

CASTLEMAINE ART MUSEUM



Kerstin Thompson Architects

Castlemaine Art Museum aims for a new lease of life that will help to secure its long-term future and enhance arts and culture in the region

> THE CONTEXT

Castlemaine Art Museum is home to a unique collection of Australian art and historical artefacts that reflect the early history of the region. It delivers a lively exhibition and education program engaging the local community and visitors to the region.

Hidden behind an imposing 1930's art deco heritage facade, the two-level gallery and museum has faced some unique challenges to support sustainable business operations.

> THE BRIEF

Supported by a funding grant from Regional Development Victoria, Castlemaine Art Museum initiated a Business Case to optimise collection and exhibition areas, provide better street engagement and activation, and support improved community engagement.

Castlemaine enjoys active community participation in the arts and is home to significant cultural festivals which play an important role in regional tourism. The redevelopment of Castlemaine Art Museum is expected to build on local cultural strengths and educational experiences, underpinned by strong regional and national partnerships.

> OUR APPROACH

A multi-disciplinary team was led by Positive Solutions and The Maytrix Group and included Kerstin Thompson Architects, Slattery, Neil Anderson Consulting and Aalto Consulting.

Supported by a comprehensive review of current operations and its assets, the Business Case analysed options to resolve the optimal approach and priorities for investment. It analysed commercial and programming opportunities, and the building improvements needed to support them. Informed by building and site analysis, the business case considered development options leading to a three-stage development which delivers improved street activation and engagement, and optimal gallery configuration to support a more diversified exhibition and education program.

> THE RESULTS

Positive Solutions and The Maytrix Group created a complete Business Case in support of Castlemaine Art Museum's development plans, for submission to State Government.

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- > [Whitehorse Centre Business Case Development](#)
- > [Gallery Director Recruitment The Arts Centre Gold Coast](#)
- > [Gallery Director Recruitment Rockhampton Art Gallery](#)