

CONCEPT 4

MAGNETIC MUSEUM

15 / 29

SITE	LA TROBE TRIANGLE (LT.T)
	THE ROYAL SOCIETY OF VICTORIA
	LA TROBE STREET & VICTORIA STREET
	MELBOURNE, CBD

CONCEPT 4



WE AGREE MAGNUS, WE AGREE.

WITH THE RECENT DEVELOPMENT OF THE HENDO AND LEXUS HOVER-BOARD TECHNOLOGY THE WORLD IS ABUZZ WITH TALK OF MAGNETS. WE HAVE ONLY REALLY SCRATCHED THE SURFACE OF THE POTENTIAL THAT THEY HOLD FOR TRANSPORT, ARCHITECTURE AND THE CITY. TO DRUM UP INTEREST AROUND THE ROYAL SOCIETY AND TO INTRODUCE NEW MAGNET TECHNOLOGY TO THE AUSTRALIAN PUBLIC WE PROPOSE THE FIRST EVER 'MAGNETIC MUSEUM'. A LARGE HOVERING EXHIBITION SPACE THAT SHALL HOLD ROTATING EXHIBITIONS THAT CENTRE AROUND THEMES OF THE EPHEMERAL, ARTISTIC AND EXPERIENTIAL.

WE BELIEVE THAT THERE IS NO BETTER WAY TO DEMONSTRATE THE IMPORTANCE OF THE ROYAL SOCIETY, THAN TO DISPLAY A LITTLE BIT OF MAGIC, AND A LITTLE BIT OF WONDERMENT, ALL OF WHICH ARE MADE POSSIBLE BY DEVELOPMENTS IN TECHNOLOGY AND SCIENCE.

ALSO – EVERYBODY LOVES MAGNETS.

CONCEPT 4

MAGNETIC MUSEUM

SITE

LA TROBE TRIANGLE (LT.T)
THE ROYAL SOCIETY OF VICTORIA
LA TROBE STREET & VICTORIA STREET
MELBOURNE, CBD

CONCEPT 4



CONCEPT 4

MAGNETIC MUSEUM

17 / 29

SITE

LA TROBE TRIANGLE (LT.T)

THE ROYAL SOCIETY OF VICTORIA

LA TROBE STREET & VICTORIA STREET

MELBOURNE, CBD

CONCEPT 4

