

## 144 Moorabool Street

### History

Edments Fancy Goods were trading from this site in 1925. According to the *Geelong Advertiser*, 9 November 1938, an older structure was demolished in 1933 and replaced by a new building designed for the Edments firm by the architect R. Barlow. The new two storey brick and concrete building was equipped with a basement and a cantilevered verandah. A semi island display window was also part of the design. Following the death of Alfred Edments in 1938, the store was offered for sale but passed in at auction. Edments Limited continued their association with this site into the 1970's.

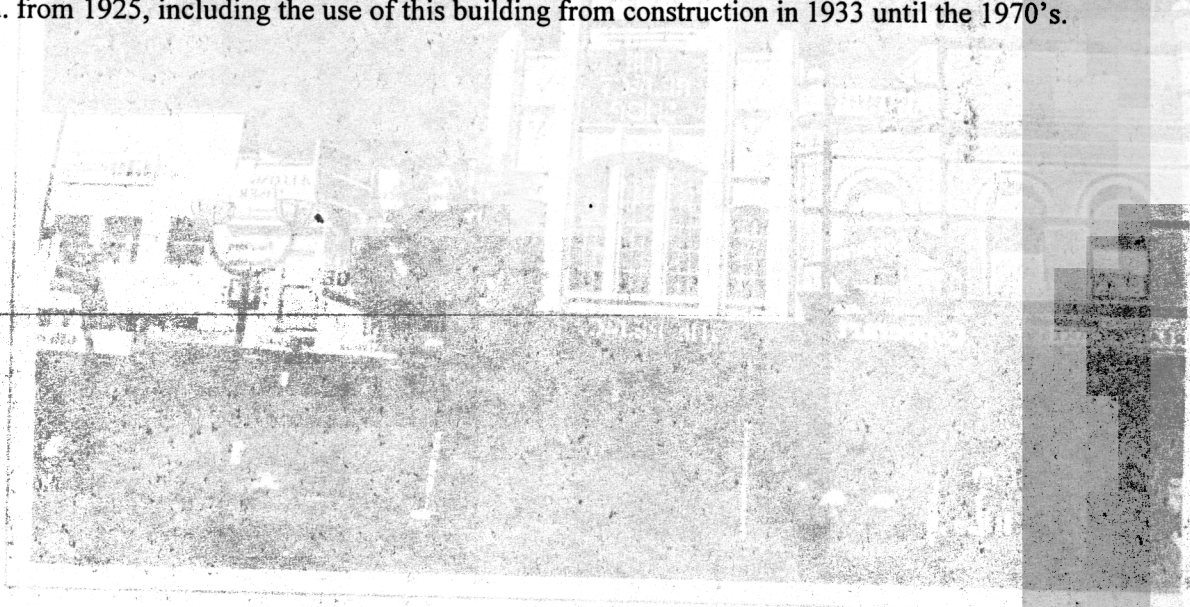
### Description

144 Moorabool Street is an attached double storey commercial building with a symmetrical facade. The building features a number of typical Art Deco details whilst appearing to be an interesting interpretation of the adjacent c1905 building. The facade is divided into three main bays by hexagonal piers, as is the adjacent building. Typical Art Deco details include the parapet with stepped skyline, the emphasis on verticality expressed through the tall hexagonal piers, the concentration of ornament on the upper part of the building, and the Art Nouveau motifs and fine details. The fenestration is unusual; arched and with small window panes. The ground facade has been substantially altered. It is brick and glass and is protected by a wide canopy. The current signage does not enhance the architectural features of this building.

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### Significance

144 Moorabool Street is a locally significant building of architectural and historic importance. The upper facade is an essentially intact example of a commercial Art Deco building, cleverly adapted as an interpretation of the adjacent c1905 building. The site had historical associations with Edments Ltd. from 1925, including the use of this building from construction in 1933 until the 1970's.



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144 Moorabool Street is an attached double storey commercial building with a symmetrical facade. The building features a number of typical Art Deco details which appearing to be an interesting interpretation of the adjacent c1905 building. The facade is divided into three main parts. The central part is a recessed entrance with a tall hexagonal pier. The Art Deco motifs and fine stepped details are visible on the upper part of the building. The ground floor has been substantially altered with small window panes. The ground floor has been substantially altered with small window panes. The ground floor has been substantially altered with small window panes. The ground floor has been substantially altered with small window panes.