

## News

# The Mercury

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## MONA shopping centre mystery has Hobart buzzing

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**More than just MONA**

Tasmania's first centre of fashion and article de luxe

Scheduled for completion in early 2015 the Southdale Shopping Centre will include:

- Approximately 30 new specialty retailers including premium fashion, cosmetics and luxury goods
- An additional 100 car parking spaces
- A new accommodation and entertainment complex
- Spaces for the community to enjoy

VICTORIA'S SECRET CALVIN KLEIN CHANEL ESTEE LAUDER HUGO BOSS

The image shows a storefront for Victoria's Secret with a large window display featuring a model in a pink and white outfit. A person is standing outside the store.

Southdale shopping centre Dark Mofo

Source: Supplied

**HOBART is buzzing with questions over MONA claims that a “world-class” mall is set to open in the city.**

An advertisement placed by MONA in the *Mercury* today says the Southdale Shopping Centre will be Tasmania's first centre of fashion and luxury goods.

The ad, on page 7, features Victoria's Secret, Calvin Klein, Chanel, Estee Lauder and Hugo Boss brands and what appears to be the Jerusalem's Wailing Wall.

MONA senior curator Delia Nichols claims the Southdale Shopping Centre is a new promotion for the group.

“There will be other events and music at the free Dark Mofo free event tonight, MONA till Midnight,” Ms Nicholls said.

The advertisement directs readers to a website which simply says that the shopping centre is scheduled for completion in early 2015 and will include 30 new speciality retailers and an additional 100 new car parking spaces.

However, the web address for the shopping centre is the same as that listed for a **MONA art installation in the Southwest National Park** (<http://www.themercury.com.au/news/tasmania/mona-goes-bush-with-southwest-park-project/story-fnj4f7k1-1226890196363>) that the *Sunday Tasmanian* revealed in a report this week.

That installation features a holiday camp for displaced European Jews and is also advertised as a Southdale development.

It is believed that all will be revealed tonight at MONA till Midnight.

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