



WILLIAMS BOAG PTY LTD ARCHITECTS

WILLIAMS BOAG PTY LTD ARCHITECTS IS A MELBOURNE BASED

independently owned architectural firm providing expertise in the fields of architecture and planning, urban design and interior design, specialising in institutional, cultural and residential architecture and planning projects.

Williams Boag Pty Ltd Architects was established in Melbourne in 1975 and has achieved an enviable professional reputation based on carefully designed, finely crafted architectural solutions. Williams Boag is committed to design driven quality, and will soon open a Research and Development department to enhance design vision.

Williams Boag Architects practise with an alignment of purpose, personal commitment and accountability, and share one common goal: to provide fit for purpose design solutions married to major project delivery capacity. Williams Boag is committed to a sustainable future. The company's approach to responsible design is to address social, cultural, ecological and economic sustainability issues with regard to a considered approach in the design process.

"The cultural and social sustainability requirements for a building like the GPO are very high. As part of this response we have created a more accessible place and returned the building to the public in a way that it has never been in the past," said Mr. Williams.

Williams Boag has been involved in each of the development proposals for the Melbourne GPO since 1989. Having amassed a 15-year rapport with development ideas for the grand Melbourne icon, Williams Boag's expert architectural services were infused with a value added wealth of specialised project knowledge.

"The current developer, MGPO, knew of our strong association with the history of development proposals for the site and our continued work with Australia Post. They considered our expertise, supported by Post and we became involved," said Managing Director, Mr. Peter Williams. On this current project Williams Boag provided full architectural services up to the construction phase, at which time their role was novated to the builder. Architectural services provided encapsulate planning services and heritage advice in consultation with Allom Lovell and Associates

Williams Boag's scope of works for Melbourne GPO Pty Ltd included developing the GPO as a specialist retail

and lifestyle precinct, modified from the earlier office commercial project. According to Mr. Williams, it was a challenge to create a new six level building and establish an effective interface between this new building and the heritage structure of 1867.

Williams Boag also managed the reinstatement of interior fabric following the fire in 2001, in collaboration with Andrew Ward, conservation architect.

Williams Boag Architects comprise a staff of 26 diverse individuals contributing to the design culture of the office under the leadership of Director Peter Williams. Under his guidance Williams Boag has been acknowledged by numerous design awards at a national and state level. Most recently in November the firm received a National Commendation in the Year of the Built Environment Awards presented at the Sydney Opera House in the Towards a Sustainable Community Category.

In May 2000, Williams Boag Architects and five other Australian firms, located across Sydney, Brisbane, ACT, Darwin, Perth, entered into a strategic alliance in response to an initiative by Sydney based GroupGSA Architects. The Alliance provides a National network of resources and experience to each of the member firms on a project-by-project basis. Access to this national skills network is transferred to clients, including the interaction of firms on projects where the combined skills suit that project's requirements.

Williams Boag Architects has won twelve design awards from the Royal Australian Institute of Architects alone. To view Williams Boag's full range of awards, or for more information, visit www.williamsboag.com.au. For more information on the GroupGSA National Alliance visit www.groupgsa.com.

WILLIAMS BOAG PTY LTD ARCHITECTS

Level 7, 45 William Street
Melbourne VIC 3000
PH: 03 8627 6000
FX: 03 8627 6060
EM: pwilliams@williamsboag.com.au
www.williamsboag.com.au

WILLIAMS BOAG PTY LTD ARCHITECTS

Level 7 45 William Street Melbourne 3000 Australia
Telephone 613 8627 6000 Facsimile 613 8627 6060
inray@williamsboag.com.au

