



# MPAVILION 10 BY TADA0 ANDO

16 NOVEMBER 2023 TO 28 MARCH 2024

## SEASON REPORT

A FLAGSHIP INITIATIVE OF THE NAOMI MILGROM FOUNDATION

# ACKNOWLEDGEMENT

MPavilion acknowledges the people of the Eastern Kulin Nation as the Traditional Custodians of the land on which we live, learn and work.

We pay our respects to their Elders, past and present, and extend that respect to all First Peoples around the country and across the globe.

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This report has been prepared by MPavilion in collaboration with our network of partners and collaborators. We thank all stakeholders including visitors, artists, participants and staff for their participation.

Date of preparation: April 2024

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# FROM THE FOUNDER & COMMISSIONER



A decade ago our aspiration in establishing MPavilion was to elevate the status of architecture and design championing Melbourne as Australia's hub of creativity and culture.

When Pritzker Prize winning Japanese architect Tadao Ando accepted our invitation to design our MPavilion 10 as his first project in Australia, it sparked and extended our thinking on how to fittingly mark this milestone, taking the pavilion design as the starting point for additional commissions, events and activations.


Tadao Ando's desire was for MPavilion to reflect the lively nature of the site, saying "I imagined an architecture of emptiness. The emptiness resonates with the environment, becomes one with the garden, and blossoms into a microcosmos of infinite creativity."

At the close of the program, we can say with certainty that this simple, elegant and powerful canvas came to life as intended, from quiet moments of contemplation to transformation as an experimental soundbox. Thanks to our over 300 artists, designers and practitioners who collaborated with us to bring their ideas and voices in conversations, provocations and experiences.

To all our supporters, particularly our Principal Partners, the Victorian Government through Creative Victoria, the City of Melbourne, ANZ and Bloomberg Philanthropies: thank you for sharing our vision for MPavilion and deepening the value of architecture, design and art in our lives.

We are immensely grateful to Melbourne, Victoria, and all of Australia for embracing MPavilion over the past decade. We're thrilled that this pavilion will remain in the Queen Victoria Gardens for a while longer. We've achieved a lot and we're not finished yet.

Naomi Milgrom AC  
Founder and Commissioner

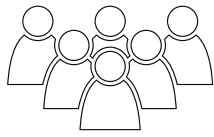


**“YOU ARE GOING TO WANT TO GET TO MELBOURNE TO SEE  
THE STUNNING MPAVILION 10 IN PERSON. ANDO IS KNOWN  
FOR THE PURITY OF HIS DESIGN, BUT THE MELBOURNE  
STRUCTURE IS ARGUABLY THE PUREST HE’S EVER  
PRODUCED.”**

– Christian Barker, Travel & Leisure South East Asia

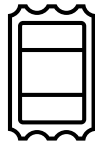
# AT A GLANCE

## AUDIENCE PARTICIPATION



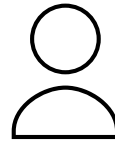
**150,000+**

TOTAL VISITORS



**800**

AVERAGE VISITORS  
PER DAY



**50%**

NEW AUDIENCE



**2-4**

AVERAGE VISITS  
THROUGHOUT  
SEASON

## AUDIENCE SUPPORT



**90%**

OVERALL EXPERIENCE



**89%**

INFLUENCED TO  
VISIT THE ARTS  
PRECINCT FOR  
MPAVILION



**88%**

OVERALL QUALITY



**59**

NET PROMOTER  
SCORE

## PROGRAM OUTCOMES



**234**

FREE EVENTS



**10**

COMMISSIONS



**76**

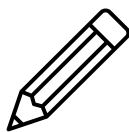
WORLD PREMIERES



**300+**

COLLABORATORS

## EDUCATION OUTCOMES



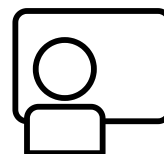
**100%**

INCREASE IN  
PARTICIPATION



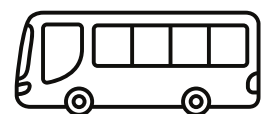
**1500+**

STUDENT  
PARTICIPANTS



**150**

TEACHERS  
ENGAGED



**66**

STUDENTS TRAVEL  
FUNDED

# DIGITAL ENGAGEMENT



**MOST GOOGLE-SEARCHED PAVILION**



**107,000**

**WEBSITE USERS**  
(+40% ON 2022)



**15,422**

**NEWSLETTER SUBSCRIBERS**  
(+61% ON 2022)



**46,677**

**COMBINED SOCIAL FOLLOWERS**  
(INSTAGRAM, FACEBOOK & LINKEDIN)

## CAMPAIGN REACH



**450+**

**GLOBAL AND LOCAL MEDIA ITEMS**



**23**

**COUNTRIES REACHED**



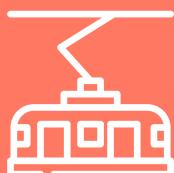
**20M**

**LOCAL PR REACH IN OPENING WEEK**



**2.7M**

**COMBINED VIEWS ACROSS 3 EARNED REELS**



**1.5M**

**MELBURNIANS REACHED WITH MPAVILION TRAM PER FORTNIGHT**



**1.3M**

**GLOBAL REACH THROUGH BLOOMBERG CONNECTS**



**20,000**

**SPECIAL EDITION BROADSHEET MPAVILION NEWSPAPERS**



**28,100**

**CONTENT INTERACTIONS**  
(INSTAGRAM & FACEBOOK)

## BRAND PERCEPTIONS



**UNIQUE EXPERIENCES YOU CAN'T GET ELSEWHERE'**



**EXPERIMENTAL AND INNOVATIVE**



**MPAVILION IS FOR THE COMMUNITY**



**CONSISTENTLY OF A HIGH QUALITY**

# AUDIENCE PROFILE

A group of diverse people, including young adults and professionals, are gathered in a modern outdoor space. They are engaged in conversations. The background features lush green trees and a white wall. The overall atmosphere is relaxed and social.

**“THE SPACE IS SPECIAL, EACH VISIT IS DIFFERENT, AND IT HAS A NOTICEABLE EFFECT ON PEOPLE WHO ENTER IT. PEOPLE ARE OPEN, CALM, HAPPY AND RELAXED ”**

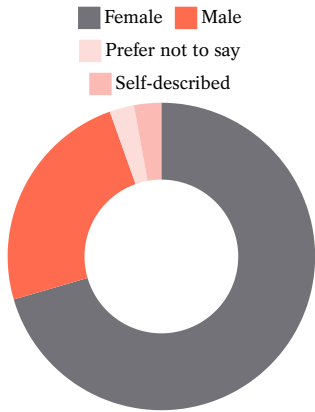
**“I THINK THIS IS THE GREATEST LUXURY I’VE HAD IN MELBOURNE”**

– Audience Survey

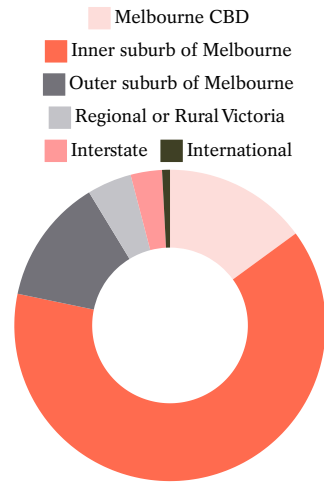
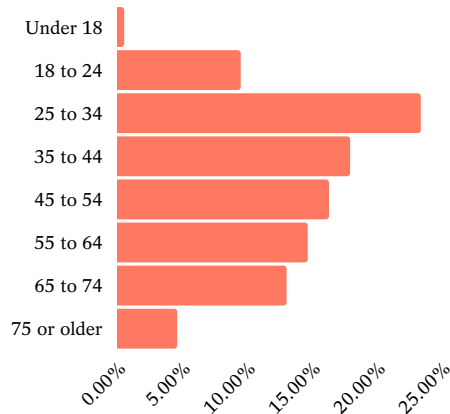


## DEMOGRAPHICS & LIFE STAGE

### GENDER

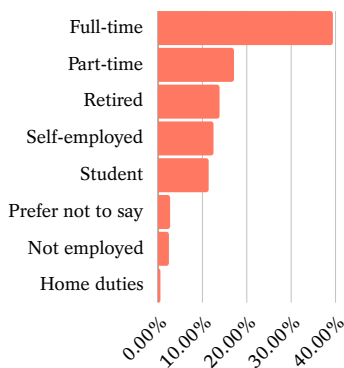


### MOST ENGAGED SEGMENT: 25 - 34 YEARS AVERAGE AGE: 44

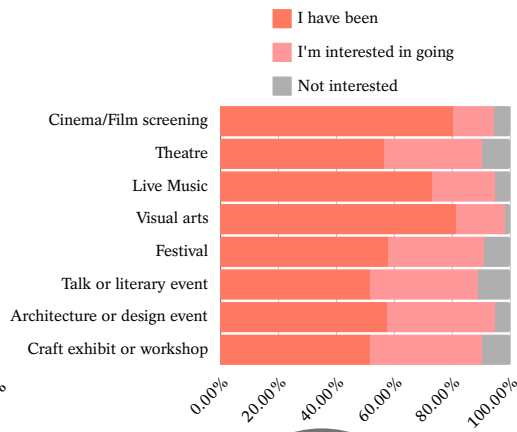


**9% OF SURVEYED ATTENDEES LIVED IN REGIONAL VICTORIA, INTERSTATE OR OVERSEAS**

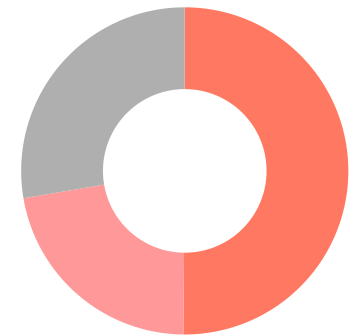
### OCCUPATION



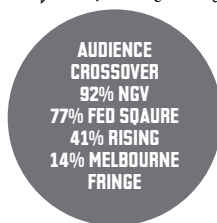
### OTHER CULTURAL EVENTS ATTENDED OVER THE LAST YEAR



**New attendee this year**  
**Attend events every year.**  
**Attended MPavilion events off and on in...**



- **30% WORK OR STUDY IN DESIGN/ARCHITECTURE**
- **16% ARE ARTS WORKERS**
- **11% WORK OR STUDY IN EDUCATION**



### NEW AUDIENCE

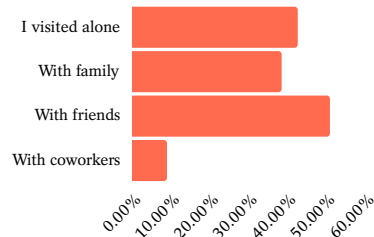
- **MORE LIKELY TO BE AGED 24-35**
- **INTERESTED IN JAPANESE DESIGN & CULTURE**

## MOTIVATIONS & NEEDS

### MOTIVATION TO ATTEND



### WHO DID YOU ATTEND WITH?



# TADAO ANDO

## ARCHITECTURAL COMMISSION



*Tadao Ando by Kinji Kanno courtesy Tadao Ando Architect & Associate*

One of Japan's leading contemporary architects, Tadao Ando is a master of light known for his striking geometric interventions in nature. Among his many notable works are the Church of the Light (1989; Osaka, Japan), Pulitzer Arts Foundation (2001; St. Louis, USA), Chichu Art Museum (2004; Naoshima, Japan), 21-21 Design Sight (2007; Tokyo, Japan), and Bourse de Commerce—Pinault Collection (2020; Paris, France).

Over the past decade, MPavilion has worked with the world's most significant architectural thinkers to create a space for engagement with urgent urban, civic, and design concerns. Tadao Ando is the seventh leading international architect to have his first work in Australia commissioned by MPavilion.

*‘I wanted to create an experience that will last forever in the hearts of all who visit. I imagined an architecture of emptiness that lets light and breeze enter and breathe life into it. A place that resonates with the environment, becomes one with the garden and blossoms with infinite creativity. MPavilion 10 is designed to encourage encounters between people, the natural world and endless dialogue.’ - Tadao Ando*

# MPAVILION 10

## DESIGN



*Image by John Gollings*

MPavilion 10 features a large canopy, a 14.4-metre diameter aluminum-clad disc resting on a central concrete column. Two offset squares create two entrances that lead to the centre of the pavilion. Concrete walls of varying lengths partially enclose the space to create a tranquil sanctuary reminiscent of a traditional Japanese walled garden. A long (almost 17 metre x .225 metre) horizontal opening running both the length of the north and south walls frames views of downtown Melbourne and the parklands, connecting the city and lush greenery of Queen Victoria Gardens to MPavilion's interior.

The geometric forms and symmetry are reinforced by an internal arrangement that is half paved, and half reflecting pool, which mirrors the pavilion canopy, sky, city, and surrounding nature.

A precast concrete bench runs the full length of the southern wall, positioned for visitors to sit and look across the reflective pool and through the opening to views of the gardens and the Melbourne skyline beyond.



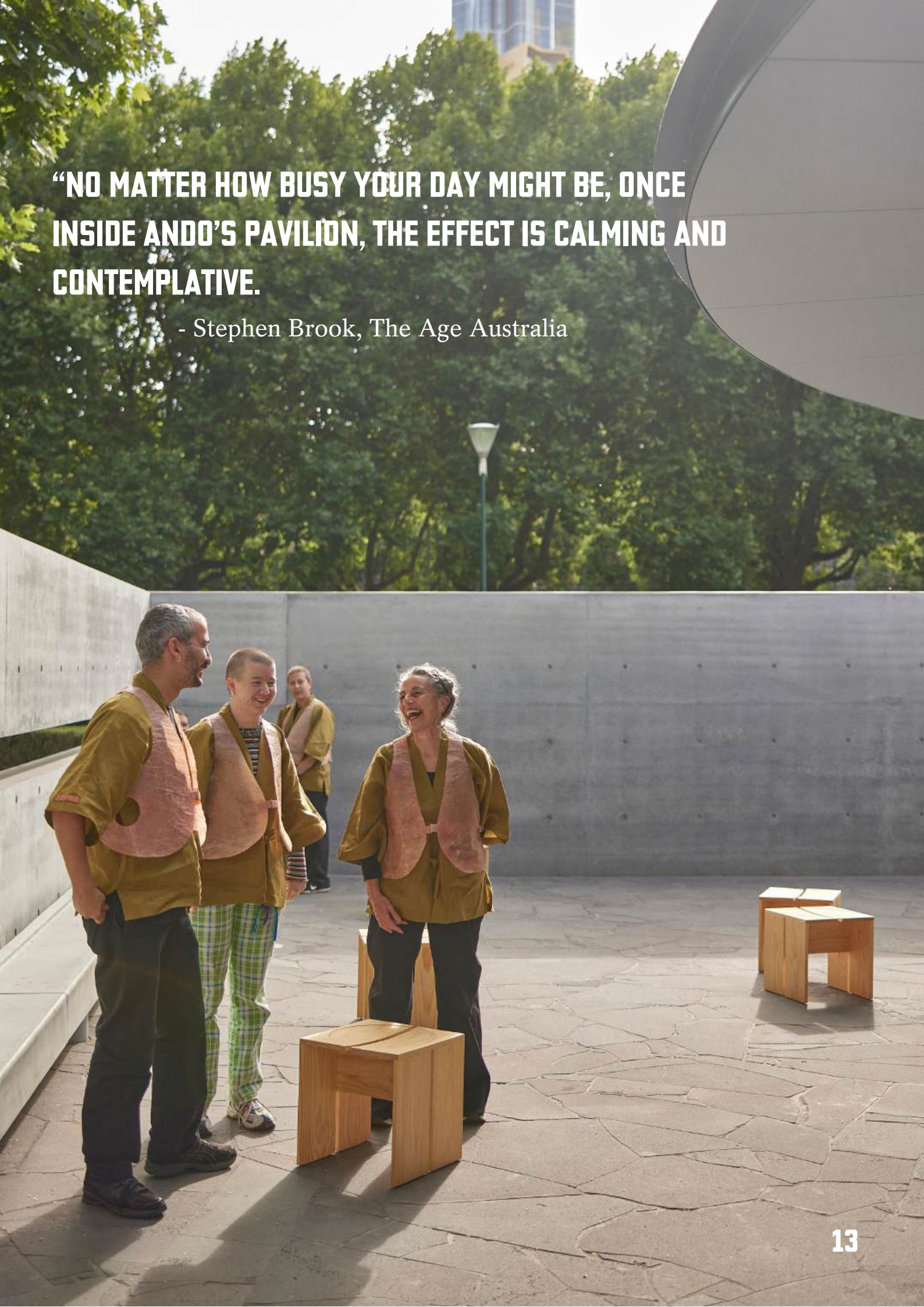
**“A BEAUTIFUL INTERPLAY OF LANDSCAPE AND GEOMETRY”**

**“IT IS THE MOST EXQUISITE CURRENT CONTEMPORARY  
ARCHITECTURE-IN-NATURE I’VE SEEN”**

- Audience Survey

**“NO MATTER HOW BUSY YOUR DAY MIGHT BE, ONCE  
INSIDE ANDO’S PAVILION, THE EFFECT IS CALMING AND  
CONTEMPLATIVE.**

- Stephen Brook, The Age Australia



# MPAVILION 10 COMMISSIONS



## CHAIR

Circle | Square was the bespoke Chair Commission for MPavilion 10, personally chosen by Tadao Ando from a record 100 design submissions. Designed by Davidov Architects and created by Robert Davidov, Wendy Chen and Ben Schmideg, Circle | Square was inspired by the geometric interplay of circles and squares of the pavilion. The chairs were crafted from locally sourced timber, adding warmth and familiarity to Ando's design.



## UNIFORM

MPavilion front of house staff wore uniforms designed by DNJ Paper. Carefully crafted by Daphne Mohajer va Pesaran and Jake Nakashima-Edwards, DNJ's design was composed of a green linen jacket with a pink *washi* paper vest, inspired by a Japanese-style work coat called a samue. The combination of natural materials with minimalist structure thoughtfully reflected Tadao Ando's values and ideas.



## MUSIC

Yorta Yorta woman, soprano and Artistic Director of Short Black Opera Deborah Cheetham Fraillon AO composed a new piece for the Wominjeka Song Cycle titled *MPavilion x You Are Here*. The continuation of a ten-year legacy, this commission debuted to 1000 attendees at the MPavilion opening, performed by the Dhungala Children's Choir.



## FOOD

Japanese wagashi maker Minako Asai (MinnieSweets) introduced visitors to the art of *wagashi*, traditional Japanese sweets. With designs inspired by Tadao Ando's design philosophy and changing nature throughout the seasons, these wagashi were made from ingredients such as adzuki beans and yuzu, served with green tea. Demand was high for this wagashi experience led by one of Melbourne's only professional wagashi makers, with each of the nine sessions of *The Art of Wagashi* fully booked.



## CHILDREN & FAMILIES

Expanding on a long-standing collaboration with Polyglot Theatre, FLOAT transformed the MPavilion 10 space, inviting families to the pavilion for the school holidays. Children and their families created boats from natural materials to float in the pavilion's reflective pool, facilitated by Polyglot performers and a live musician. Feedback for this three day residency was overwhelmingly positive, with children feeling relaxed, happy and engaged.

# MPAVILION 10 COMMISSIONS



## UNITY LAB

MPavilion collaborated with Ilianna Ginnis on Unity Lab, a project which advocated for people who communicate non-verbally and/or have intellectual and developmental disabilities. Over five days, the commission provided Emphathy Workshops, Music Therapy sessions and designated Quiet Time facilitated by Ilianna and her collaborators Dr Jason Kenner, Priscilla Pek and Laim Barling. Communication cards were produced by Scope Australia for use throughout the season.



## CRAFT

Qaymi Arts and Crafts brought their ancestral Somali weaving techniques to MPavilion, inviting audiences to co-create a collaborative artwork. Crafting a two-metre *aqal* or Somalian hut structure from intricately woven materials and grasses over the course of six days, Muhubo Suleiman and her family members taught participants traditional techniques as part of an uplifting and communal experience.



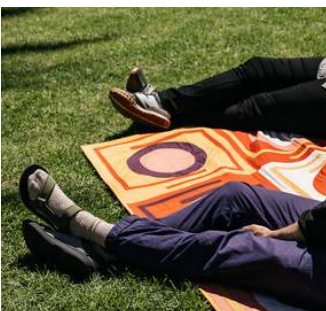
## PHOTOGRAPHY

Australia's pre-eminent architectural photographer John Gollings AM held photography workshops offering full architectural coverage of the structure. Highly sought after and fully booked within minutes, the workshop versed participants on both the constraints and opportunities of architectural photography.



## CERAMICS

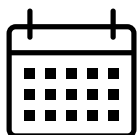
Born in Japan and working in Melbourne, ceramicist Yoko Ozawa was inspired by the pavilion to create a ceramics commission: an installation that adapted the Zen garden into an Australian context. Both performative and visual, this meditative installation received close to 2000 visitors. The installation itself changed daily over the four-day residency, connected with themes of *yohaku* (blank space).



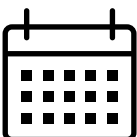
## QUILTS

Commissioned for MPavilion 10, Melbourne Modern Quilters Guild and Studio Ongarato joined forces to produce a series of unique handmade quilts to be enjoyed by pavilion visitors over summer. A blend between conceptual art and quilting, each design was a subjective take on the same set of instructions from Studio Ongarato, inspired by the design of Tadao Ando's structure.

# PUBLIC PROGRAM



**118**  
PROJECTS



**234**  
SESSIONS

The MPavilion 10 public program composed of EOIs and invited collaborations responding to the season's themes: Memories of Place, Craftsmanship and A Blank Canvas. This entirely free public program played out over a season of 133 days.

From November to December 2023 the theme of Memories of Place reflected the dialogue in Tadao Ando's work between architecture and its surroundings. From the Birrarung to the Queen Victoria Gardens, the pavilion encouraged people to encounter, experience, feel and find spiritual bases for memories of community. In partnership with Living Cities Forum, the Yarning Circle was an event that responded to this theme, inviting First Nations speakers Sarah Lynn Rees, David Fortin, and Bradley Kerr, to speak across topics of architecture, planning, development, and design.



# PUBLIC PROGRAM



**300+**  
**COLLABORATORS**

The MTalk 'Who's Backyard? Nimby's, Yimby's, and the Future of High Density Living', in collaboration with Nightingale Housing, saw attendees spilling out onto the grass outside the pavilion to listen to discussions about the prospect of high density living as a solution to a deepening housing crisis, and exploring the merits and pitfalls of building upwards rather than outwards.

The new year ushered in a celebration of Craftsmanship, the program theme across January to February 2024. Japanese craftsmanship encompasses more than creating beautiful objects; it's a way of life that involves devotion over a lifetime and dedication to community and nature. The 'Craftivism' workshops run by artist Kate Robinson in early January demonstrated to young people how craft can be used for making a political statement. 'Untold: A Weekend of First Nations Storytelling, Discussion and Exchange' with Agency Projects brought together a program of Aboriginal artists including Susy Anderson, Maree Clarke, and Janet Bromley, to speak on their knowledge and craft, with the aim to deepen understanding, create connection, and continue ancestral stories.

A Blank Canvas, the program theme across March, was the last chapter in the MPavilion 10 season. The events embraced Ando's design philosophy; from his stark minimalism and masterful conception of space to his use of light, shadow and water to create an atmosphere of stillness. The MTalk, 'The Canvas Is Never Blank' in collaboration with the Australian Institute Architects, asked a panel of architects their responses to current challenges facing contemporary architecture and modern infrastructure.

'Synesthete', part of the MMusic program, saw new collaboration fostering new interpretations. Partnering for the first time with non-tradition architecture firm The OFFICE of CULTURE, TECHNOLOGY and ARCHITECTURE (OCTA) and musician Byron Myer, the event featured experimentation between music and technology, incorporating elements of the pavilion such as the reflecting pool to create new sounds and patterns.

Selections from the MPavilion 10 program live on through an online podcast series.

# HIGHLIGHTS



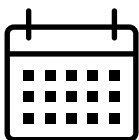
**“I FELT TAKEN INTO A DIFFERENT WORLD... A  
TRANSFORMATIVE EXPERIENCE!”**

— Audience Survey

# BLAKITECTURE



*Image supplied*



**2**  
**SESSIONS**

*BLAKitecture: Designing for Decolonisation* was a talks series curated for MPavilion 10 by Bradley Kerr, Quandamooka man and Architect living and practising in Naarm, Melbourne.



**8**  
**COLLABORATORS**

MPavilion's seventh annual BLAKitecture forum centralised First Peoples voices in conversations about architecture, the representation of histories and the present and future states of our built environments, across two sessions in December 2023 and March 2024.

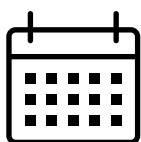
Featuring Bradley Kerr and a suite of industry experts including Jack Gillmer, Georgia Birks, Matt Muir, Kaylie Salvatori, Jack Mitchell and Scott Adams, BLAKitecture focused on both the agency and personhood rights of water bodies as living ecosystems, and the embedded memory and narrative of place.

*BLAKitecture was originally curated by Sarah Lynn Rees with MPavilion.*

# MTALKS



Image by Marie-Luise Skibbe



**31**  
SESSIONS

The MPavilion 10 season saw 31 talks.

These sessions, spanning MPavilion's pillars of design, art and architecture included more than 100 industry leaders saw attendees regularly pack out the pavilion, and spilling out into the gardens throughout the season.



**100+**  
COLLABORATORS

Dealing with issues of sustainability, housing, diversity and inclusion, urban planning, First Peoples sovereignty and more, the series invited new collaborations that contributed to dialogue about the issues that matter to Melbourne - and the world - now.

# ESCALA DE CINZAS (GREYSCALE)

## AN EDIBLE ART INSTALLATION

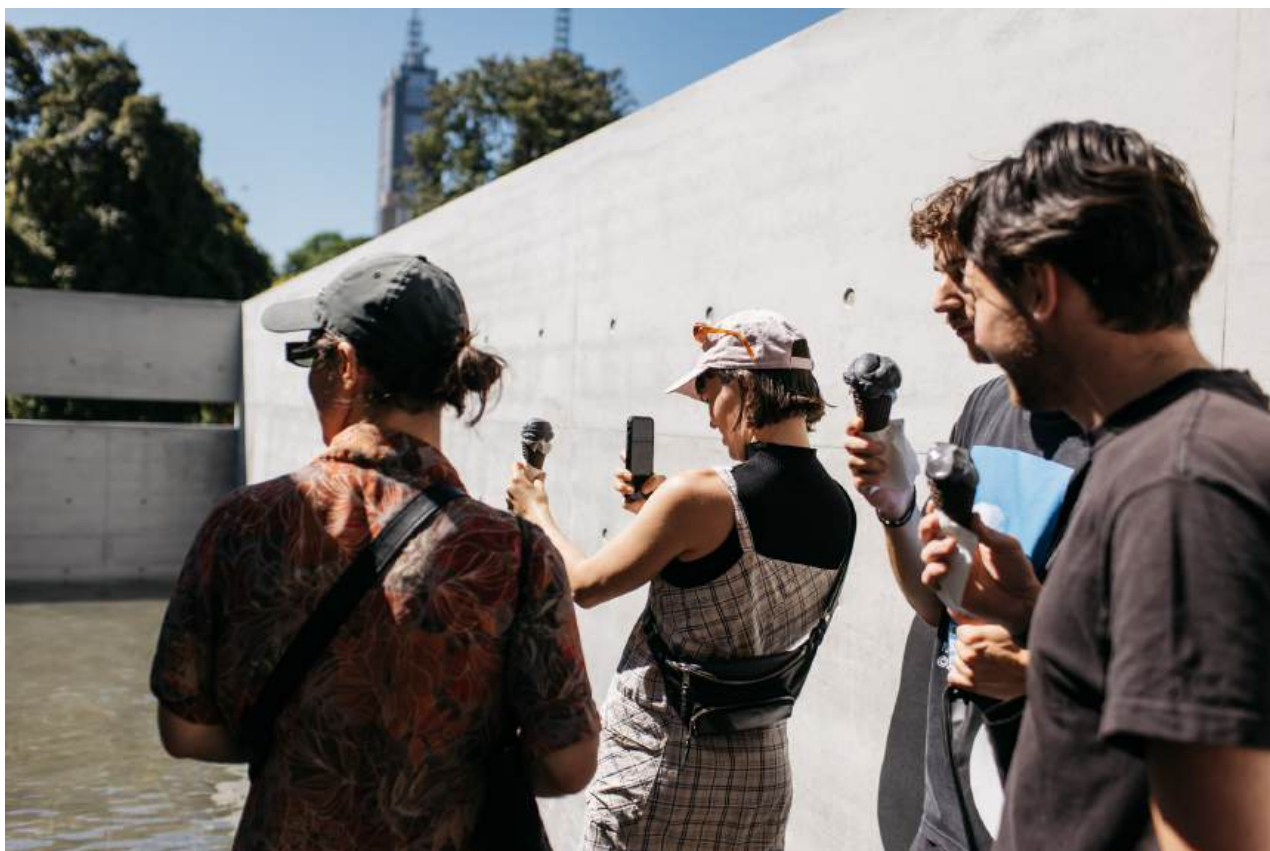
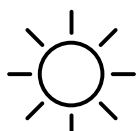


Image by Marie-Luise Skibbe



**8000+**  
SCOOPS SERVED



**27**  
SESSIONS

In collaboration with Brazilian artist João Loureiro and Melbourne's own Piccolina Gelateria, 'Greyscale' introduced visitors to the sensation of grey ice cream, perfectly mirroring the pavilion's aesthetic.

Throughout the summer season, people lined up at MPavilion 10 to taste the six, unlabelled, shades of grey ice cream. The installation received unprecedented demand resulting in additional dates. The enthusiastic response highlighted Melbournians' passion for experiences that exist in the crux of art, design and food.

Greyscale was the highest ever performing MPavilion Instagram post. The activation received over 6,300 engagements (including likes, shares and comments) across Instagram and Facebook. It also performed highly in the media. It was the most popular Instagram reel to date for The Age Australia, an account of over 141k followers.

# PUBLIC RESPONSE & MEDIA HIGHLIGHTS



**2.27M**

**COMBINED VIEWS  
ACROSS 3 EARNED  
REELS**

**@THEAGEAUSTRALIA  
@GOODFOODAU (1.3M)**

**@BROADSHEET\_MELB  
(424K)**

**@JULIANOSHEA (550K)**



**450+**

**GLOBAL AND LOCAL  
MEDIA ITEMS**

**(AUSTRALIA, UK, USA,  
EUROPE AND ASIA PACIFIC  
REGION)**



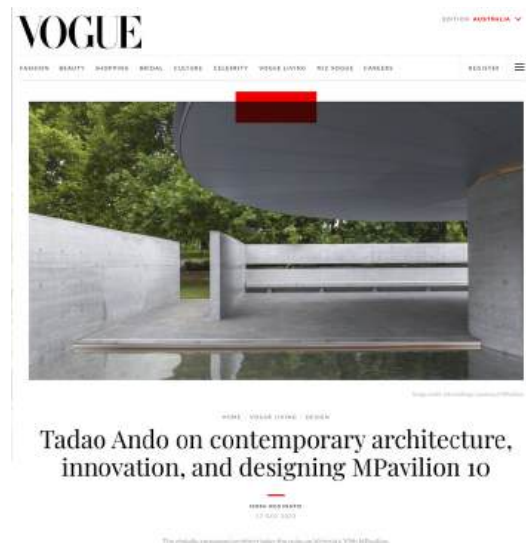
**20M**

**LOCAL PR REACH IN  
OPENING WEEK**

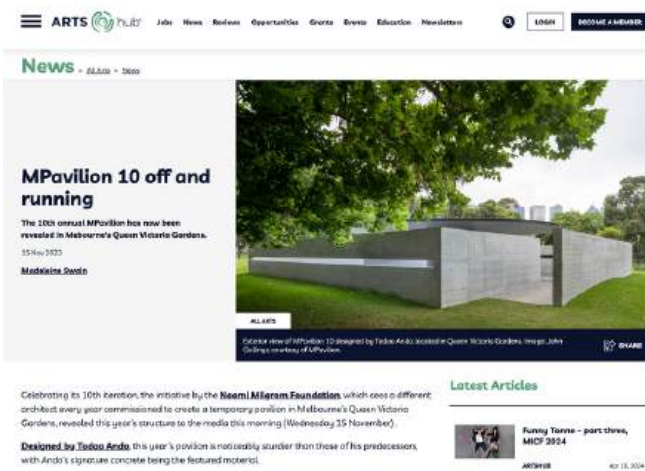
## SELECTED PRESS CLIPPINGS



AUSTRALIAN FINANCIAL REVIEW (OCTOBER 2023)



VOGUE LIVING AUSTRALIA (NOVEMBER 2023)



ARTSHUB (NOVEMBER 2023)



WALLPAPER\* (NOVEMBER 2023)

ArchDaily Architecture News - A Look at the First 10 Editions of the MPavilion in Melbourne, Australia

### A Look at the First 10 Editions of the MPavilion in Melbourne, Australia

f t in e p

Save



Written by Maria Colina Pflaum

Published on December 07, 2023

The MPavilion represents one of the most important architectural events happening annually in Melbourne, Australia. Initiated and funded by the Yarrn Warrigun Foundation, the event was first launched in 2014 and has since brought internationally recognized architects to design a temporary structure in Melbourne's Queen Victoria Gardens in a system similar to London's Serpentine Gallery Pavilion. From Sean Godwin's solar-actuated panels to Soudeh Mirmir's experimental bamboo structure, each pavilion explores craftsmanship and contemporary design while fostering a rich cultural program for several months before being dismantled and donated to one of the city's parks. As the latest pavilion was recently inaugurated by Tadao Ando, we look back at the previous editions of Australia's most famous annual structure.

### ARCHDAILY (DECEMBER 2023)

RECENT | ARCHITECTURE & DESIGN

### MPavilion celebrates its 10th year in Melbourne with contemplative architecture by Tadao Ando

By Geneva Dam | Dec 06, 2023



### TATLER ASIA (DECEMBER 2023)

### MPavilion 2023

PROJECT 1 of 7 | Pinned | 18 Dec 2023

Unconcerned with practical exigencies on the one hand and the sustainability of its construction on the other, MPavilion 10 focuses on being beautiful – prompting reviewer Paul Walker to ask is this enough?



### ARCHITECTUREAU (DECEMBER 2023)



### BROADSHEET MELBOURNE (JANUARY 2023)



### THE SATURDAY AGE (FEBRUARY 2024)

explore tadao ando's MPavilion 10 in melbourne through the lens of danica o. kus

architecture 251 shares connections: 4390



### DANICA O. KUS PHOTOGRAPHS TADAO ANDO'S MPAVILION 10

In her latest photographic project, Danica O. Kus embarks on a journey to Melbourne, Australia, to capture the tenth MPavilion by renowned architect Tadao Ando. The structure is Ando's first project in Australia and, with its 14.4-meter, aluminum-coated glass canopy, demonstrates his trademark geometric integration into the natural environment. MPavilion 10 embodies Ando's vision of creating a remarkable structure that blends into the landscape, striving for a spatial purity through the strategic use of circles and squares that evokes a sense of harmony with nature.



All images courtesy of Danica O. Kus



### DESIGNBOOM (MARCH 2024)

# EDUCATION PROGRAM

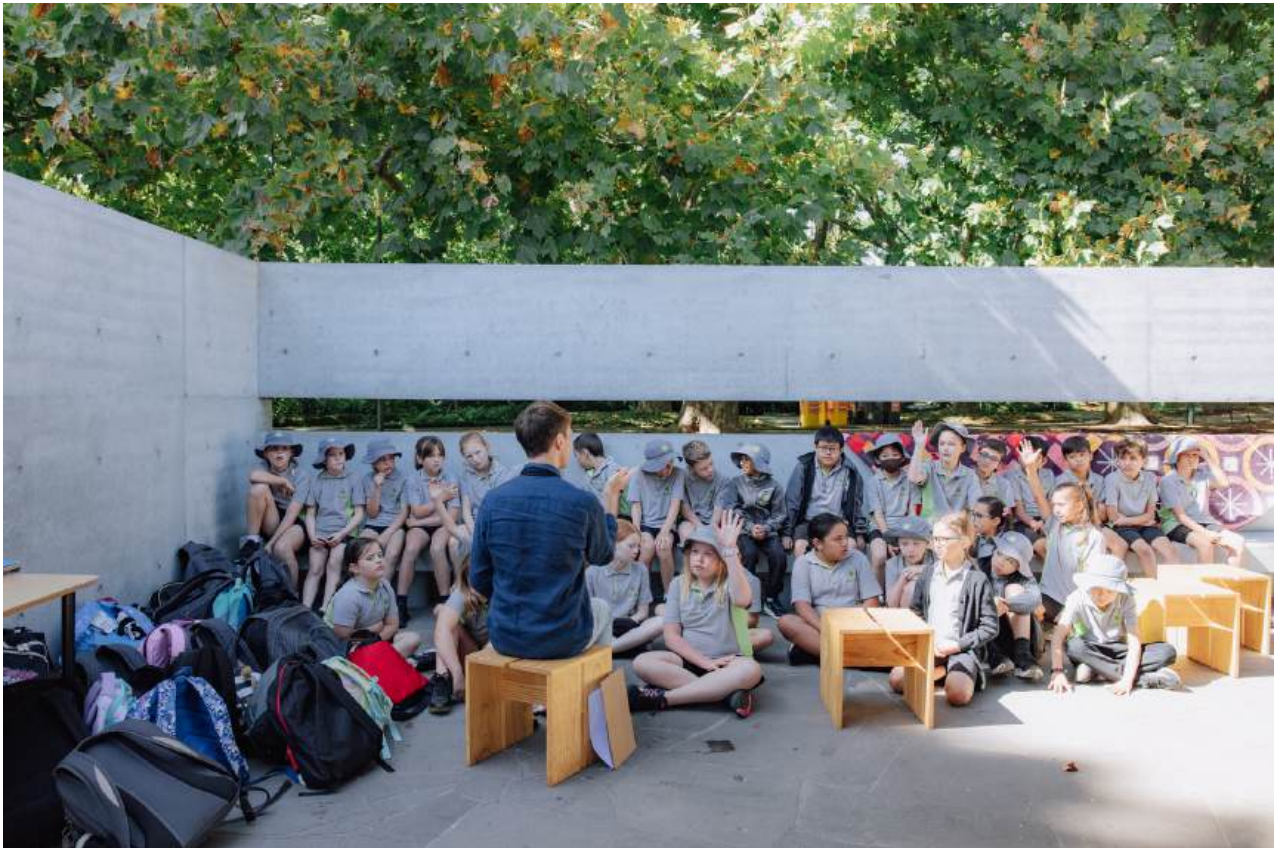


Image by William Hamilton-Coates



**1500+**  
STUDENTS



**179**  
EDUCATORS



**451**  
RESOURCE DOWNLOADS



EDUCATION PARTNER

Supported by ANZ, the Education Program built upon the successes of last season's inaugural edition, doubling student and tripling educator numbers. Feedback on the variety, delivery, accessibility and content of the program was overwhelmingly positive with enthusiasm for future seasons and expanded programming.

The MPavilion Education Program remains unique in its offering of excursions that support learning about architecture, design and associated techniques and concepts through direct, authentic encounters. The free program prioritises access and inclusion.

This season the program saw two new initiatives. Firstly, bus travel was funded for a cohort of 66 grade four students from outer Melbourne to visit and participate in a CREATE workshop. The second involved two half-day professional development events lead by expert presenters, both of which were quickly booked out.



**“I HAD NEVER THOUGHT ABOUT ARCHITECTURE AS A CAREER FOR MYSELF, BUT NOW I THINK IT COULD BE REALLY INTERESTING”**

- Student Feedback, 2024



**“I AM JUST SO GLAD THIS PROGRAM EXISTS!! MORE  
POWER TO YOU!!”**

**“..STUDENTS LOVED THEIR TIME AT MPAVILION (I STILL HEAR THEM  
TALKING ABOUT IT)..”**

- Educator Feedback, 2024 **25**

# M\_CURATORS



Image by Marie-Luise Skibbe



**7**  
**SESSIONS**

MCurators, supported by Bloomberg Philanthropies, saw ten curators aged 17-25 curate and produce seven new projects for the MPavilion 10 season. Emerging from intensive sessions and cross collaborations within the MCurator pool, these projects were broad ranging, representing the interests and developing skills base of this season's participants.



**10**  
**COLLABORATORS**

Inuri Liyanage and Terren Jiatong Shi curated the panel talk *Crossing Borders: Immigrant Women Designers and the Built Environment*, collecting a panel of five women to explore the experience, challenges, and stories of migrant female built environment practitioners working in Australia. Zoë Sydney and Joy Zhou adapted the Story Time model for MPavilion to create *Story Time: Breathing with Queer Ghosts*, which sought to provide a platform to amplify the silenced.

**Bloomberg  
Philanthropies**

**PROGRAM  
PARTNER**

The MCurators program also included site specific new projects by Giuliano Hammal, Makushla Harper, Meg Emery, Bianca Mercieca, Bo De Silva and Grace Kop.

# CHAIR ACTIVATION



*Image of Chairs for Siner, supplied.*



**58**

**DAYS**

**SOFITEL**  
HOTELS & RESORTS

**PROJECT  
PARTNER**

The Chair Commission is an essential feature of every MPavilion, as each design responds to a unique architecture and aims to complement it. To celebrate ten years of creativity, MPavilion collaborated with Sofitel Melbourne on Collins to present the ten MPavilion chairs together for the first time in Melbourne.

The chairs were displayed in the Sofitel Lobby across the opening week from 10 November 2023 until 7 January 2024.

This collaboration between the MPavilion and Sofitel teams resulted in the first furniture design exhibition to take place in the Sofitel Lobby.

# A DECADE OF DESIGN INNOVATION



Image by Felix Mooneeram



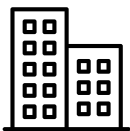
**50+**

**COMMISSIONS  
OVER 10 YEARS**



**4,400+**

**PARTNERS &  
COLLABORATORS**



**7**

**INTERNATIONAL  
ARCHITECTS**



**70**

**INDUSTRY AWARDS**

MPavilion 10 marked a milestone in Melbourne's architectural and cultural landscape. Tadao Ando's design captivated international attention as critics and enthusiasts alike praised its simplicity, elegance, beauty and innovation.

The support to retain Ando's pavilion in Queen Victoria Gardens until 2025 is a testament to this MPavilion's enduring impact and significance to Melbourne and Australia.

# FOUNDER & COMMISSIONER



*Naomi Milgrom AC*

## **NAOMI MILGROM AC**

Naomi Milgrom AC is an Australian business leader, fashion entrepreneur, philanthropist and arts patron with an international reputation for spearheading and supporting cultural innovation and artistic excellence.

She has been awarded three Honorary Doctorates, the Australian Institute of Architects President's Award, and Officer of the Order of Australia in 2010.

Ms Milgrom accepted the Creative Partnerships Australia Philanthropy Leadership Award in 2016, was the Commissioner of the Australian Pavilion at the Venice Art Biennale 2017 and in 2018 received the Melbourne Achiever Award by the Committee for Melbourne. She was also a judge for the 2017 and 2019 World Architecture Awards, is a founding patron of PHOTO Australia and Chair of the Sydney Powerhouse Precinct Project.

In 2020, she was awarded the country's highest honour – the Companion of the Order of Australia – for eminent service to the community through philanthropic leadership and support for the promotion of the arts.

# NAOMI MILGROM FOUNDATION

The Naomi Milgrom Foundation champions art, design and architecture that improves Australian lives – empowering creation, collaboration and education. Established in 2014 by Naomi Milgrom AC, the not-for-profit organisation pivots on a central purpose: to enhance the presence and influence of creative culture in Australia. This is accomplished through the active support of artists, designers and creative institutions; the fostering of collaborations between bodies and disciplines; the promotion of art and design education; and an overarching commitment to increasing access to the arts.

The Naomi Milgrom Foundation’s ongoing flagship projects include MPavilion and the Living Cities Forum. It proudly supports extraordinary projects with extraordinary creators that would otherwise not be realised, spanning architecture and urban design fora; art, design and music commissions; art and design exhibitions; education, research and publication projects; dance and music performances; First Nations cultural projects; and theatre productions.

## **BOARD**

Naomi Milgrom AC, Founder  
Kathy Alexander, Chair  
Mary Vallentine AO  
Ted Yencken  
Craig Holland, Company Secretary

## **CEO**

Elaine Chia

# MPAVILION

MPavilion is Australia's leading architecture commission: a place for debate around the design of today and tomorrow.

Since 2014, the Naomi Milgrom Foundation has invited extraordinary architects from Australia and across the world to design a meeting place for the Queen Victoria Gardens in Melbourne's heart. From this MPavilion, a five-month season of free events is launched – prompting locals and visitors alike to consider how architecture, art and design can improve our cities and communities. MPavilion is not a program or activity of any institution. It is offered by a philanthropist as a unique fixture in Melbourne's summer calendar.

At the end of each season, the Naomi Milgrom Foundation gifts the MPavilion structure to the community. This has resulted in seven new civic structures designed by the world's leading architects relocated as permanent venues across Melbourne. The owners of the gifted MPavilions host a range of activations and events, and for general use by the broader community.

# THANK YOU TO OUR PARTNERS

## COMMISSIONED BY

NAOMI  
MILGROM  
FOUNDATION

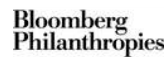
## ARCHITECT

TADAO ANDO  
ARCHITECT & ASSOCIATES

## EXECUTIVE ARCHITECT



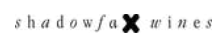
## PRINCIPAL PARTNERS



## MAJOR PARTNER



## MAJOR SUPPORTERS



## INDUSTRY PARTNERS



## CULTURAL PARTNERS



## EDUCATION PARTNERS



## COMMUNICATION PARTNERS





# PROGRAM COLLABORATORS

Adam Markowitz  
Agency Projects  
Agung Mango  
AILA  
Alexander McKween  
Alli Coster  
Amanda Oliver  
Amber McCartney  
Angela Finn  
Aning Kuswirani  
Anne Boundy  
Anne-Marie Pisani  
Aramiha Harwood  
Aretha Brown  
Ate Cheska  
Australian National Academy  
of Music (ANAM)  
Australian Tapestry  
Workshop (ATW) x Misako  
Nakahira  
Azumi Ishikawa  
Beibei Li  
Benjamin Kolaitis  
Beyond Heritage  
Bianca Mercieca  
Bo De Silva  
Bradley Kerr  
Bronwyn Walkley  
Bryan Cush  
Byron Meyer  
Cameron Bishop  
Carey Landwehr  
Caroline Hadley  
Chalk River Labs  
Cherry Montgomery  
City of Melbourne  
Clair Korobacz  
Coby Edgar  
Colleen Peterson  
Craft Victoria  
CrowdSpot  
Cuiting Wu  
Dan McKenna

Danièle Hromek  
Darren Braybon  
David Cross  
Davidov Architects  
Denise Shearer  
Diana Bossio  
DJ Sarah  
DNJ Paper  
Dr Jason Kenner  
Dr Kirsten Lyttle  
Dugong JR  
Elias Redstone  
Elle Shimada  
Emily McDaniel  
Emily Wong  
Eric Yvon  
Erin Adams (SmellArt)  
Fatuma Ndenzako  
feminista  
Fiona Harrisson  
Genevieve Callaghan  
Genevieve Fry  
Georgia Birks  
Gerhana Waty  
Gilbert Rochecouste  
Gilda Jones  
Giorgia Pisano  
Giuliano Hammal  
Glenda Piddington  
Grace Kop  
Green Hat Workshop  
Gregory Burgess  
Hamish Upton  
Hari Pilambas  
Harriete Richards  
Heide Everett  
Heike Rahmann  
Hella Ibrahim  
Hoang Tran Nguyen  
Idial Ali  
Ilianna Ginnis  
Inflection Journal  
Inuri Liyanage  
Inventi Creative

Jack Gillmer  
Jahkarli Romanis  
James Lesh  
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Jason Tamiru  
Jefa Greenaway  
Jen Valender  
Jennifer Andersen  
Jennifer Tran  
Jillian Walliss  
Jenna Lee  
Joanne Mott  
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John Gollings  
Joy Zhou  
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Judy McKinty  
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Kait James  
Kate Robertson  
Kate Robinson  
Kathleen Gonzales  
Katie Lee  
Kel Glaister  
Keller Easterling  
Keren Maina  
Khoa  
Kirsten Bauer  
Lani Mitchell  
Lauren Hadler  
Leanne Choi  
Leila Gurruwiwi  
Liam Barling  
Linda Norwood  
Lisa Dennis  
Liwen  
Lou Weis  
Louis Mokak  
Lovell Burton  
Lucianne Tonti  
Lucy Van  
Luke Cunningham

# PROGRAM COLLABORATORS

Majed Fayed  
Makushla Harper  
Mark Bo Chu  
Mark Jacques  
Martin Potter  
Matt Muir  
Meg Emery  
Mei Leong  
Melbourne Art Fair  
Melbourne Modern Quilt  
Guild  
Melissa Miles  
Merran Fryer  
Michael Trudgeon  
Michael Wright  
Michelle Sheppard  
Michelle Makintosh  
Millie Cattlin  
Mimi Le Minge  
Minako Asai  
Mirasia  
Misako Nakahira  
Molly Cobb  
Molonglo  
Momentum Ensemble  
Moxie Delite  
Munira Yusuf  
MZ RIZK  
Nancy Ji  
Nemesia Kennett  
New Architects Melbourne  
Nightingale Housing  
OFFICE  
Office of Culture, Technology  
and Architecture  
Office of the Victorian  
Government  
Paul Paton  
Peng Gao  
Peta Clancy  
Peter Elliott AM  
Peter Maddison  
PHOTO 2024  
Piccolina Gelateria

PITH  
Polyglot Theatre  
Priscilla Pek  
Purnima Juneja  
Qaymi Arts & Crafts  
Rah  
Ramsey  
Replanting the Birthing Trees  
Rhea Dempsey  
Ricali  
RMIT University School of  
Fashion and Textiles  
Rhoda Makur  
Robin Boyd Foundation  
Rona Glynn-McDonald  
Rosie Pham  
Russell Mullett  
Samantha Choudhury  
SAMU  
Sara Lloyd  
Sarah Morgan  
Sarah Teasley  
Saran Kim  
Scott Burchell  
Sebastian Coles  
Seynab Farah  
Shastra Deo  
Shi Sulochi Walisinghe  
Simone Symonds  
Smallfry  
Sophie Patitsas  
Sonia Sarangi  
Stephanie Kitinghan  
Steven Weir  
Studio Ongarato  
Sue Fenton  
Sulochi Walisinghe  
Swerv  
Swinburne University of  
Technology  
Tania Tanti  
Tamara Stunnell  
Tara Glastonbury

Tarang Chawla  
TarraWarra Museum of  
Art  
Tasneem Chopra OAM  
Terren Jiatong  
The Data Garden Project  
The Victorian  
Woodworkers  
Association  
The Modern Quilt Guild  
The Wheeler Centre  
Thomas Pavitte  
Thomas Riley  
Tribqu  
Troy Innocent  
Urban Design Forum  
Valerie Cooper  
William Tjong  
Yasmin Sharaf  
Yiwei Ju  
Yoko Ozawa  
Young Australian People  
Inc  
Yutong Cai  
Yuxi Lui  
Zela Papageorgiou  
Zena Cumpston  
Zenta Tanaka  
Zoë Sydney

## PROGRAM ADVISORY PANEL

Samantha Choudhury  
Michael Gentle  
Bradley Kerr  
Alexandra Lee

# MPAVILION 10

## **ARCHITECT**

Tadao Ando  
Tadao Ando Architect & Associates, Osaka, Japan

## **EXECUTIVE ARCHITECT**

Sean Godsell  
Sean Godsell Architects, Melbourne

## **STRUCTURAL ENGINEER**

AECOM (Melbourne Office)

## **ELECTRICAL, FIRE, HYDRAULIC ENGINEER**

AECOM (Melbourne Office)

## **BUILDER**

Kane Constructions Pty Ltd

## **CONSULTANT BUILDING SURVEYOR**

Gardner Group, Melbourne

## **MPAVILION TEAM**

Tom Abud, Monica Alfaro, Andrew Atchison, Neil Cabatingan, Gina Cameron, Oliver Chappel, Elaine Chia, Paulie Douglas, Paul Duboc, Rose Harriman, Gabriela Holland, Kat Lindsay, Louise Nicholson, Jasmine Penman, Eliko Reade, Rei Sato

“MPavilion is a lasting legacy for the city and something all citizens should be proud of”

– **BEN EVANS, FOUNDER, LONDON DESIGN FESTIVAL**

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