

Vibe Hotel & Conference Centre Marysville MARYSVILLE, VIC

Black Saturday dealt the township of Marysville a devastating blow. METIER3 approached this as an opportunity to recreate a substantial part of that character lost, by understanding and responding sensitively to the elements that make up a small regional town like Marysville. We now have the opportunity to recreate its charms in a contemporary fashion, and focus on rebuilding quality spaces that will cater for the needs of today and the future. Understanding these things, we have built up our design to reflect such elements as the individual dwelling rhythm of the streetscapes, the charred trunks of trees once burnt by wildfires and the snow on the adjacent ranges.

The conceptual approach we have adopted in our design response, is one of figuratively re-building the streets - Murchison Street in particular, to create a fine-grained urban design that responds and reflects the towns character. These elements present as individual buildings to Murchison Street, however are actually elongated "fingers" of buildings that are connected by a delicate white-glazed walkway to create an holistic facility.

What is formally created, is a series of pure building volumes that remain unmistakably of this place. The simple shapes express a traditional alpine village, maintaining values while giving the downtown area archetype of the traditional house with pitch roof.

The Hotel building blocks will be set upon stone gabion bases, grounding their volumes in the earth and allowing them to cantilever effortlessly. A glass walkway connects the different wings. The 300 person Conference Centre fronts Murchison Street as a glazed wall, with the ceiling highly visible to the street, showcasing what is on and to come in Marysville.

Value

\$28 million

Location

Marysville, VIC

Client

Toga Group

Referee

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