

# CITY OF MELBOURNE

## ART AND HERITAGE COLLECTION

### PRINCES BRIDGE HOARDINGS

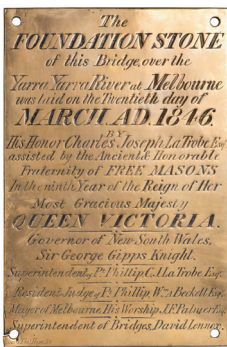
#### PANEL 00



**Charles Nettleton, *Princes Bridge (second bridge)*, c. 1867, albumen silver print on card, 15.25 x 20.5 cm**  
City of Melbourne Art and Heritage Collection

Photographer Charles Nettleton systematically documented Melbourne's urban development in the late 19th century. This photograph is of the second of three bridges that have crossed the Yarra River at this site. At the time, it was believed to be the world's longest single span stone arch bridge.

#### PANEL 01



**[Left] Thomas Ham, *Princes Bridge (second bridge) plaque*, 1846, brass, 31.2 x 20.1 cm**  
City of Melbourne Art and Heritage Collection

This brass plaque commemorates the laying of the foundation stone for the second Princes Bridge on 20 March 1846. Known at the time as the 'Lennox Bridge' after its designer David Lennox, it was later re-named Princes Bridge in honour of the Prince of Wales (later King Edward VIII).



**[Right] George Rose, *The Municipal Arch, Princes Bridge*, 1901, albumen silver stereograph, 8.8 x 17.5 cm**  
City of Melbourne Art and Heritage Collection

In celebration of the opening of the first Parliament of Australia in May 1901, Melbourne was decorated with a series of temporary arches to mark the route of the royal procession between the Royal Exhibition Building and Government House. Standing as an imposing gateway to the city, the Municipal Arch on Princes Bridge was a grand neoclassical arch resembling the Arc de Triomphe in Paris.

#### PANEL 02



**[Left and right] Maker unknown, *Princes Bridge, Melbourne*, c. 1908, postcard, 8.8 x 13.5 cm**  
City of Melbourne Art and Heritage Collection

This postcard depicts Princes Bridge from the south bank of the Yarra River. It is dated to c. 1908 with reference to the sender's mention of it "getting nearer fleet time now", which refers to the arrival of The Great White Fleet into Port Melbourne on 29 August 1908. As is typical of a winter's day in Melbourne, the sender suggests that Sunday was wet.

## PANEL 03



**[Left] John Lamb/*The Age*, *Norman Gunston (Garry McDonald)*, 1980, photograph**

Image courtesy of Nine Content

This photograph was published in *The Age* on 5 December 1980 in an article titled, 'Norman Gunston visits town'. Comedian and television personality Norman Gunston is pictured neck deep in the Yarra River, surrounded by rubbish. In the accompanying article, Gunston joked about the quality of the water, stating that he caught a bream in the "mighty Yarra" that came ready wrapped in newspaper.



**[Right] Michael Woods, *Birdman Rally*, 2020, digital photograph**  
City of Melbourne Art and Heritage Collection, image courtesy of Michael Woods, Instant Crush Production House

The first Birdman Rally was held during the 1976 Moomba Festival. Each year, a group of daring contestants take part in leaping across the Yarra River in their home-made aircraft. Participants raise money for charities through their involvement. Entries have been varied over the years, ranging from spacecraft to hang-gliders, to farmyard animals. The Birdman Rally remains a hugely popular event at Moomba today.

## PANEL 04



**[Left] City of Melbourne, *N783 Image showing boats underneath Princes Bridge*, c. 1962, acetate negative, 5.5 x 5.6 cm**

City of Melbourne Art and Heritage Collection

This image, taken from underneath Princes Bridge, captures the Yarra River while it was still very much an industrial zone. Until the mid 1980s, the Yarra River functioned as a working river used in service of Melbourne's manufacturing and maritime industries. The south bank was lined with factories, warehouses, and wharves. Visible in this photograph is the signage for the Allen's Sweets factory. The gradual de-industrialisation of this area has completely transformed the river, which today serves as a bustling hub of recreational activity.



**[Centre] Maker unknown, *Moomba crowds outside Flinders Street Station*, c. 1966, acetate negative, 6 x 6 cm**

City of Melbourne Art and Heritage Collection

This photograph captures crowds on the Princes Bridge outside Flinders Street Station during the iconic Moomba Festival weekend. Celebrated annually in March, Moomba is Australia's largest and longest-running free community festival.



**[Right] City of Melbourne, *N784 Image showing boats underneath Princes Bridge*, c. 1962, acetate negative, 5.5 x 5.6 cm**

City of Melbourne Art and Heritage Collection

This image is a part of the so-called 'photofile collection' of approximately 2,250 medium format negatives taken by the City of Melbourne Engineering Branch in the decade that followed the 1956 Olympic Games.



Given that these photographs were originally taken as records of the branch's activities, the intention of this photograph was likely to document the boats tethered to the undercarriage of Princes Bridge. Today, the photofile collection takes on a broader meaning within the context of the Art and Heritage Collection, revealing unique perspectives on the city.

## PANEL 05



**[Left] City of Melbourne, 35A-98a Image showing an aerial view of Melbourne from the east side of the Yarra River, c. 1960-61, acetate negative, 2.4 x 3.7 cm**

City of Melbourne Art and Heritage Collection

In the years following the Second World War, Melbourne underwent a high-rise construction boom. Visible on the skyline in this photograph is the construction of the CRA (Conzinc Riotinto of Australia) Building, formerly located at 89-101 Collins Street. When completed in 1962, the 26 storey office became the tallest building in Melbourne. It was subsequently the first skyscraper to be demolished in the city in 1988.



**[Right] Maker unknown [Carinya Postcards], Princes Bridge at Dusk, c. 1970s, postcard, 9 x 14.5 cm**

City of Melbourne Art and Heritage Collection

This postcard captures a bird's-eye view over Princes Bridge. In the background are the Princes Gate Towers, which opened in 1966. They were partly occupied by the Gas and Fuel Corporation of Victoria, leading to the buildings being commonly known as the 'Gas and Fuel towers'. In 1997, the towers were demolished to make way for Federation Square.

## PANEL 06



**Ken Wilson, Water Skiing on the Yarra River, 1958, acetate slide, 5 x 5 cm**

City of Melbourne Art and Heritage Collection, image courtesy of the artist

Since the late 1950s, the Yarra River has been the centre stage for the aquatic displays of Melbourne's iconic Moomba Festival. The Yarra's capacity to facilitate thousands of spectators on the banks of the river make it an ideal urban amphitheatre. However, for much of Moomba's history, the health of the river has been neglected. In March 1972, several of the water-skiing competitors complained to the *Sun News-Pictorial* that the Yarra was the most "polluted place that they had ever skied".

## PANEL 07



**[Left] Maker unknown, Princes Bridge, Melbourne, c. 1911, postcard, 8.8 x 13.5 cm**

City of Melbourne Art and Heritage Collection

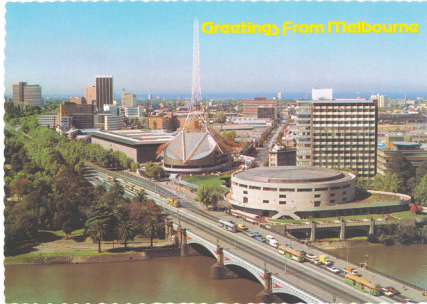


**[Right] Maker unknown, *Princes Bridge, Melbourne*, c. 1911, postcard, 8.8 x 13.8 cm**

City of Melbourne Art and Heritage Collection

Since the late 19th century, Princes Bridge has been featured as a landmark of Melbourne on postcards. These two postcards feature an identical photograph, looking out across Princes Bridge towards Government House. One is mounted on a gold-textured background, the other is colour tinted and framed in an artist's palette design.

## PANEL 08



**[Left] Maker unknown [Biscay Greetings], *Greetings from Melbourne*, c. 1985, postcard, 10.5 x 14.5 cm**

City of Melbourne Art and Heritage Collection

This postcard depicts a bird's-eye view across Princes Bridge towards the Victorian Arts Centre in Melbourne. The postcard features the familiar postcard slogan, "greetings from", which was popularised by prolific postcard producer Curt Teich in the 1930s. Teich had in turn been inspired by the 'Gruss Aus' ('Greeting From') postcards he had known as a young man in Germany.



**[Right] Maker unknown [Curteichcolour], *Yarra River and Princes Bridge*, 1967, postcard, 10.5 x 15 cm**

City of Melbourne Art and Heritage Collection

This postcard captures Princes Bridge and the Yarra River from the north bank. Visible on the skyline is the Vacuum Oil Building, alongside the lower APM (Australian Paper Manufacturers) Building. The APM Building was demolished when the precinct was redeveloped for the Arts Centre and South Gate. The Vacuum Oil Building remains, but has been converted into an apartment block.

## PANEL 09



**[Left] Nucolorvue Productions (now known as VISIT Brands Pty. Ltd.), *The Yarra River and Melbourne Skyline*, c. 1956, postcard, 8.8 x 13.6 cm**

City of Melbourne Art and Heritage Collection, Image courtesy of Visit Brands Pty. Ltd., © Visit Brands Pty. Ltd.

This postcard dates to the 1956 Olympic Games. Affixed to the front is a commemorative 'XVI Olympiad Melbourne' two shilling stamp. The 1956 summer Olympics were the first to be staged in the Southern Hemisphere, as well as the first to be held outside Europe and North America. Melbourne remains the most southerly city ever to host the Olympics.



**[Right] Maker unknown, *Ticket stub for the XVI Olympiad, Melbourne*, 1956, paper ticket, 5.6 x 7.6 cm**

City of Melbourne Art and Heritage Collection

This ticket was used for entry to the athletics event during the 1956 Melbourne Olympic Games. Dated 28 November, the event was held at the Melbourne Cricket Ground.



## PANEL 10



**[Left] Maker unknown, *Moomba ski-jumping*, 1981, acetate slide, 5 x 5 cm**

City of Melbourne Art and Heritage Collection

**[Right] Ken Wilson, *Speed boats on the Yarra River*, 1958, acetate slide, 5 x 5 cm**

City of Melbourne Art and Heritage Collection, image courtesy of the artist



Moomba and waterskiing have gone hand in hand since the late 1950s. Max Kirwan, a pioneer of waterskiing in Australia, was instrumental in bringing the two together. Kirwan persuaded the Melbourne Metropolitan Board of Works to waive the speed limit on the Yarra, which was necessary for the use of speed boats during the event. Since 1958, waterskiing has become an annual event at Moomba, and attracts some of the best skiers from across the world. Each year, an exemption on the Yarra's 5 knot speed restriction is put in place for the duration of the weekend

## PANEL 11

**Robert Vere Scott, *Princes Bridge*, c. 1903-06, acetate negative, 10 x 12.5 cm**

City of Melbourne Art and Heritage Collection

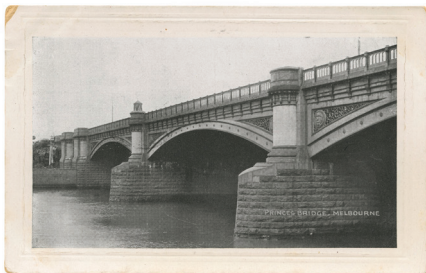


Robert Vere Scott was a well-known Australian photographer whose most important and popular were panoramas. Scott was based in Port Pirie (SA) but was active in Victoria around 1903-06. This photograph was likely taken on a Kodak Panoram, a roll-film camera which became available around the turn of the century. Developments such as the Panoram enabled panoramic views to be captured on a single piece of film, rather than on multiple glass plates.

## PANEL 12

**[Left] Maker unknown, *Princes Bridge, Melbourne, N.D.*, postcard, 8.8 x 13.9 cm**

City of Melbourne Art and Heritage Collection



As with many historic buildings in Melbourne, Princes Bridge is built of bluestone. Featuring a photograph taken from a low angle, this postcard showcases the Bridge's bluestone blocks and iron facades. The majority of this bluestone was quarried from Footscray. The iron girders were constructed in South Melbourne.

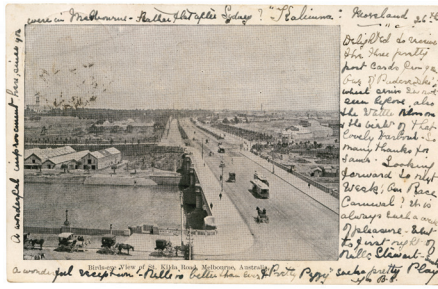
**[Right] Nucolorvue Productions (now known as VISIT Brands Pty. Ltd.), *Princes Bridge and the River Yarra*, c. 1960s, postcard, 9 x 14 cm**

City of Melbourne Art and Heritage Collection, Image courtesy of Visit Brands Pty. Ltd., © Visit Brands Pty. Ltd.



This postcard from the 1960s captures Princes Bridge from the north bank. Visible in the background is the Vacuum Oil Building, alongside the APM (Australian Paper Manufacturers) Building and Snowden Gardens, prior to the development of the Victorian Arts Centre. The APM Building was demolished when the precinct was redeveloped for the Arts Centre and South Gate. The Vacuum Oil Building remains, but is now an apartment block.

## PANEL 13



**[Left] Maker unknown, *Birds-eye View of St Kilda Road, Melbourne, c. 1904*, postcard, 8.8 x 13.8 cm**  
City of Melbourne Art and Heritage Collection

This postcard captures a view across Princes Bridge which is more than 100 years old. Horse drawn carriages are seen crossing the bridge, as well as trams. The construction of the third Princes Bridge was significant in enabling Melbourne's cable tram system to be extended down St Kilda Road, connecting the south-eastern suburbs to the city. Also visible in this image, on the site of the current day Arts Centre, is the octagonal circus building, Olympia, built by the Fitzgerald Brothers' Circus in 1901.



**[Right] Maker unknown, *Princes Bridge (from the book, 'Souvenir View Book of Melbourne', published by Osboldstone & Co. Pty. Ltd.)*, c. 1951**, albumen silver print on card, 21.5 x 27.5 cm  
City of Melbourne Art and Heritage Collection

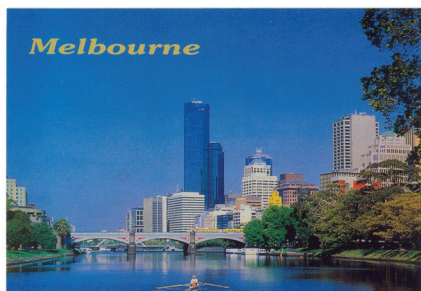
This black and white photograph captures a bird's-eye view across Princes Bridge, down St Kilda Road and towards the Shrine of Remembrance. Flinders Street station stands in the foreground. Sited just on the opposite side of Swanston Street is the Princes Bridge station, which was isolated from Flinders Street station even though it was adjacent to it.

## PANEL 14



**[Left] John Hinde Studio, *Melbourne's Reflections in the Yarra River*, c. 1970s**, postcard, 10.5 x 15 cm  
City of Melbourne Art and Heritage Collection, © The John Hinde Archive/Mary Evans Picture Library

This postcard was created by John Hinde Ltd - a postcard company based in Dublin, Ireland between 1957-1972. Founded by photographer John Hinde, the company went on to become one of the world's most successful producers of postcards. Using large format cameras, his signature technicolour style was used to capture views from across the world, including from places as far away from Ireland as Australia.



**[Right] Maker unknown [Bartel Collectors World], *Melbourne and the Yarra River*, c. 1990**, postcard, 10 x 14.5 cm  
City of Melbourne Art and Heritage Collection, image courtesy of Bartel Publications

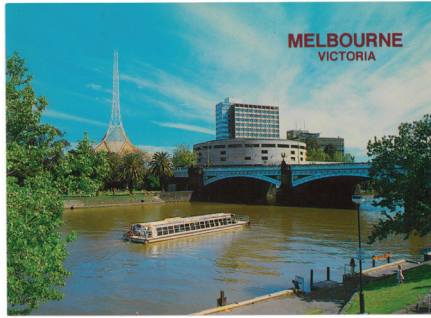
This postcard captures a view across the Yarra River, towards the Melbourne city skyline. Visible on the skyline are the Rialto Towers. At the time of their completion in 1986, the Rialto Towers were the tallest building in the Southern Hemisphere, with a height of 251 metres.

## PANEL 15



**[Left] Maker unknown [National View by Murfett], *Ferry on the Yarra River, Melbourne, c. 1980***, postcard, 10 x 14 cm  
City of Melbourne Art and Heritage Collection

The image on this postcard was taken from the Princes Bridge, looking east along the Yarra River. Boating on the river has been a popular mode of transport since the early days of European settlement. Today, cruising along the Yarra in a ferry remains a popular recreational activity.



**[Right] Robert Schorn [Colour Tech Productions], *The Yarra River, Princes Bridge and Victorian Arts Centre*, c. 1985, postcard, 10.5 x 14.5 cm**

City of Melbourne Art and Heritage Collection

This postcard features a view from the north bank of the Yarra River, looking out at Princes Bridge. The Victorian Arts Centre, Vacuum Oil Building and APM (Australian Paper Manufacturers) Building appears on the skyline. A sightseeing cruise heads downstream on the Yarra.

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