

Heritage Assessment

Irene Lingerie Factory, 5 Pitt Street, Brunswick



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Site History

Records held by the City of Moreland reveal that a permit for the demolition of an existing house on this site was granted in November 1963. Subsequently, building permit No 9,748 was issued on 5 March 1964 for the erection of a 'brick factory' at a cost of £25,000. Rate records show that the site had a Net Annual Value of £170 for the period 1963-64, rising to £280 for 1964-65, and thence to £2,010 for 1965-66. The factory appears for the first time in the *Sands & McDougall Directory* in 1967, listed as the premises of Tena Lingerie Pty Ltd. Its owners were identified as Henry & Christine Lipshutz of 32 Hatfield Street, North Balwyn.

Anthony Hayden, Architect

Members of the Lipshutz family have stated that their new factory was designed by a Jewish architect named Tony Hayden. Further research establishes that this was Anthony Abraham Hayden, *ne* Hershman, who was born in Warsaw in 1921. He can be considered as one of a number of talented Jewish architects of central European origin who migrated to Australia in the 1930s and '40s, which included such noted names as Dr Ernest Fooks (Czechoslovakia), Herbert Tisher (Germany) and Kurt Popper (Austria). In Hayden's case, however, he arrived in Australia via Manchester, England, where his family settled in 1930 and where his father served a cantor at a local synagogue. The young Abraham Hershman, as he was then known, commenced the five-year architecture course at the Manchester Municipal School of Art in 1937, receiving scholarships and prizes each year. He completed his course in 1942 and, the following year, was admitted as an associate of the RIBA. His professional development was interrupted by the Second World War, and he served for five years with the Royal Engineers, in England and the Middle East. After his demobilisation, he changed his name and then worked for two years in the office of 'a leading firm of architects' in Manchester. It also appears that he commenced his own practice, as a surviving letter from 1949 bears the letterhead of 'Anthony A Hayden, ARIBA, chartered architect' with offices at 39 Bishops Road, Prestwich, Lancashire.

It was in mid-1949 that Anthony A Hayden arrived in Melbourne, along with his brother. He soon obtained work in the architectural office of Arnold E Bridge (1904-1980), then based at 314 Collins Street. Hayden registered with the Architects' Board of Victoria in 1950, with Arnold Bridge himself signing as his referee. In 1956, after several years with the office, Hayden was elevated to partnership, and the firm's name was changed from Arnold E Bridge & Associates to Bridge, Hayden & Associates, with new offices at 409 St Kilda Road. The firm continued under that name until Bridge's retirement in 1973, whereupon it simply became Anthony A Hayden & Associates.

During the firm's heyday of the 1950s and '60s, the office of Bridge, Hayden & Associates appears to have been mostly involved in medium-scaled retail, commercial and industrial projects in the metropolitan area. One regular client was the Dickin's New World grocery chain (later taken over by G J Coles), for whom the architects carried out several projects. These included a 'self-service mart' at North Road, Ormond (1956), a supermarket on the corner of Burke Road and Doncaster Road, North Balwyn, once described as 'Melbourne's first free-standing supermarket' (1960), and a tenancy fitout at the new Chadstone Shopping Centre (1962). The firm also designed showroom or factory buildings for Morris & Walker at Heidelberg (1950), the Warburton Franki Ltd in Burwood (1952), the Spicer Shoe Company in Queen's Parade, North Fitzroy (1954), the Precision Mower Service in Mount Alexander Road, Essendon (1956), the Ravidell Tyre & Rubber Company at 449-453 Bridge Road, Richmond (1957), the Slade Brothers Knitting Mills in Dover Street, Richmond (1957) and the Kenneth Wright Pty Ltd in 95-103 Johnston Street, Fitzroy (1958).

The office was also responsible for a number of residential projects, chiefly in the form of blocks of flats such as those at Irving Road, Toorak (1956), Studley Avenue, Kew (1956), 488 Glenferrie Road, Hawthorn (c.1960), Vincent Street, Surrey Hills (1960) and 120 Anderson Street, South Yarra (1971). The firm also designed a few individual houses, including one at Cleve Court, Toorak (1960) and another in Roberts Street, North Balwyn (1961).

One interesting aspect of Hayden's role within the practice was his ability to obtain numerous clients through Melbourne's Jewish community. Consequently, his work is well represented in suburbs such as Kew, Caulfield and East St Kilda. In 1960, Hayden designed a motor car showroom for a Mr Caplan on High Street (now St Kilda Road), East St Kilda, and, four years later, completed *Carlisle House*, a two-storey shop/office block on the corner of Carlisle Street and Westbury Avenue, Balaclava, for a Mr Katz. This ongoing association with Melbourne's Jewish community culminated in Hayden's designs for two new synagogues, both very bold in appearance: one at 572 Inkerman Street, Caulfield (1959-61) and another at 53 Walpole Street, Kew (1962-64). Around the same time, he was responsible for one of his most unusual and eye-catching designs – a large monument in the Melbourne General Cemetery to commemorate Jewish victims of the Second World War.

The later work of Anthony Hayden, following the retirement of Arnold Bridge, includes two six-storey office blocks in Burke Road, Camberwell (1975) and a two-storey block of shops at 54-58 Wells Street, Frankston (1983). By this time, the architect was semi-retired, living on a horse and cattle property in Wollert, near Whittlesea. He died as a result of a horse riding accident on 25 March 1984.

Description

The Irene Lingerie factory is a multi-storeyed modern brick factory building with a sawtooth roof. On the street frontage, the building is expressed in the distinctive form of a double-storey box-like element, elevated on a recessed plinth. The plinth, in face brick, has a pedestrian entrance to the left side (with stairs leading up) and several vehicle doorways with roller shutters. The box-like upper level is surrounded on four sides by projecting slabs and tapered wing walls, creating a frame to the recessed façade. The façade itself is articulated as a alternating bays of solid wall and window bays, the latter with spandrels between. Along the spandrel line, a row of projecting letters spell out the brand name IRENE, while a freestanding row of similar letters along the base spell out the word LINGERIE.



Figure 1 The Irene Lingerie Factory at 5 Pitt Street, Brunswick (1964)

An Analysis of the Work of Bridge, Hayden & Associates

A cursory review of the known works of Bridge, Hayden & Associates reveals that the firm was capable of working in a quite diverse range of styles. The block of shops in Carlisle Street, for example, reveals the obvious influence of Frank Lloyd Wright in its use of textured concrete block, exposed and stained timber and a dominant horizontal expression. The house in Cleeve Street, by contrast, was realised in an unusually retrogressive style described in a newspaper write-up as 'English Renaissance', complete with portico of paired Tuscan columns.

For the most part, however, buildings produced by Bridge, Hayden & Associates in the late 1950s and early 1960s were similar to those being designed by many other Melbourne architects at that time. These were characterised by a fairly conventional strain of modernism, with flat-roofed volumetric forms, typically realised in face brick, and generous glazing. However, this specific period also saw a recurring sub-theme, whereby such buildings, ordinarily quite stark in appearance, might be enlivened with non-structural decorative elements and finishes to produce an effect that architect and critic Robin Boyd later codified as 'Featurism'. This might include, for example, decorative screens of metal or concrete breeze-block, spandrel panels of ceramic or mosaic tiling, and the incorporation of murals or sculpted artworks.

This 'Featurist' approach is evident in much of the non-residential work of Bridge, Hayden & Associates at that time. Their addition to the Slade Knitwear factory in Richmond (1957), were example, was realised as a stark double-storey brick volume with a recessed lower level containing pedestrian and vehicle entrances flanking a projecting tiled panel. At the upper level, the brick wall was enlivened by a strip window with staggered glazing bars, and wall-mounted lettering. The Spicer Shoe Company building in North Fitzroy (1957) had repetitive horizontal window bays and an off-centre entrance marked by a elongated wall, rising above roof level, with a raked canopy, a grid of circular openings, and a window screened by narrow fin-like elements. The former Caplan Motors showroom at 194 St Kilda Road originally had a glazed façade, with a row of six concave panels across the parapet, all clad with blue glass mosaic tiles and each one incorporating an illuminated letter that spelt out the owner's name. The design for Dickin's supermarket also included panels of ceramic tiling and, once again, moulded lettering that was fastened to walls or stood freestanding on parapets. Supermarkets, indeed, were considered by Robin Boyd to be amongst the most notoriously 'Featurist' of modern building types, and this example can be considered as no exception. Both the Dickin's Supermarket at North Balwyn and the Caplan motor showroom at East St Kilda have since been extensively remodelled, and today exhibit none of the their original 'Featurist' detailing.

However, it is Anthony Hayden's synagogues that represent perhaps his most Featurist designs. The earlier of the two examples, at Caulfield, has a remarkable street façade of stack-bond cream brickwork, overlaid by a row of projecting rendered piers that combine to create an overscaled *menorah* – the multi-branched candlestick that is a symbol of Judaism. The façade further incorporates wing walls and spandrels clad in Castlemaine slate, windows with ribbed and tinted glazing, and flower boxes. The Kew synagogue is similarly bold, with a gabled brick façade framed by projecting wing walls and delineated by narrow bays of full-height fins that create strip windows. The apex of the gable end is enlivened by a large *Magen David* (the six-pointed Star of David), flanked by two pairs of motifs in the form of round-arched stone tablets. The main entrance is flanked by low flower boxes and is shielded by a cantilevered roof.

Conclusion

The Irene Lingerie factory at Brunswick, with its distinctive box-like expression and lively façade, can be considered as a notable example of the work of Anthony Hayden, principal of the prolific commercial architecture firm of Bridge, Hayden & Associates. The factory is a fine and notably intact example of the 'Featurist' style of the late 1950s and early 1960s, whereby conventional modern buildings, often with a simple block-like expression, were enlivened by fenestration and applied ornament to create a lively decorative effect. Buildings of this style (including many examples by Bridge, Hayden & Associates) tend to become dated very quickly, with the result that many examples have been remodelled or renovated in recent decades. The former Irene Lingerie factory is particularly notable for its intactness, including the original signage of a type that was typical of the architect's commercial work.

The building is recommendation for inclusion as an individual place on the Heritage Overlay schedule to the City of Moreland Planning Scheme.

References

Information provided by Mr Michael Lipshutz, 30 August 2007.

Information and images provided by Mrs Sandra Edwards (nee Hayden), 31 August 2007.

File on Anthony Hayden, Architects Registration Board archive, VPRS 8838/P1, Public Record Office.

Research files held by Simon Reeves.

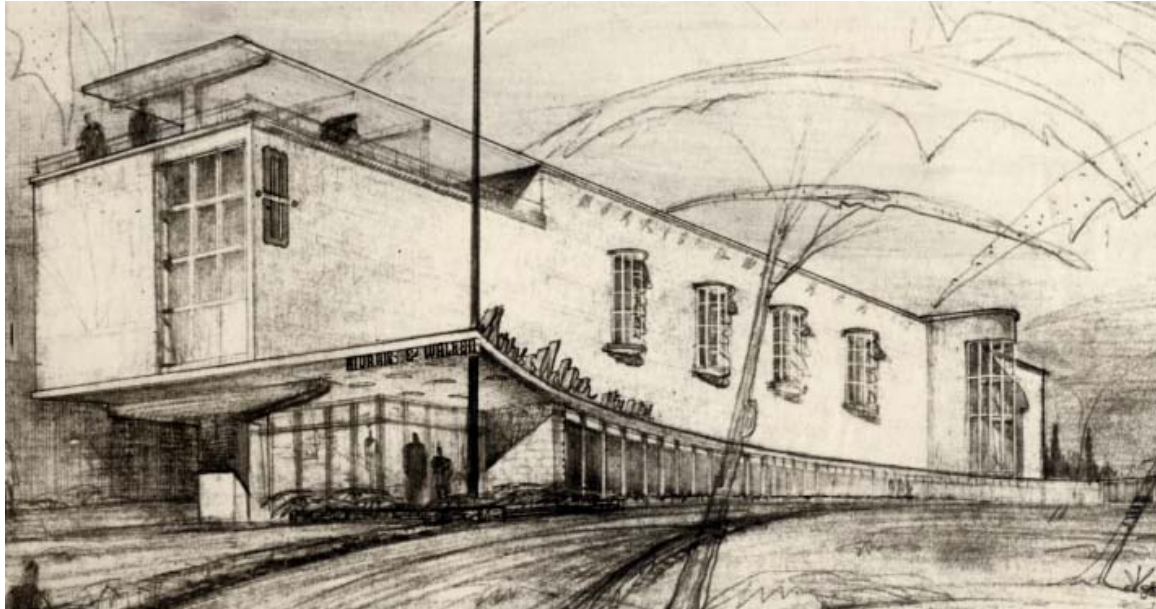


Figure 2 *Factory for Morris & Walker, Heidelberg (1950)*
(source: Hayden family collection; courtesy Sandra Edward)

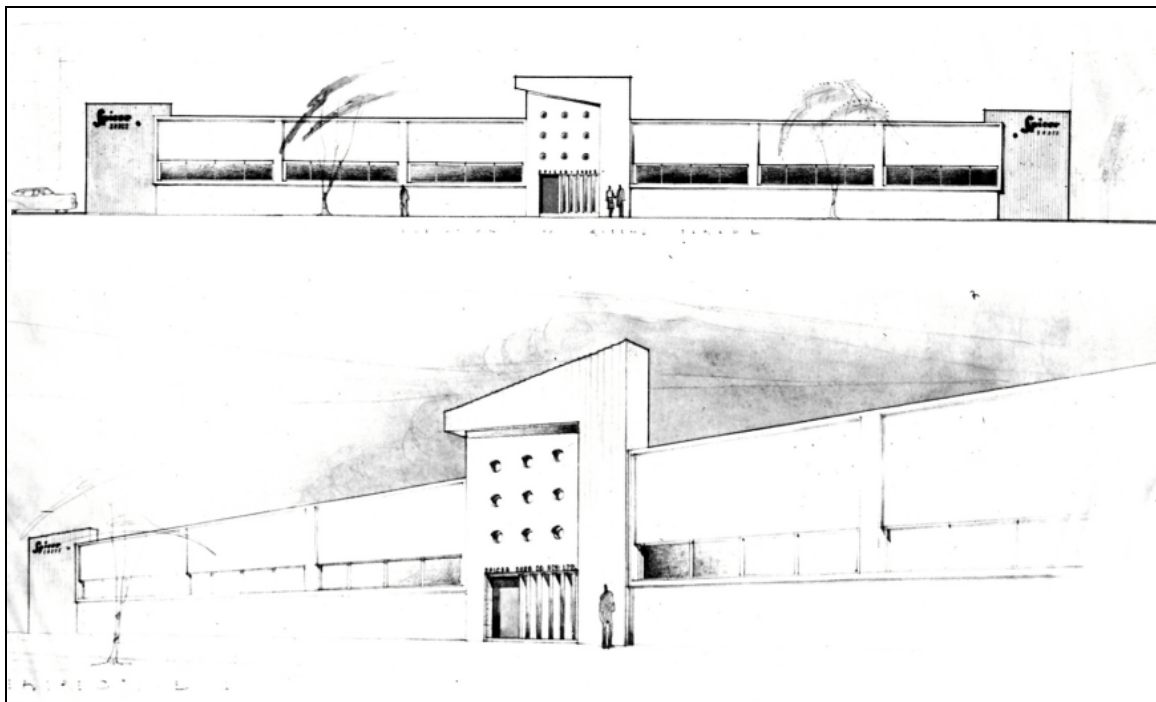


Figure 3 *Addition to Spicer Shoe Company premises, 83 Queens Parade, North Fitzroy (1954)*
(source: Hayden family collection; courtesy Sandra Edward)

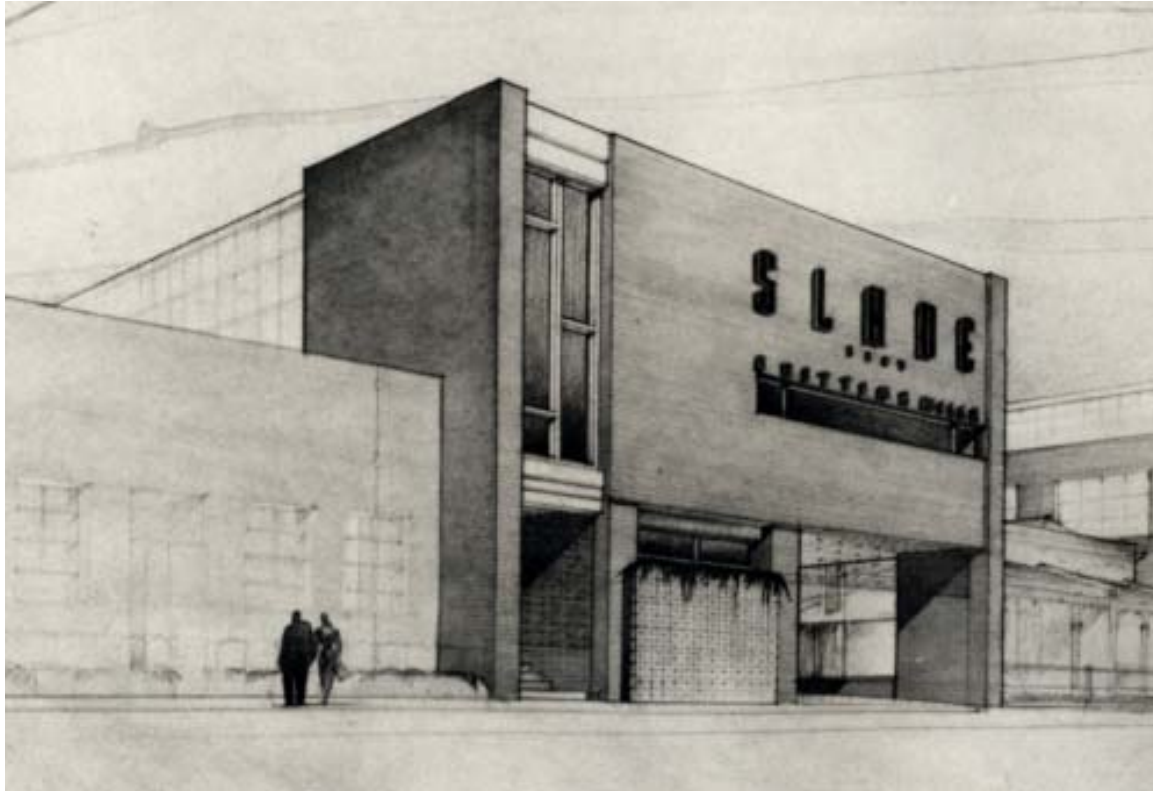


Figure 4 Extensions to Slade Brothers Knitting Mills, Dover Street, Richmond (1957)
(source: Hayden family collection; courtesy Sandra Edward)

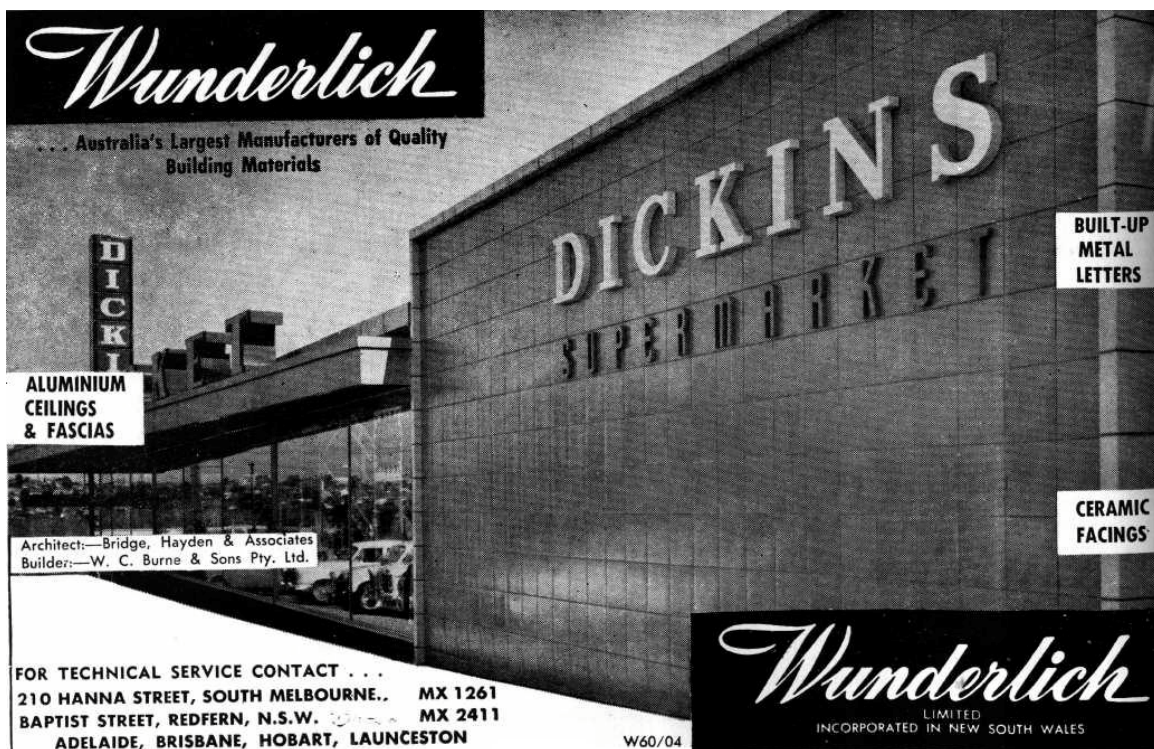


Figure 5 Dickin's Supermarket (possibly Burke Road and Doncaster Road, North Balwyn?)
(source: Architecture & Arts, 1 August 1960, p 28)

Flats planned for families

By
HARRY PERROTT,
*The Herald Property
Writer*



A block of eight family-size flats planned for a site in Surrey Hills.

THERE is a definite trend now in the planning of blocks of flats to increase the size of individual dwelling units.

The demand is increasing for flats with three bedrooms, and this is the feature of the block illustrated.

Application has been lodged with the Camberwell City Council for the necessary building permit for the block to be built on a site 82 ft by 130 ft. in Vincent-st., Surrey Hills.

The land has a fall of 6 ft from the northern side boundary to the southern side.

The site will be excavated and levelled to allow a basement to be formed under the front and central wings of the building.

The large basement area will be used for car parking.

THE building will be 6 ft. from the boundary on the high side, but will be set well back on the southern boundary.

The "U" shape of the plan allows an open court to be formed in the cen-

tre of the building with the entrance stairs off.

In this block it will be seen from the plan that the individual flats follow the more traditional form of planning with the rooms opening from a central hall or corridor.

Each unit will have a separate kitchen and living room. In some there will be a servery hatch between the two rooms.

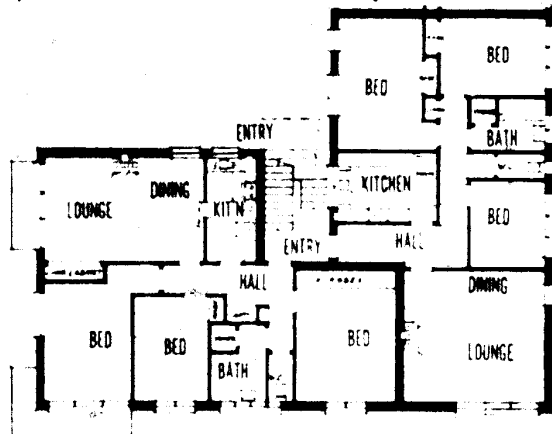
The living rooms are 17 ft by 15 ft. and 19 ft by 12 ft., and each will open out onto a balcony.

Gas fires will be used for room heating and each flat will have its own gas hot-water system. The bathrooms have been planned with a separate shower recess and lavatory. The floors in this section will be tiled.

The building will be of brick with concrete floors.

The low-pitched roof will have the new type of clip-lock metal decking with rockwool insulation below it.

The architects for the building are Bridge, Hayden and Associates.



Plan shows the accommodation in the two types of flats.

*Figure 6 Residential flats, Vincent Street, Surrey Hills (1960)
(source: the Herald, 9 September 1960, p 26)*

House at Toorak

DESIGN considerations for the two storey house just completed at No. 3 Cleeve Court, off Irving-rd., Toorak, were governed by the client's preference for a blend of architectural style with interior furnishings.

The use of imported crystal chandeliers from Italy and period furniture for the living, dining, study and bedrooms influenced the architects, Bridge, Hayden and Associates, in their choice of the English renaissance for the residence.

The result is a pleasing building particularly suited to Toorak.

Careful attention was given to proportion and the main entrance was given importance by the use of Roman Doric columns extending through from ground to first floor to support a pediment.

Wire cut face bricks, in a selected salmon pink have been used for the external walls.

All external painting, including the shutters to the front windows is in a subdued cream to avoid sharp contrasts.

CEILINGS under the terra cotta tile roof have been insulated with granulated rock-wool.

There is a wrought-iron grille and door at the front entrance which matches the balustrade of the porch above.

Between the entrance hall and the dining room there is a glazed partition wall with a sliding door which gives a feeling of spaciousness to the entrance.

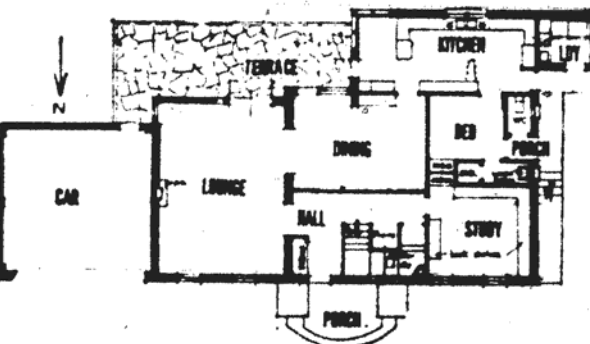
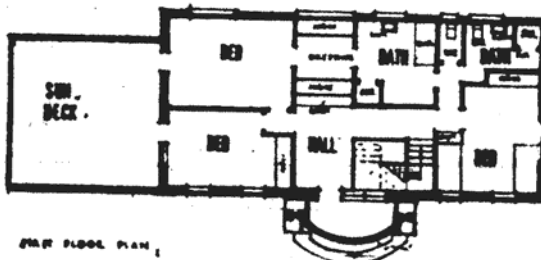
To utilise space a powder room for guests is provided under the staircase and adjoining the stairs is a cubicle for the telephone.

Space - saving sliding doors have been fitted between the lounge and the dining room and the entrance hall.

Both lounge and dining-room open out to a large paved terrace. There is also a door from the kitchen to the terrace which would facilitate the ser-



THIS NEW HOUSE in Cleeve Court, Toorak, follows the English renaissance style architecture.



Ground floor (below) and bedroom floor (above) of the Cleeve Court house.

vice of outdoor meals or entertaining.

The lounge has a gas fire with an attractive pink marble surround.

The kitchen furniture lay-out is in a contrasting modern style to harmonise with modern equipment. Colors are a subdued grey and white.

THE maid's bedroom has a shower and wash-room off the lavatory adjoining.

The first floor is a suspended reinforced concrete slab which would allow the building to be converted into two spacious, self-contained flats if desired at any time.

On the first floor the two main bedrooms have direct access to a sun deck over the garage.

The master bedroom has a dressing room linking it with the spacious bathroom and there is a showerroom, with wash-basin and lavatory, to serve the other bedrooms.

The builders, Gussmar Construction Co. Pty. Ltd.

Figure 7 House, Cleeve Court, Toorak (1960)
(source: the Herald, 16 September 1960, p 26)



Parapet panels in concave sections of these new car showrooms in High-st, St Kilda Vic are finished in Italian glass mosaic tiles in blue — a pleasant back-drop for plastic illuminated letters. (Bridge, Hayden & Ass'tes, arch'ts; W C Burne & Sons, bldrs; Cost, £40,000 incl equip't)

Figure 8 Caplan Motor Showrooms, 194 St Kilda Road (formerly High Street), East St Kilda (1960)
(source: Cross Section, No 92 (1960), p 3)

SHOPS FOLLOW FLATS

THE redevelopment of some of the older suburbs with blocks of flats, with a consequent increase in the population of the area, is being followed with the erection of new shops to meet their needs.

An instance of this is the site on the corner of Carlisle St. and Westbury St., Balaclava, which has been vacant for years and is now to be developed with shops and offices.

The land is 66 ft. by 190 ft. and on the ground floor there will be four shops, each with a store room, fronting both of two streets. On the upper floor there will be provision for 22 offices.

The building will be

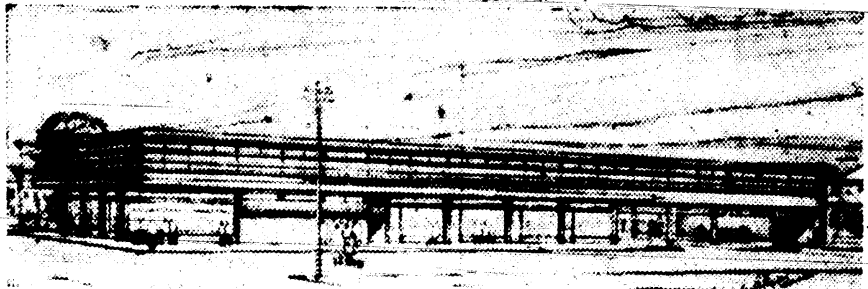
called *Carlisle House* and will have parking space for 22 cars at the rear.

Brown wire-cut bricks will be used for the external wall treatment with rock face besser concrete masonry for the stall boards of the shops and feature walls at the

entrances to the upper floor and the car park.

The roof will be a steel deck and the upper windows will be shaded by a continuous hood along both fronts.

The building contract has been let by the architects, Bridge Hayden and Associates, to Khalish Constructions Pty. Ltd.



New block for Carlisle St., Balaclava

Figure 9 Carlisle House, 320 Carlisle Street (corner Westbury Street), Balaclava (1964)
(source: the Herald, 20 March 1964, p 24)

Current Photographs



Figure 10 Caulfield synagogue, 572 Inkerman Street, Caulfield (1960)



Figure 11 Caplan Motors Showroom, 194 St Kilda Road, St Kilda (1960)



Figure 12 General view of Carlisle House at 320 Carlisle Street; Balaclava (1964)



Figure 13 Detail of shopfronts to Carlisle House along the Westbury Street frontage

Simon Reeves
Architectural historian
3 September 2007