of parking dwarfing their destination buildings.

This paper overviews the rise and significance of car parking in Australian cities, focusing on shopping centres and on the interactions between car use, policy, and urban landscapes. The second half of this paper reads car parks as examples of Foucault’s heterotopias and explores the seemingly incompatible issues of safety and surveillance, hostility and convenience that are associated with the suburban shopping centre car park.

#### Biography

Jonathan Laskovsky is a PhD candidate at Monash University in the Literary and Cultural Studies program. He has research interests in modern and postmodern literature with a particular focus on fictional space and critical theory.

Jonathan has a BA Hons (Philosophy) from La Trobe University (Aus), and an MA in Critical Methodology from King’s College London (UK). Alongside his studies, Jonathan is employed as the Senior Coordinator, Research Partnerships in the College of Design and Social Context at RMIT University.



## Matthew Churchward - Museum Victoria

### Designing Roads for the Automobile Age: Re-examining the work of William Calder and the science of good roads

#### Abstract

In 1897, the year William Calder was appointed City Surveyor and Engineer of Prahran, the first imported motor vehicle arrived in Victoria. A year later, a young engineer drove Victoria's first prototype steam car out of his workshop around the corner from Calder's new home, and by 1900, had founded Australia's first motor vehicle manufacturing enterprise. As the wealthiest municipality outside the Central Business District, the City of Prahran was at the epicentre of Victoria's automobile age. William Calder began his appointment in the horsedrawn age and ended it sixteen years later to become founding chairman of Australia's first main roads authority. By the outbreak of World War I, over 14,000 registered motor vehicles were plying the state's roads.

During these years Calder would turn his engineering experience, inquiring mind and methodical approach into developing new methods of designing and maintaining roads for the automobile age. Unlike slow horsedrawn vehicles with their hard tyres that ground and pulverised road surfaces and left behind piles of manure, the new motor vehicles had pneumatic tires that demanded smooth pot-hole free surfaces and hurtled past at 'furious' pace splashing mud or whipping up clouds of dust in their wake. By 1903, Calder was experimenting with sealing quieter suburban streets using painted tar and sand, while on the busier thoroughfares he repaired and extending woodblock paving, then introduced compressed asphalt and tested various methods of laying tarred macadam, turning the streets of Prahran into a giant practical laboratory. By 1910, councillors and engineers from throughout Victoria and interstate were making the pilgrimage to Prahran, to tour the streets with Calder and learn from his expertise and scientific methods. Over the following decade he would transform his ideas once again to successfully establish the early road building practices of the Country Roads Board.

#### Biography

Matthew Churchward develops, interprets and documents the museum's technology collections, and undertakes related research, specialising in the areas of engineering, transport and trade literature. Matthew's involvement with Museum Victoria began in 1989-90, when he was employed as a research officer on the Victoria Steam Heritage Survey, examining the history of steam power in Victorian industry and completing state wide fieldwork to record some 2,000 examples of historic steam equipment. After then working as an industrial heritage consultant for a period, he joined the museum's curatorial staff in 1994. Over the past twenty years he has been involved in exhibition development and public program delivery at all of the museum's venues together with extensive behind-the-scenes work on collection development and documentation. Since 2005 he has played a key role in the development of the museum's Collections Online website. Matthew's research interests include the technology of immigrant shipping, the history of Victorian manufacturing, engineering, mining, industrial design, bridges and transport infrastructure. His publications include the Victorian Steam Heritage Register, co-authorship of Victorian Steampower - An Illustrated Social History and a variety of book chapters and articles.



## Steve Campbell -Wright - University of Melbourne

### Imperial Echoes: one company's exploitation of cultural identity in marketing cars before the Great War

#### Abstract

The car has been linked with cultural identity since the earliest days of practical everyday motoring in the decade before the Great War of 1914–18. The potential to exploit the link between cars and cultural identity for marketing purposes was quickly realised by astute businesses in the Edwardian era; and one of the first companies to exploit this link in Australia was Dalgety and Company. Aiming at sales of expensive Daimler cars to the wealthiest in Australian society, Dalgety used the social standing of Daimler owners at 'home' in Britain in an attempt to provide a tangible cultural marker for those aspiring to comparable social standing in Australia. From 1908, town and country alike was targeted through subtle—and not so subtle—advertising that emphasised Daimler's connection with the nobility and landed gentry of Britain and Europe. Previous advertising by Dalgety had extolled the high performance or reliability of Daimler cars. However, the claim that, 'The Daimler is largely patronised by Royalty, including His Majesty King Edward VII, the German Emperor and the King of Spain, as well as by the Nobility of Great Britain and the Continent' provided a link—highly-advantageous in the marketplace—to social standing. This, in turn, differentiated Daimler cars in an intangible way from all other high performance or reliable cars on offer. In considering one company's early approach to car marketing in Australia, this paper asks whether the broad public marketing of a commodity that could only be owned by a few reveals an unconscious upholding in Australia of the Edwardian class divisions of Britain.

#### Biography

Steve Campbell-Wright is a PhD candidate in the School of Historical and Philosophical Studies at the University of Melbourne, researching in the fields of history and cultural heritage. His chapter in the 2009 book *Travelling in Style: A History of Daimler in Australia* contributed to the recorded history of that marque and of early motoring in Australia. His interests in early motoring extend beyond the theoretical, and he actively restores vintage and veteran cars, as well as early aircraft. He also acted as historical and technical consultant on the Daimler Double-Six sleeve-valve entrant that won the Pebble Beach Concours in 2010.



## **Jenny Fawbert - Vintage Motor Club** Pioneer of the Motor Industry - G. P. Innes (1863-1936): A History-Making Motor Man

### Abstract

“How many Innes cars were there?” This question from the Curator of the Australian Motorlife Museum, where the only known surviving Australian Innes car resides, was the stimulus for researching the vehicles of Sydney motor dealer George Peacock Innes. It quickly became apparent however that though the Innes cars were interesting Innes himself was arguably more intriguing than his vehicles as he was one of Australia’s first motor vehicle entrepreneurs. He entered the automotive industry at its very beginning, when there were no business models for a motor vehicle manufacturing and sales enterprise, yet he established himself as a successful importer, dealer and respected personality in the motor trade. This paper draws on period newspapers, journals and primary sources to identify the path that took Innes from general engineer and bicycle salesman to prominent motor trader. It will also explore the connections that link G.P. Innes with French motor cyclist Mademoiselle Serpolette, intrepid motorists H.R. and J.M. Arnott, prominent motoring sportsman L.W. Pye, and renowned motor man Boyd Edkins and the early Vauxhalls. The Innes associations will be shown to extend to the formative years of the Royal Automobile Club of Australia and the foundation of the Motor Traders Association of N.S.W., and to significant motoring events including the legendary 1905 interstate reliability trials. The part A.B. “Banjo” Patterson occupies in the Innes motor history will be considered too

G.P. Innes contributed significantly to what we are increasingly recognising as our Australian automotive heritage. He should be remembered for those contributions.

### Biography

Jennifer Fawbert has collected, restored and driven vintage and classic cars for over 40 years. She is Vice President of the Vintage Motor Club NSW and webmaster for the Council of Heritage Motor Clubs. A senior concours judge since the 1970s she has held leadership positions in several car clubs and related peak bodies. A collector of automotive literature since obtaining her first vintage car in 1968 she regularly writes for car clubs. Her present research focus is Australian motor body builders from 1896 to 1946.

An information services and systems professional Jenny is currently a copyright consultant.



## **Laura Maran and Lee Parker - RMIT University**

### **Reassessing the Fiat-Ferrari Acquisition Strategy: Leadership, Reputation and Resources in Motor Industry**

#### Abstract

This case study of the 1969 acquisition of the Ferrari motor company by the Fiat Corporation investigates the strategic drivers that influenced the decision by both organisations. The study draws on both Resource Dependence Theory and New Institutional Theory and reveals the importance of strategic agendas of competitive leadership, market dominance, and brand reputation in determining acquisition strategies. Our findings reveal the marginal significance of accounting reports and financial performance in the short and long term as primary drivers of acquisition. An integrated approach that combines the perspectives offered by Resource Dependence Theory and New Institutional Theory allows the identification of legitimacy issues and media influence as important contributors to corporate acquisition motivations and strategy.

#### Biographies

Laura Maran is a Senior Lecturer in Accounting at RMIT University, involved in the enhancement of higher education programmes of accountants. Prior to joining RMIT University (in 2012), she has worked in the private and public sector in Italy, in the past seven years. Laura publishes the field of Accounting History and Management Accounting for the Public Sector. She maintains a strong link with the European scientific community and actively participates to the professional and academic accounting associations in both Australia and Europe. She is member of the editorial board of Accounting History and ad-hoc referee for a number of Journals in her field.

Distinguished RMIT University Professor Lee Parker is internationally renowned for his promotion and fostering of interdisciplinary research in accounting and management. His research has been published in over 200 articles and books on management and accounting. He is joint founding editor of the ISI listed interdisciplinary research journal Accounting Auditing & Accountability Journal and serves on over 20 journal editorial boards internationally. His research has focused on a number of themes: Strategic Management and Corporate Governance; Accounting and Management History; Social and Environmental Accountability; Public/Nonprofit Sector; and Qualitative and Historical Research Methodology. Professor Parker has consulted in strategic planning and management for over 30 years.



## Harriet Edquist - RMIT University

### Australian innovation and enterprise in post-war car racing: the Repco contribution

#### Abstract

In 1966 Jack Brabham (1926-2014) became the first, and still the only, person to win a Formula One world championship driving one of his own cars. The BT19 was designed by Ron Tauranac and powered by a Repco Brabham engine (RB620) designed by Phil Irving and engineered by Repco under the supervision of Frank Hallam in Melbourne. While built in England, the BT19 was an all-Australian affair.

Brabham's story is very well known; an online search will bring up dozens of sites dedicated to him and his three Formula One world championships. The contribution of those who worked with him is less well known to the general public, if not to those interested in the history of Australian motorsport. With this in mind, the intention of the present paper was to account for the surprisingly widespread Australian involvement in international post war racing, focussing on Brabham, Tauranac and Irving with some consideration of Repco. Once in the Repco archive however my interest turned to the company itself and the development of its racing program. I widened my search to include material on the first three managing directors and chairs of the board - Robert "Geoff" Russell, Sir John Storey and Sir Charles McGrath - and the organisational structure that they built from the late 1920s. This research showed that Repco's commitment to racing was almost as old as the company, and was not a response to Brabham's 1963 request for a replacement for the Coventry Climax engine, as much of the literature suggests. It also showed that Repco's decentralised company structure, that encouraged personal initiative within its groups, may have been instrumental in providing the conditions under which a racing culture could thrive.

#### Biography

Harriet Edquist is Professor of Architectural History at RMIT University and foundation Director of the RMIT Design Archives. A past President of the Society of Architectural Historians Australia and New Zealand, Harriet was Head of the School of Architecture and Design at RMIT from 2001 to 2007. Active in the architectural community for many years, in 2006 she was awarded an Honorary Fellowship of the Royal Australian Institute of Architects for her services to architectural education and history.

An author and curator, Harriet's research is particularly concerned with Australian architecture, design and art history. In 2014 her attention turned to automotive design and she initiated and co-curated the exhibition, *Shifting Gear. Design, Innovation and the Australian Car*, at the National Gallery of Victoria in February 2015. She is President of Automotive Historians Australia Inc., founded in Melbourne in October 2015 to encourage scholarly research into Australian automotive history.



## **Philip Guilfoyle - Vintage Restoration Management**

### **Case Study - 1914 Grand Prix Car: Resurrecting a Sole Survivor**

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#### Abstract

This Case Study describes the use of new digital technology to preserve a unique milestone in automotive history - the only remaining Type-S 1914 Grand Prix Delage car in the world. It is another chapter in the long history of this sole survivor – a car of technical and historical significance.

When the heart of the car, the engine block casting, failed, and conventional methods of repair had all failed, it looked like the GP Delage could become a static museum exhibit. However, due to the commitment of the owner to keep the car on the road in its original form, the engine block re-manufacture was commenced so that the car would run again. The emphasis was to be on preservation of it as a running vehicle in its original form.

But how do you do that accurately and cost effectively when you have no replacement parts, no drawings, and original methods of manufacture are not feasible? Answer – You clone it using digital technology.

This case study is about how this was done using laser scanning, computer modelling and 3D printing (additive manufacturing). It is an example of the opportunities provided by capturing information digitally and applying it through new manufacturing technologies.

This paper also attempts to describe the restoration in its contemporary context, and the issues that must be considered; preservation or restoration, original or replica, and display or driven.

#### Biography

Phil is an Industrial Designer with 28 years experience in engineering and R&D management. He is an independent consultant (Vintage Restoration Management Pty Ltd), focusing on heritage automotive projects. His goal is to capture opportunities presented by digital technology and apply them to vehicle restorations.

Working for Australian manufacturers (Rheem, Miller, Sunbeam, Victa), Phil has developed many products and a broad range of industrial processes.

He has a Degree in Industrial Design (UTS 1988) and a Post-Graduate Diploma in Technology Management (MGSM 1996), and is a regular guest lecturer.



## Lisa Stevens - RMIT University

TB or not TB a Lifetime Racing MG's: A Reflective look at Tom Stevens and seven decades of involvement in motor sport and the automotive industry and the challenges to preserving his legacy

### Abstract

Tom Stevens was a man whose involvement with motor sport and the automotive industry spanned more than seven decades. His private collection of letters, photographs, technical reports and race programs, provide a glimpse of Australian motorsport from the 1930's, post war through to the modern era. Tom's trademark was his scientific and technical approach to car preparation and racing. But it was his in-depth knowledge individual cars, drivers and racetracks (long since gone) that made him an authoritative source. This paper not only provides an overview of Tom Stevens career, but documents the challenges in preserving a small slice of motorsport history.

### Biography

Lisa Stevens is a Lecturer/Industry Health and Safety Consultant with the School of Science RMIT University. While Lisa's educational qualifications and work background is in occupational health and safety and workers compensation, her first exposure to motor racing came at an early age when watching her father race MG's. Her interest in motorsport has come from being the "apprentice grease monkey" to her father Tom Stevens. Recent events have renewed her interest in historic motor sport with the focus being on the preserving the legacy of drivers from the pre and post war era.



## Helen Stitt - RACV

### The RACV Harley Tarrant Archive: motor sport, manufacture and the military

#### Abstract

Harley Tarrant was one of the most prominent 'motor men' of the early twentieth century with expertise in many fields of endeavour.

As a designer and manufacturer of motor vehicles his was the first enterprise in Victoria to produce Australian-made petrol-driven cars for sale in any quantity. By 1903 the vehicle produced by Tarrant Motor and Engineering Company was 90% locally-made. The company was also the sole agent in Victoria for the sale of imported Fiats, De Dions, FNs, Argylls, Rovers and Fords.

Harley Tarrant was a motor sportsman of note, winning arguably the most significant motor contest of the veteran era, the first Dunlop Reliability Trial of February 1905. Tarrant's embrace of the automobile also had a far-reaching impact on his military career. He played a central role in the introduction of cars to Australia's armed services and jointly-organised the assembly of an Australian military motor division in the weeks following the outbreak of WWI.

As a key foundation member of the Automobile Club of Victoria, Harley Tarrant is of special importance to the RACV. In the lead-up to its centenary in 2003, RACV purchased the sole-surviving Tarrant motor car, a 1906 roadster, along with a significant archive of over 400 documents and photographs pertaining to Tarrant's personal, business and military activities. This paper will discuss the contents of this previously un-researched archive, and examine what further light it sheds on the life of this remarkable Victorian motoring pioneer.

#### Biography

Helen Stitt is a history and architectural history graduate. She divides her professional time between teaching in the Architecture, Building and Planning Faculty at the University of Melbourne and working as RACV's Heritage Curator. The latter role consists of: managing an extensive archival, photographic and objects collection; promoting the history of RACV through exhibitions, publications and talks; conducting tours of the RACV heritage vehicle fleet for Victorian car clubs and building upon the collection through research and acquisitions.

## Gary Vines - Biosis Pty Ltd

### Archaeology of the Automobile industries

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#### Abstract

As the last of the automobile manufacturing are about to exit Australia, and vast factory complexes in Fishermans Bend, Geelong and Broadmeadows become redundant, the fabric of the motoring industry will become archaeology and heritage. While there are numerous histories of particular car manufacturers or models, as well as the technological, social and cultural impacts of motoring in Australia, there is a paucity of information on the actual factories where cars were built.

The paper focusses on the historical automobile manufacturers in and around Melbourne. The trade was initially located near the horse and hay markets in North Melbourne and Elizabeth Street where their memory survives in the motorbike shops and car showrooms. They then migrated to the manufacturing and engineering suburbs of South Melbourne and Fishermans Bend, and dispersed to the outer regions of Geelong, Dandenong and Broadmeadows. These places have historical, geographic and economic reasons for being placed where they were, and inform an analysis of the geographic distribution. The forms of buildings evolved with the changes in manufacturing technology and systems, growth in the industry, and expectations of the workforce, from backyard tin sheds of the original blacksmiths and carriage builders who adapted their skills and tools to the new products, to multi-storey brick and concrete complexes, and then the hectares of sawtooth and clearspan roofed assembly lines.

Fragments of the earlier phases of the industry can still be found, while the most recent incarnations will shortly be under pressure of redevelopment, especially in the soon to be transformed Fisherman's Bend. Recent historical investigations have recorded some of the remaining buildings from the Rootes Group/Chrysler, Standard Motors, and AMI/Toyota in Fisherman's Bend, while some heritage studies have recognised the historic value of later car factories.

Some ideas are also suggested for recognising the heritage of the automobile manufacturers, through more sympathetic reuse and adaptation of the former buildings, rather than erasing them from the urban landscape.

#### Biography

Gary has worked in museums, heritage and archaeology for over 25 years specialising in industrial archaeology using holistic methods employing archival and historical research, oral history, archaeological investigations, museum collections and site interpretation. His work on industrial heritage includes comprehensive inventories of industrial heritage places in Melbourne and Victoria, and extensive research on historic industries including bridges, tanneries, meatworks, manufacturing, the munitions industry, dry stone walls and chaffmills. He has recently completed work for the Fishermans Bend area, including heritage assessments of motor manufacturers.



## Michelangelo Bolognese + Matthew Lombard - National Motor Museum, Birdwood

### Worth Holden' onto?

#### Abstract

The exit, one by one, of Mitsubishi, Ford, Toyota and Holden from Australia's industrial landscape by 2017 has raised daunting questions about the future of employment and industry in this country. By comparison, the problem of how to preserve the heritage of the vanishing automotive industry seems trivial, yet it requires immediate attention.

This paper argues for the importance of preserving tangible and intangible heritage of an industry that, particularly in the case of Holden, can trace its origins in the country to the mid-nineteenth century. It identifies certain components of the automotive industry's heritage that are key to Australia's social, urban and engineering history and discusses strategies to preserve and display them in the context of the National Motor Museum in Birdwood (South Australia), from collecting significant portions of manufacturing plants to the use of digital technologies. Furthermore, it examines the potential effects on public memory of the various possible fates of the industrial built heritage, particularly in areas like Elizabeth in South Australia and Geelong in Victoria that are synonymous with automotive manufacturing.

The paper focuses primarily on the fate of the industrial heritage of Holden's Elizabeth plant. However, it invites a discussion that involves heritage professionals around the country about how best to ensure a future, at least in public memory, for an industry that has helped to shape contemporary Australia.

#### Biography

Mick has been a curator since 2014 at the National Motor Museum, where he works with a dedicated team on exhibitions, public programs and research on Australian motoring history. With a background in both history and mechanical engineering, Mick has previously worked at the British Museum and the London Fire Brigade Museum, but also as an engineering consultant and at a second-hand car dealership.

In July 2015 he was the recipient of an International Specialised Skills Institute fellowship, which allowed him to investigate display and collection management practices at three leading Italian motor museums.

## Michael Bogle

### Advertising “Australia’s Own Car” (1948-1949)

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#### Abstract

The appearance of the General Motors Holden 1948-215 required a re-framing of earlier General Motors motorcar marketing and advertising strategies for this novel new vehicle. This illustrated paper examines the promotions, graphic design presentation, copy-writing and media placement of early Australian motorcar print advertisements developed by agencies such as J. Walter Thompson (GM Australia), Catts-Patterson and others and isolates, analyses and discusses the emerging themes used in the promotional formulations for comparison to the Holden campaign.

The study’s research found a number of promotions stressing distinctions of “quality”, vehicle performance as well as the development of gendered images and/or campaigns directed toward female decision-makers and female motorists. Some campaigns emphasised the place of manufacture, “Made in Canada”, British-made or elsewhere with an assumed correlation of geography with quality. General Motors Holden (GMH) sought to counter this regional association in its campaign promoting “the first car made-to-order for this country” by adapting an earlier Australian motorcar campaign stressing toughness and durability, using regional advertising imagery of Australian landscape and flora and subtle sentiments of national pride. The study concludes with a description and analysis of the General Motors Holden (GMH) campaign of 1948-1949 and a discussion of the gender marketing and media formulations developed to sell the car “designed to suit Australian requirements”.

#### Biography

Michael Bogle is a design historian specialising in Australian architecture and design. His books include *Design in Flight*, a treatment of the Marc Newson design of the QANTAS A380 airbus interiors (2009); a book of essays, *Designing Australia* (2002) and *Design in Australia 1880-1870* (1998). He contributed a chapter on the design of espresso bars and cocktail lounges, “Architecture, Coffee and Cocktails” for *Leisure Space. The Transformation of Sydney 1945-1970*, Paul Hogben and Judith O’Callaghan, eds., 2014 and has recently written on the phenomenon of Sydney’s “Milk-Bar Modernism”. Michael has a PhD from RMIT’s School of Architecture and Design.



## Philip Goad - University of Melbourne

### The critic and the car: Robin Boyd, automobiles and Australian Architecture

#### Abstract

Australian architect and critic Robin Boyd (1919-1971) loved and hated cars, and the architectural settings that went with them. He famously coined the phrase 'a humble of Holdens in native habitat' to accompany a Nigel Buesst photograph in his 1968 paperback edition of *The Australian Ugliness* (1960). He was a one-time owner of designer classics like the Studebaker Gran Turismo Hawk and the Citroen DS (Goddess). But at the same time, he despaired not only of two-tone colours and extravagant tail-fin designs, but also - and more importantly - much of the commercial architecture and signage that accompanied the irresistible embrace of post-World War II car culture in Australia. While he wrote witheringly about American-influenced visual pollution that was the result of this embrace, he did not reject its source. Instead, he proposed new architectural solutions for buildings like the motel, the petrol station and even, the roadside fast-food outlet. In his house designs, cars were invariably accommodated not in garages but beneath all encompassing parasol roofs or hovering glazed boxes. This paper outlines the ambivalent relationship between one of Australia's most important tastemakers amidst the rise of post-war automobile culture. It shows that even while Boyd expressed disdain for what he perceived as popular culture's uncritical embrace of automobile culture, his personal fascination with cars and his public critique were in fact productive for the ongoing development of Australian architecture.

#### Biography

Philip Goad is Chair of Architecture and Redmond Barry Distinguished Professor at the University of Melbourne, where he teaches architectural history and design. He is an authority on Australian architecture. Key publications include (with Ann Stephen and Andrew McNamara) *Modern Times: The Untold Story of Australian Modernism* (2008) and (with Julie Willis) *The Encyclopedia of Australian Architecture* (2012). A past-President of the Society of Architectural Historians, Australia and New Zealand (SAHANZ), he is a Life Fellow of the Australian Institute of Architects and a Fellow of the Australian Academy of Humanities.



## Norm Darwin - RMIT University

### The development of Australian automotive design: General Motors-Holden 1923-1953

#### Abstract

The merger of General Motors Australia and Holden Motor Body Builders in 1931 not only established Australia's leading automotive company it formalised Automotive Design in this country.

This paper, for the first time, will examine and disclose the initial 30 years of Automotive design at GM-H and expose the original designers, their origins and achievements.

Initially located in Adelaide from 1923, Holden's design section produced unique body styles, like the streamline styled All-Enclosed Coupé and provided solutions not only for dust sealing, ventilation and motor body strength but solved complex engineering problems with innovative design during WWII.

The initial designers were trained internally by one man, Bert Wylie, who understood that good body design lay in precise drawings and not a chalk board. The team he built, with American input, applied considerable knowledge and expertise to ensure the Holden car, when released in 1948, was exactly what the Australian market wanted.

Design at GM-H evolved from American practice through a small team who were provided the opportunity to be innovative and progressive. This paper explores the emergence of the Holden design team and their place in the general design sphere. The paper will argue that by the mid-1940s the GM-H design group were capable of producing a complete Australian car and that this expertise elevated the Holden design team to a position of respect within the GM Corporation.

#### Biography

Norm completed his first book, a 65 year history of Holden, in 1982 while working for GM-H, then followed 5 further automotive histories on Holden and Ford, the last 4 being self published by Norm and his life partner and wife Heather. The last two on Holden Monaro and Torana broke new ground for an Australian publication by including details of designers, the design and design features.

Norm maintains a garage of five classic GM vehicles, the last, a 1974 Monaro GTS Coupe, being fully restored in 2014. Norm and Heather live in semi rural Victoria and have 2 sons, both car enthusiasts.

Eighteen months ago Norm embarked on a PhD research project with RMIT on Australian Car Design History 1903-1953.





## Simon Lockrey - RMIT University

### Temporal ripples – Automotive industry influence on contemporary Australian design practice

#### Abstract

For close to a century the automotive sector has had a defining economic, social, political, and vocational influence on Australian culture. Since 2008, international automotive brands have systematically announced a winding down of their local manufacturing operations. By 2017, the current players will cease to make cars in Australia. Reasons cited for this exit are wide and varied.

Much has been made of the national impact of such decisions to cease manufacturing. However little reflection has been made on the impact this Australian industrial period has had on other design roles. Moreover, the influence the automotive sector may have on broader design practice has not been explored.

This paper develops new insights through such a synthesis. A number of leading actors in contemporary Australian design practice based both locally and internationally, the research participants were interviewed. At some time, participants held design or engineering roles for automobiles developed in Australia. The current design roles of participants are wide and varied, spanning a range of products and services.

Firstly, this paper contributes a qualitative analysis through participant reflection, as to the key skills they developed in Australian automotive industry. Participant insights shift then to broader design practice, and where the Australian automotive sector may have played a part in designers transitioning into other industries. By connecting reflections of the past skill development to current design roles, this paper begins a discourse in the value that the Australian automotive industry holds for design practice now. It also paves a path for research into how this value may continue to contribute in the future.

#### Biography

Simon Lockrey is an award-winning designer, engineer and academic who explores innovation in business and technology through his design, sustainability and business ventures. Simon is currently a Research Fellow at RMIT University and Director/ Founder of global urban gardening brand Glowpear. Since 2000 he has worked on over 100 commercial design and engineering projects for organisations such as Breville, Dyson, Whirlpool, and Nestle, which has resulted in the generation of many millions of dollars in income and Intellectual Property (IP). Simon has also run global academic research projects valued at over \$1 million since 2010, related to life cycle assessment (LCA), co-design, emerging technology, energy efficiency and sustainability strategy.



## **Mark Richardson – Monash University**

### **Collisions and Divisions: Comparing Ideological Democratisation in Design from Henry Ford to Maker Culture**

#### Abstract

This paper explores the democratisation of designed artefacts and production, comparing and contrasting the values and outputs of Henry Ford with current aims and aspirations of Maker culture. Both have similar underlying values, but differ in their approach to social capital, empathy and compensation. In principle, where Henry Ford's object-oriented approach democratised personal transport through the mass production of cars, Maker culture's relational-oriented approach seeks to provide democratised access to artefacts, information and knowledge through socially supported individual empowerment. At the intersection between twentieth century industrialisation and what some are calling the Third Industrial Revolution, it is important to consider how ideological frameworks could play out in order to anticipate future histories and the wicked problems they pose. This paper parallels Fordist and Maker perspectives through the lens of automotive design, posing possible trajectories for further consideration.

#### Biography

Formally a senior designer at Ford Motor Company, Mark was involved in both conceptual and global manufacturing projects, such as the R7 show car, Territory, European Mondeo and Asia Pacific Fiesta. Mark now lectures in Industrial Design at Monash University, having completed a PhD seeking evidence to support the advance of ecologically and socially sustainable mobility systems through hands-on practices of making. His research now investigates how we can transition from current design and production methods to more sustainable, resilient and accessible systems of creating, making, sharing and learning.

## Geoff Wardle - Art Center College of Design, Pasadena, USA Driverless Cars Reinvent Australian Car Industry

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### Abstract

Beyond the decision of Ford, General Motors and Toyota to cease automotive production in Australia, the global car industry faces major challenges from many directions. Some of these challenges present considerable opportunities for Australian enterprise, which could form the rebirth of local vehicle manufacturing. More significantly, this new, local vehicle manufacturing industry would be part of a much larger Australian enterprise, providing robust competition to future global players in the personal mobility market. The advent of the driverless car will be a major catalyst to this transformed local industry. This paper discusses the relevance and impact of these global automotive trends on Australia and using "future scenarios" descriptions, describes how these new opportunities could evolve, in terms of the regulatory environment, industry opportunities and customer experiences.

### Biography

Geoff is currently the Executive Director of Graduate Transportation Design at Art Center College of Design in Pasadena. The program reflects Geoff's passionate belief that in order to attain a sustainable world we must view transportation from a holistic and integrated perspective.

With a lifetime's fascination in the future of all forms of transportation, Geoff first graduated in vehicle and mechanical engineering and then attended the Royal College of Art's Vehicle Design Master's program in London. He spent 20 years working with different car and vehicle manufacturers around the globe including Ford at Broad Meadows. He still consults to transportation companies and research groups around the world.

