

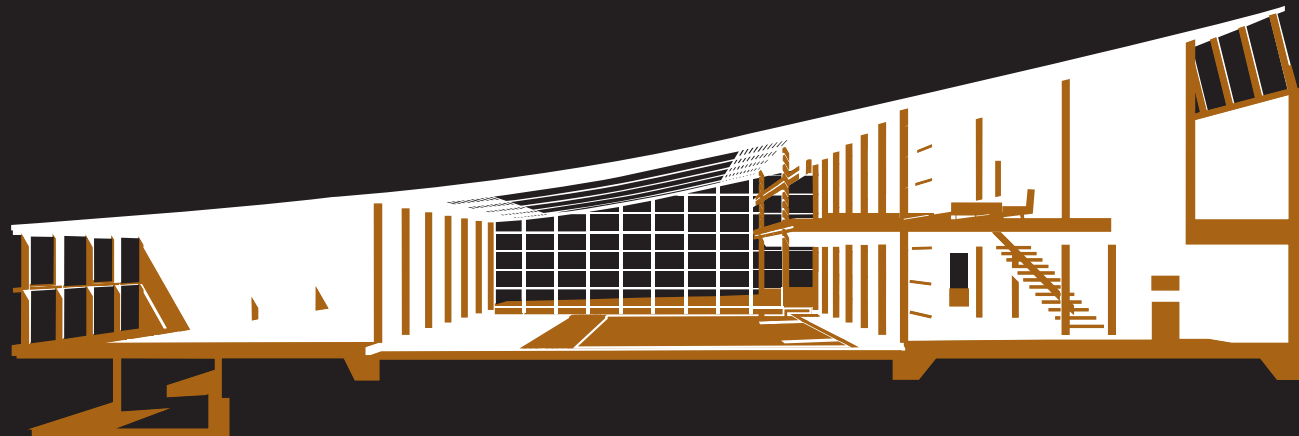


# 290 Walsh Street

In the 60s, an invitation to Walsh Street was one of the most coveted invitations in Melbourne.



We invite you to enjoy  
a partnership with the  
Robin Boyd Foundation,  
based at the iconic  
**290 Walsh Street,**  
South Yarra.



The house embodies creativity and the ethos that  
the creative industry and design can enhance  
the world in which we live.



## Robin Boyd (1919-1971)

Boyd is arguably the most influential architect there has been in Australia. He was a public educator, passionate about good design and devoted his life to creating a wider public understanding of its benefits.

Through his writings Boyd inspired the general community and through his architecture became an acknowledged leader in the design and architectural professions. He was a renowned Victorian architect, author, critic, and public educator in the 50s and 60s, a leader in Melbourne's Modern Architecture movement, a visionary in urban design, and outspoken on the 'Australian Identity'.

Acting as the cultural conscience of the nation, Boyd encouraged people to extend their thinking and expectations beyond 'the known' and 'the given'. He urged people to reassess and innovate and, most importantly, he led by example.

Our partnerships give the opportunity to align with this visionary architect's values which continue today through the work of the Robin Boyd Foundation.

From a direct affiliation with our high profile events to our exceptional Walsh Street hospitality, the partnerships present an unparalleled opportunity to connect with an audience who care passionately about the values of good design.







## About 290 Walsh Street

The 'Walsh St House', or 'Boyd House II' as it is sometimes known, was designed by revered Australian architect Robin Boyd for his own family in 1957.

This iconic house exists pretty much today just as it did whilst the Boyd family lived here, right down to the furniture, artwork and books. Furnished with pieces designed by Boyd's associates, such as Grant Featherston and Clement Meadmore.

Whilst the house provides a unique insight into Melbourne's design leaders of the 50s and 60s, it is not simply a museum house. Today it is home to the Robin Boyd Foundation and just as it did when guests such as Harold Holt attended, Walsh street continues to be a forum to share knowledge and discussions on a diverse range of topics.

The house exemplifies many of the theories espoused by Robin Boyd in his extensive writings and is an outstanding and unique example of his structural-functional architectural type. It clearly displays his theory of a single controlling theme, exhibits structural clarity, informality in planning, flowing spatial arrangements and incorporates the inventive use of materials, detail and built-in furniture.

Walsh Street is an incubator for design education, and a unique event space, exclusively for our partners; those who recognise and wish to align themselves with the principles of good design.



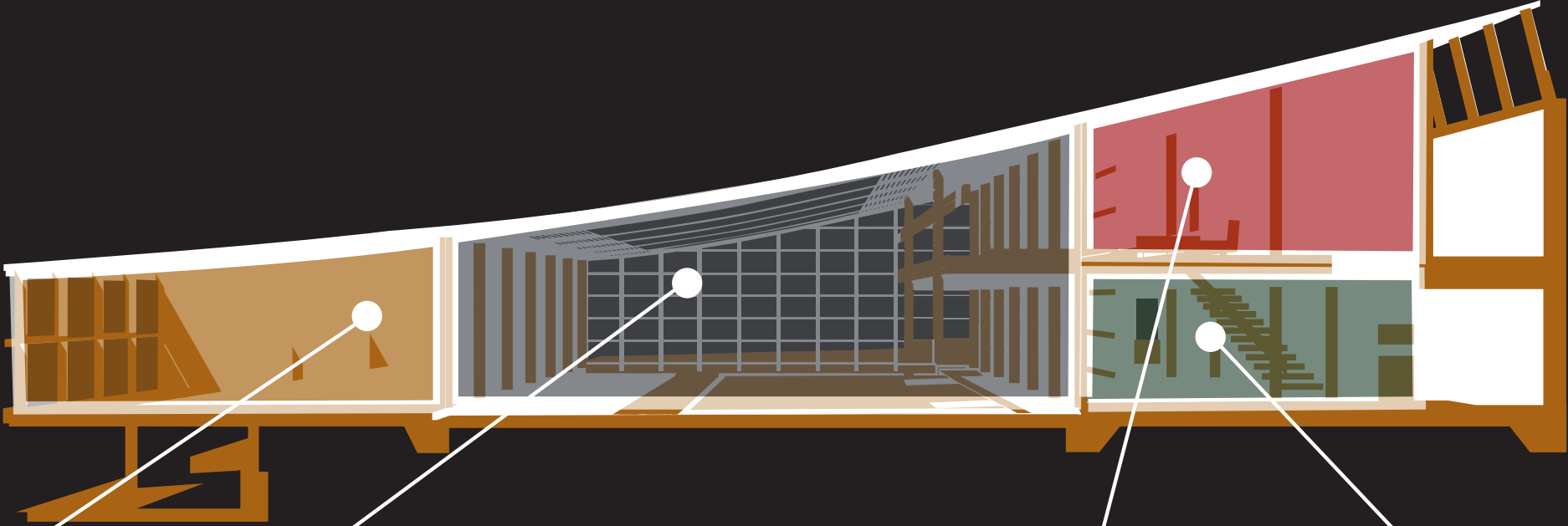
Robin Boyd Foundation Partners benefit from alignment with an iconic, design focussed organisation. The Foundation's successes and exciting programming keep our partners at the fore of design led discussions.



# 290 Walsh Street

Robin Boyd was renowned for designing spaces which reflected the lifestyles of the occupiers. There can be no better example than in the design of his own family home, the iconic 290 Walsh St. Now home of the Robin Boyd Foundation.

Flexible entertaining spaces designed for the Boyd family in the 50's, have resulted in the house lending itself beautifully to a variety of community and corporate uses for today and for the future.



Bedroom wing and informal lounge area

Robin Boyd Foundation office area (though still maintained in original state).

Outdoor Private courtyard

Accommodates up to 60 standing and 50 seated for music concerts, lectures, workshops etc.

Upper Lounge area

Accommodates up to 25 for design introduction tours, meetings, workshops, book launches etc.

Lower living area

Can seat 50 for lectures, film screenings, presentations and indoor musical performances. Seats 22 for formal dinners.





Robin Boyd's iconic family home at 290 Walsh Street, South Yarra, exists pretty much today as it did whilst the Boyd family lived here, right down to the artwork, furniture and books.







The house is not simply a museum,  
but a house to inspire and be shared  
exclusively by our partners, those  
who value and are invested in the  
principles of good design.







## The Robin Boyd Foundation

Continuing the work and ethos of Robin Boyd through an active, innovative and ongoing series of design focussed public learning programs and events.

The Robin Boyd Foundation aims to deepen understanding of the benefits of design through:

- Design Awareness
- Design Literacy
- Design Advocacy

The Foundation runs a regular program of Lectures, Workshops and Seminars throughout the year at Walsh Street. The year long programming makes a significant contribution to the City of Melbourne's contemporary design discourse.

Established in January 2005. The late Hon. Gough Whitlam was the Founding Patron of the Foundation.

It has been established in conjunction with Robin Boyd's family. It is a separate legal entity, a registered 'not-for-profit' charity with its own

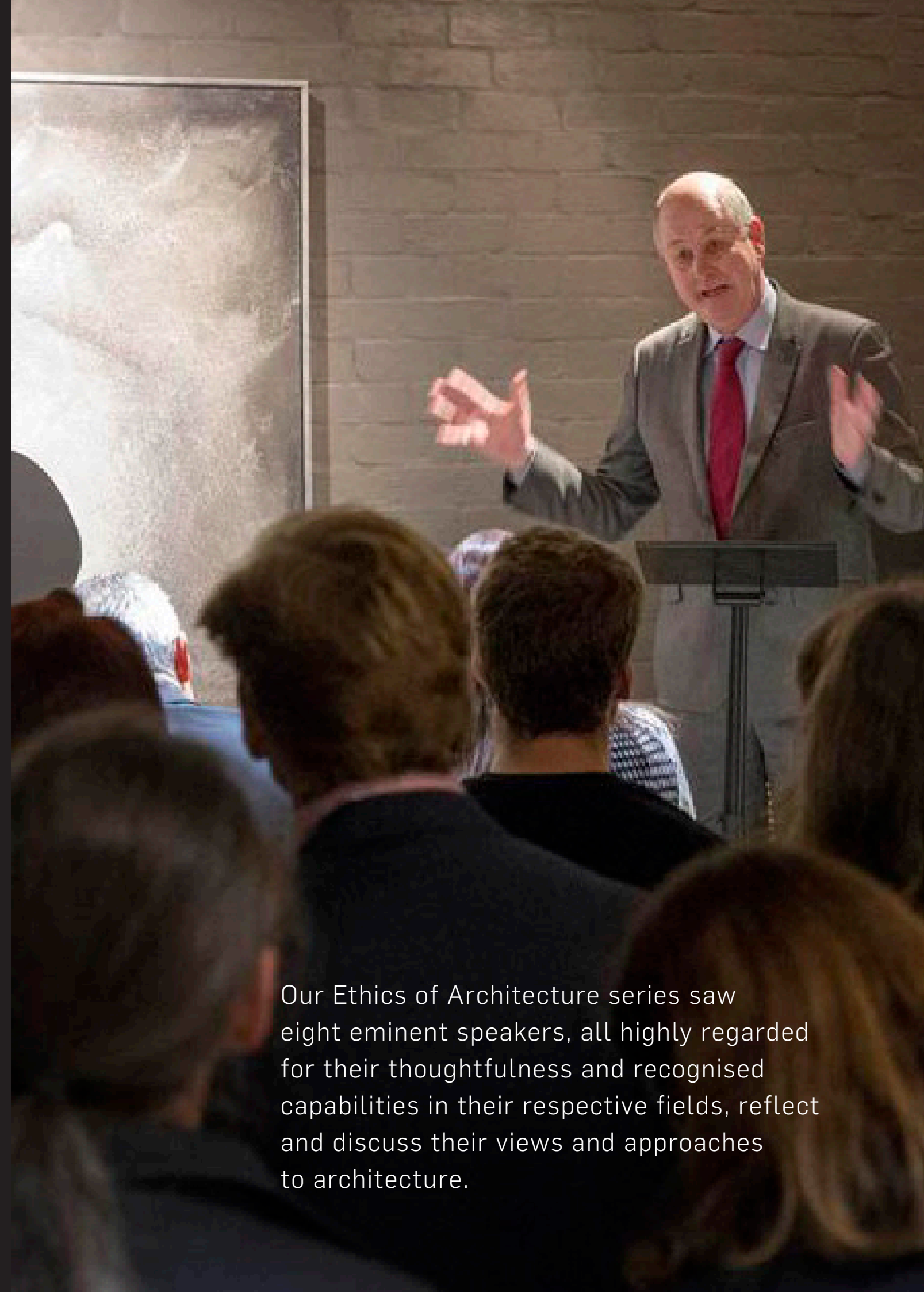
constitution, whose members represent the Boyd family, the Royal Australian Institute of Architects (Victoria Chapter), the three faculties of architecture at University of Melbourne, Deakin University and RMIT University, and others with expertise, interest and commitment to the advancement of design.

In contrast to a passive 'heritage house' experience, the Foundation typically programs a series of events and open days with a topical educational theme linked to Boyd's design philosophy and practice. The Foundation has become a hub for leading members of Melbourne's arts and cultural community who support and engage with our wider community through our programming.



The Foundation champions a design approach to problem solving. Using products from Robin Boyd's life works – not least the Walsh Street house – to demonstrate the value that can be generated from good design and to promote its take up across the community.





Our Ethics of Architecture series saw eight eminent speakers, all highly regarded for their thoughtfulness and recognised capabilities in their respective fields, reflect and discuss their views and approaches to architecture.





## Foundation Partnerships

We invite you to begin a new partnership with the Robin Boyd Foundation, not only to align yourself with our objectives but to open up to a host of benefits.

### **Positive brand alignment**

Our partnerships are not just about making a donation. We aim to develop a relationship that is mutually beneficial for both organisations. We offer several advantages, not least being that your alignment with us, showcases to the wider community and to staff, that your organisation has a commitment to the value of good design.

### **Access to a loyal, design invested and educated audience**

With access to our network, we can help you to reach an audience who are passionate about the values of good design. When you sponsor an event, exhibition or programme through the Robin Boyd Foundation, you will benefit from a full online and offline marketing campaign.

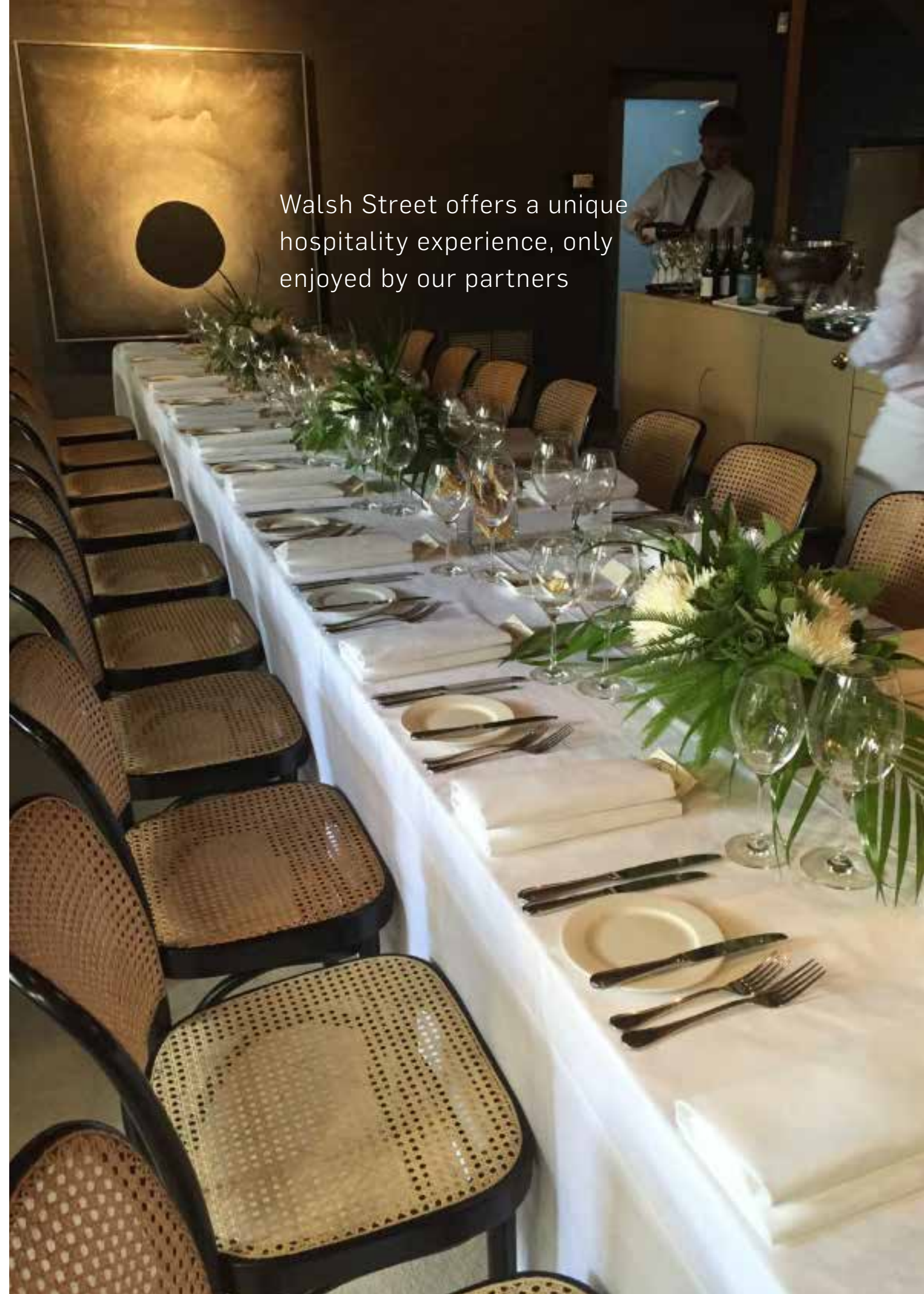
### **Building awareness and giving back to the community**

Robin Boyd was a public educator. He was passionate about good design and devoted his life to creating a wider public understanding of its benefits. Acting as the cultural conscience of the nation, Boyd encouraged people to extend their thinking and expectations beyond 'the known' and 'the given'. He urged people to reassess and innovate and, most importantly, he led by example. By forming a partnership with the Robin Boyd Foundation, together we continue the ethos of Robin Boyd.

### **Exceptional and unique hospitality experiences**

Complimentary uses of Walsh Street for client and staff meetings, presentations, seminars, workshops and dinners. There are several levels of partnership which are detailed on page at the end of this document.

Walsh Street offers a unique hospitality experience, only enjoyed by our partners







## Walsh Street hospitality

Robin Boyd was renowned for designing spaces to fit the lifestyle of the occupants. This is exemplified through Walsh Street, which epitomises the social life of the Boyds.

### Hosting events

Not only does this iconic house leave visitors spellbound with its aesthetic, it also offers a range of flexibility through the unique configuration of its spaces.

### Dining

A collaboration between Cutler & Co. and The Robin Boyd Foundation see's Andrew McConnell's acclaimed food served in our spectacular residence. The house can accommodate up to 20 guests for a dinner or or around 50 guests for a cocktail style event. The complete Cutler & Co. experience is offered with chefs and wait staff from the restaurant at hand to create an unforgettable experience.

### Cocktail lounge

Our upstairs cocktail lounge gives a beautiful flow to any event. On arrival, guests are welcomed here on the upper level with drinks and an introduction to the history of the house,

the value of good design and the influence of Robin Boyd. Thus setting the tone of intellectual discussion for your event.

### The open air courtyard

The internal courtyard enhances the creative ambiance of any performance. With the capacity to seat 60, a unique event can be tailored to requirements. whether it be a Corporate event, a music performance, product launch or film screening, Walsh Street is a special and highly exclusive venue, that clients and guests don't forget.

### Main living space

This space has been host to workshops, lectures, film screenings, staff planning days and more. The area can be configured to accommodate 50 seated guests or can be used in its original formation as a beautiful lounge, discussion area.



For the leading members of Melbourne's arts and cultural community Walsh Street was and continues to be a special place to meet, discuss and dine. The house was designed to be enjoyed.





Upper level cocktail lounge	Hosts <b>20</b>
Lower level cocktail	Hosts <b>40</b>
Lower level formal dining area	Hosts <b>20</b>
Lower level film preview/presentation	Seats <b>50</b>
Private courtyard	Hosts <b>60</b>

This type of experience is unique in Melbourne.  
A combination of understated elegance and unique design  
paired with food and beverage of a calibre rarely available  
outside the restaurant environment. **Andrew McConnell**





The courtyard can be used as a breakout space for a training workshop, a space for a beautiful outdoor performance, lunch or setting for a book reading.



Partnership levels

Principal Sponsors – \$20,000 +

- Name on Website within exclusive Design Visionaries section
- 4 complimentary uses of 290 Walsh Street\*  
*The costs of catering and external services are met by the Corporate Partner.*
- Name in Robin Boyd Foundation Annual Report
- Listing in electronic newsletters
- Logo Placement on Robin Boyd Foundation website
- Press Release (At the discretion of donor)
- Thank you at all Major Events, including Launches and Open Days

Foundation Partners – \$10,000 - \$19,999

- Name on Website, within ‘Design Leaders’ section
- 3 complimentary uses of 290 Walsh Street\*  
*The costs of catering and external services are met by the Corporate Partner.*
- Name in Robin Boyd Foundation Annual Report
- Listing in electronic newsletters
- Logo Placement on Website
- Press Release (At the discretion of donor)

Foundation Family \$5,000 – \$9,999

- Name on Website, within ‘Foundation family’ section
- 1 complimentary use of 290 Walsh Street\*  
*The costs of catering and external services are met by the Corporate Partner.*
- Name in Robin Boyd Foundation Annual Report
- Listing in electronic newsletters
- Logo Placement on Website

Foundation Supporters \$1,000 – \$4,999

- Name on Website, in Alphabetical Order
- Name on Annual Report
- Listing in Annual Newsletter

For more information please contact  
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