

Büchel Project Elements

Port Davey

Jewish Caravilla – Installed above Forest Lagoon in the Port Davey area of the SWNP is a 40 sqm pre-fab house similar to those used for temporary housing in Israel and Palestine. The caravilla is complete in every detail with a kitchen, toilet, etc.

Southdale Billboard - between the caravilla and the water line is a billboard 4.0 m x 3.0 m. The billboard announces that new holiday villas are available in the area. There is a 1800 number to call for further information, and an answering machine will take all the enquiries, these enquiries will be played on a speaker inside the identical caravilla installed on the Mona rooftop.

Southdale Foundation Stone - Southdale, where it all comes together, a 1 m x 30cm x 30cm concrete foundation stone etched with the Southdale logo and the text 'where it all comes together.' The foundation stone contains a time capsule which includes a copy of Critchley Parkers diary. The foundation stone is placed at Parker Bay in Bathurst Channel not far from the grave of Critchely Parker who died in the SouthWest in 1942 in a search for a homeland for Jewish refugees. The cement used to cast this foundation stone was purchased in Tel Aviv, it is from the cement company Nesher, which supplies cement products in Israel and Palestine.



Poynduk holiday villas now available at Port Davey



CALL NOW!
1800 14 05 48




Port Davey billboard content above

Hobart Airport

Two illuminated signs in wall mounted light boxes inside the airport terminal.

'An exciting new shopping experience'. The sign announces a new shopping mall partnership between MONA and Southdale Shopping Centre.



An exciting new shopping experience is coming soon

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, conference and entertainment complex
- Spaces for the community to enjoy

ESTÉE LAUDER | IVISS | Calvin Klein | TOMMY HILF | TOMMY HILF | TOMMY HILF
VICTORIAS SECRET | CHANEL | RALPH LAUREN | BOSS | IR

Where it all comes together.

www.southdalecentre.com

X +
MUSEUM OF OLD
AND NEW ART

SOUTHDALE
Shopping Centre

HR: The HR logo makes reference to Helena Rubenstein who is cited by Critchely Parker.



DEVELOPING TASMANIA
WHERE VISION GETS BUILT.

SOUTHDALE | CIAI | TRANSFIELD | vedanta | Santos | Flacker Group | Transfield

Developing Tasmania - Where vision gets built.

Logos include Southdale Development, clal, Transfield, Vedanta, Santos, Forestry Tasmania, Tourism Tasmania. The image used is an aerial view of the area near Bathurst Harbour where the Caravilla and billboard are installed.

- Southdale Development: is a fictional company which appears across many aspects of the Büchel project.
- clal: clal has an intentional double meaning in Hebrew. To the English speaker, CLAL is a four letter acronym formed using first letters, with some license, of a part of the organization's English language name (Center for Leadership and Learning). But in Hebrew, these same four letters represent an alternate phonetic transliteration for klal, which translates roughly as community.
- Transfield: Transfield Services Ltd. is an Australian publicly listed corporation providing operations and maintenance, asset management, project and capital management outsourcing and infrastructure development services to the resources and industrial, infrastructure services and property and facilities management sectors. The Company operates in Australia and New Zealand, Canada, the United States, Chile, India, New Caledonia, and The Philippines. The appointment of Transfield Services to run Manus and Nauru was criticised by refugee advocacy groups on the grounds that duty to shareholders conflicted with provision of welfare services.[15] In February 2014 this led to calls for an artist and audience boycott of the 19th Biennale of Sydney, which Transfield Services supports through the Transfield Foundation, providing approximately six per cent of the Biennale's total funding.[16] Following protests and widespread criticism on social media, Executive Director of Transfield Holdings Luca Belgiono-Nettis subsequently resigned from his position as Chairman of the Biennale Board, and the Biennale severed its 41 year sponsorship relationship with Transfield Holdings.[17] This decision itself has led to debate, with boycott organisers saying the boycott was successful, while their opponents claimed it had jeopardised the future of corporates and businesses funding the arts in Australia.
- Vedanta: Vedanta Resources plc is a global diversified metals and mining company headquartered in London, United Kingdom. It is the largest mining and non-ferrous metals company in India and also has mining operations in Australia and Zambia. Its main products are copper, zinc, aluminium, lead and iron ore. It is also developing commercial power stations in India in Orissa (2,400 MW) and Punjab (1,980 MW). The company is caught up in contrivers over human right abuses and environmental pollution.
- Santos: Santos is Australia's largest domestic gas producer, supplying sales gas to all mainland Australian states and territories, ethane to Sydney, and oil and liquids to domestic and international customers.
- Forestry Tasmania, Forestry Tasmania is a forest management corporation established by an Act of Parliament and wholly owned by the Government of Tasmania, Australia. Under the State of Tasmania's Forestry Act 1920, Forestry Tasmania is mandated to manage 1.5 million hectares of state forest as multiple use forest. Sustainable yield logging is currently permitted in approximately one-half of this area. The remainder is reserved and managed for other values such as conservation and recreation.
- Tourism Tasmania; local government body promoting the state of Tasmania.

Brooke Street Ferry Terminal

Two signs on the front of Mona ferry terminal - Estee Lauder and the 'More than just Mona' Southdale Shopping Centre.



A vertical advertisement for Southdale Shopping Centre. The top half shows a photograph of a modern, multi-level shopping mall interior with white architecture and glass railings. Below the photo is a black background with white text. The main headline is 'More than just MONA'. Below that, it says 'Southdale Shopping Centre coming soon' and 'Tasmania's first centre of fashion and article de luxe'. It then states 'Scheduled for completion in early 2015 the Southdale Shopping Centre will include:' followed by three bullet points: 'Approximately 30 new specialty retailers including premium fashion, cosmetics and luxury goods', 'An additional 100 car parking spaces', and 'A new accommodation and entertainment complex'. At the bottom, it says 'Spaces for the community to enjoy'. There is a row of small logos for various brands: TONY & MARY, CHANEL, RALPH LAUREN, BOSS, IR, ESTEE LAUDER, B&B, CUBAN, and TOMMY HILF. At the very bottom, it says 'Where it all comes together. www.southdalecentre.com' and includes logos for 'MUSEUM OF OLD AND NEW ART' and 'SOUTHDALE'.

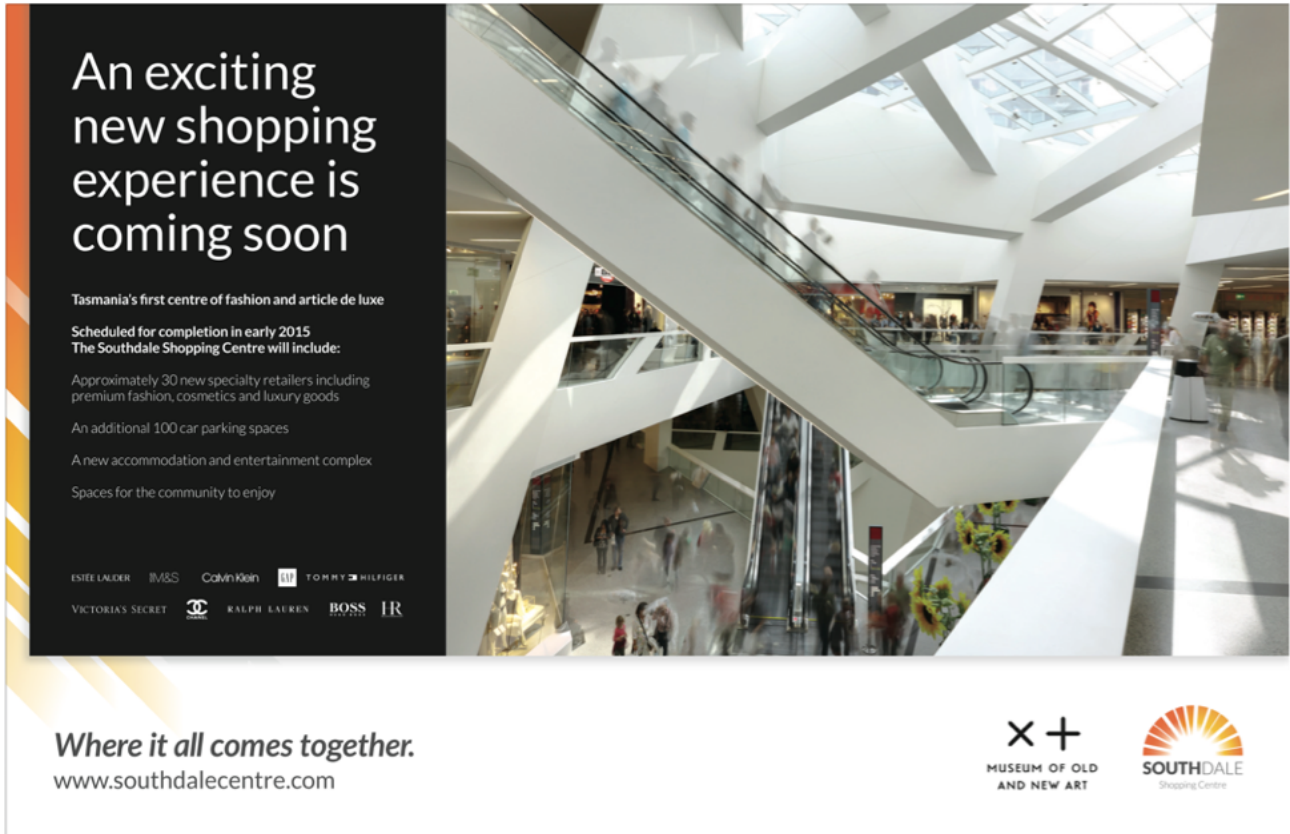
Mona Ferry

Video content on the monitors - To be confirmed. incomplete.

Mona

Billboard at the Main Rd driveway entrance

Southdale shopping experience. A 4.0 m x 3.0 m billboard installed on the fence line at Mona between the bus stop and the concrete wall.



Two illuminated *Southdale Shopping Centre* signs mounted on the concrete walls at the Main Rd driveway entrance.



Caravilla on the rooftop

This is an identical Caravilla to the one installed at Port Davey. Inside this caravilla is a monitor with an instructional video showing how to construct the caravilla. Banner hung across the exterior is the same information as the billboard in Port Davey.



Poynduk holiday villas
now available at Port Davey

CALL NOW!
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SOUTHDALE
Development

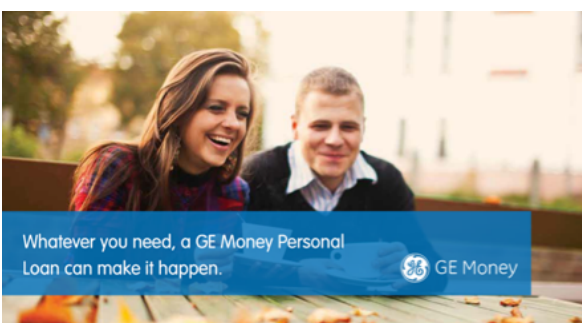
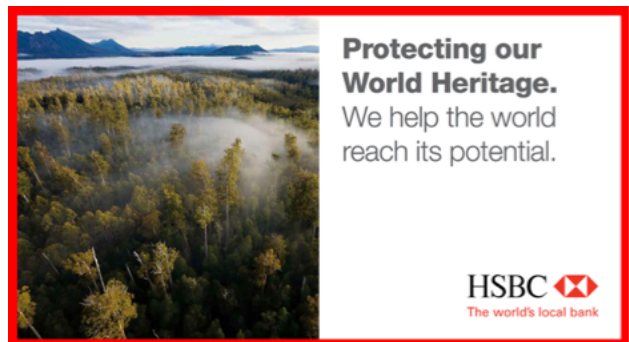
Entrance to the courtyard house

Illuminated Southdale sign above the entrance



Inside Courtyard House entrance:

ATM machines: There are two non-functional ATM machines installed inside the entrance. The ATM's will appear to be in working order with the below images scrolling across the screens, but no money will be available.



EXCUSE #3
"I DON'T HAVE A
GAMBLING PROBLEM,
I HAVE A MONEY
PROBLEM."
1800-BETS-OFF

Reproduction Le Corbusier couches in the entrance.

Tourist centre in the Mona courtyard house reception. In partnership with the Tourism Tasmania office in Davey Street we are converting the existing Mona CYH reception area into a tourist centre. The centre will promote a mixture of existing local businesses and fictional content developed by the artist. Mona will have fictional tourism elements in the Davey St Tourism Centre.



Mona Souvenir store. An extension of the existing Mona store into the courtyard house common area. New items for sale will include a selection of Aboriginal souvenir, Port Arthur souvenir's, World of Judaica souvenir's, and Golliwogs.



As part of the souvenir store there will be a **golliwog production desk** in courtyard house. The intention is to have a person of Aboriginal descent or a recent immigrant (specifically a coloured person according to our instructions) producing Golliwogs to be sold in the store. The golliwog production should be for the evening of the June 17th opening and then for one day a week for the duration of the Büchel project.



Blood Drive - The CYH common area between the shop and the elevator will be dressed to appear like a blood drive being operated by the Australian Red Cross. All details including reproduction Le Corbusier recliners altered to look like blood drive chairs are included.

IT'S IN YOUR BLOOD TO SAVE LIVES

You can give life, by giving blood



Aboriginal DNA testing station. In the CYH common area between the fireplace and the entrance to the elevator is located a mall style display advertising for visitors to have their DNA tested to see if they are of Aboriginal decent. The display invites visitors to have their DNA tested for free!

**Are you an
aboriginal
descendant?**

**Test your
DNA here
for free!**

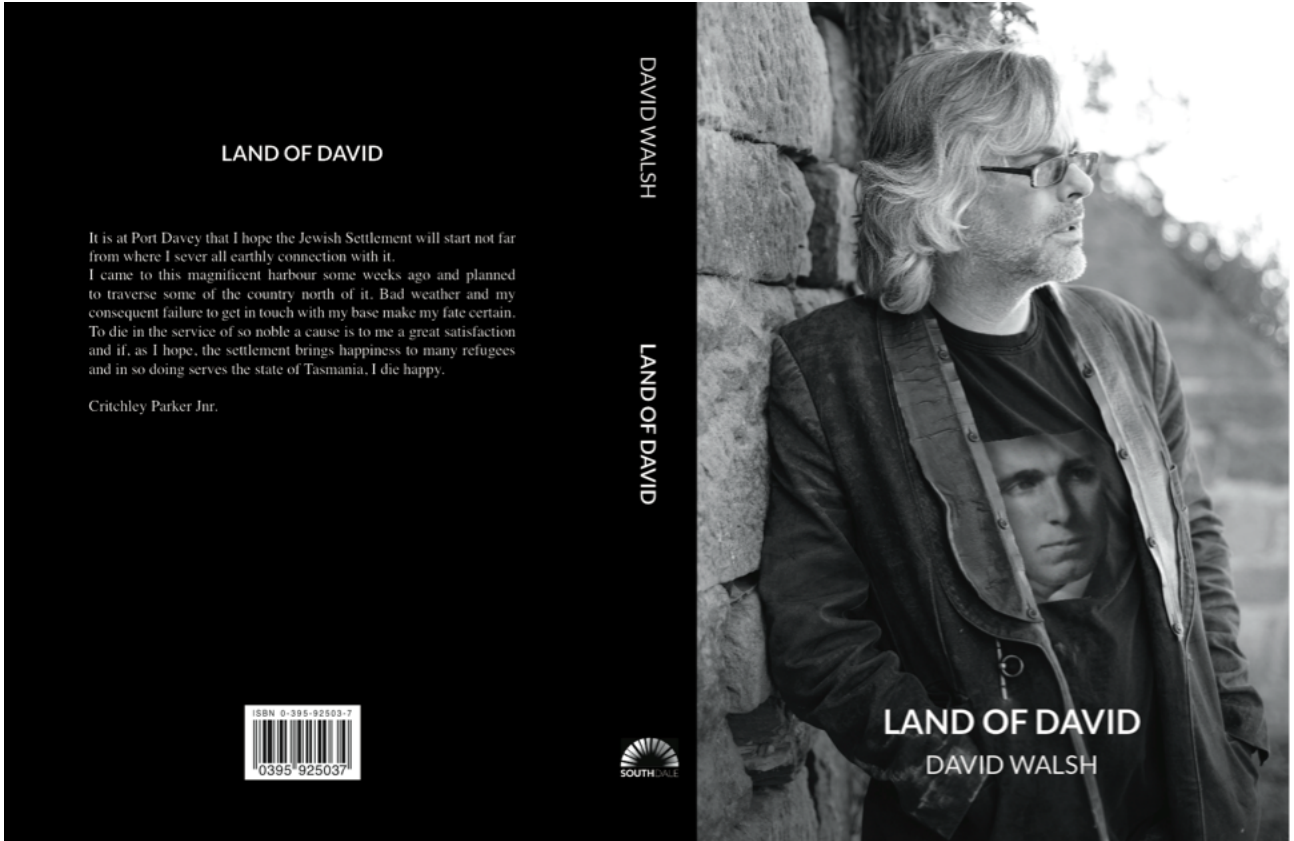
Become a part of history.

deCODE genetics Roche Australian Government

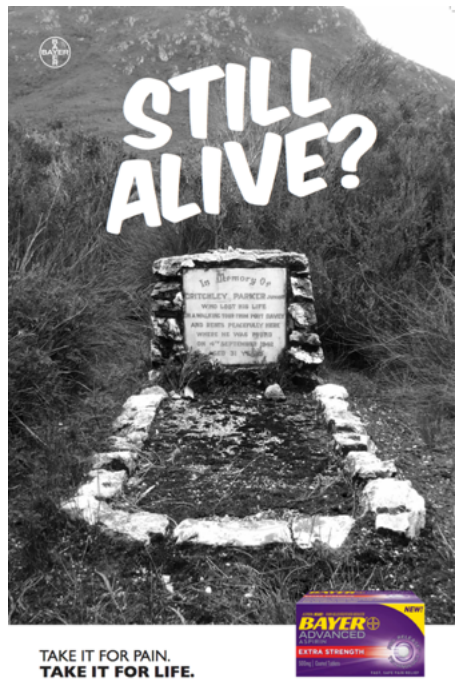
Book

Land of David by David Walsh

A compilation of essays, journals, magazine articles, images, taken from a variety of sources. The book contains many details all of which relate to Büchel's overall project, right down to the ISBN number on the back being the same as the first edition of Mien Kampf and the publishing house is Southdale, the fictional company which appears in many elements of the project.



Freestanding light boxes in the CYH and at the Ferry terminal near Boltanski . There will be a double sided illuminated mall style light box in the CYH common area with the below content including a mall map for the forthcoming Southdale mall at Mona:



DIRECTORY

TOP FLOOR



TOP FLOOR

- 101 Tourist Information
- 102 MONA Shop
- 103 Starbucks Coffee

BOTTOM FLOOR (B3)

- 201 The Midden Bar
- 202 Southdale Cinema
- 203 Victoria's Secret
- 204 Hugo Boss
- 205 Calvin Klein
- 206 Estée Lauder
- 207 Helena Rubinstein
- 208 Chanel
- 209 Ralph Lauren
- 210 The Promise – Casino
- 211 Utopia – Nightclub
- 212 Marks & Spencer
- 213 Topf & Sons
Funeral Kiosk
- 214 Max Brenner
Chocolate Bar

- Toilets
- Disabled toilets
- Stairs
- Lift
- ATM
- Phone
- Baby changer
- Customer service
- Seating
- Kids Corner
- Victor Gruen Court
- Wailing Wall

BOTTOM FLOOR (B3)



Where it all comes together.

Flatscreen displays in courtyard house cafe/fireplace area - content to be confirmed
Coin operated rides: there will be a coin operated children's ride in this area.



Starbucks

Extension of existing cafe tables into the fireplace area. Starbucks illuminated signage installed on the wall between the fireplace and the cafe areas. Framed posters - content not know. Timber lined walls in cafe.



B3 Void

Large sign where Bit.Code was previously located - Southdale announcement, thank you for your patience



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VICTORIA'S SECRET Calvin Klein BOSS HR ESTÉE LAUDER

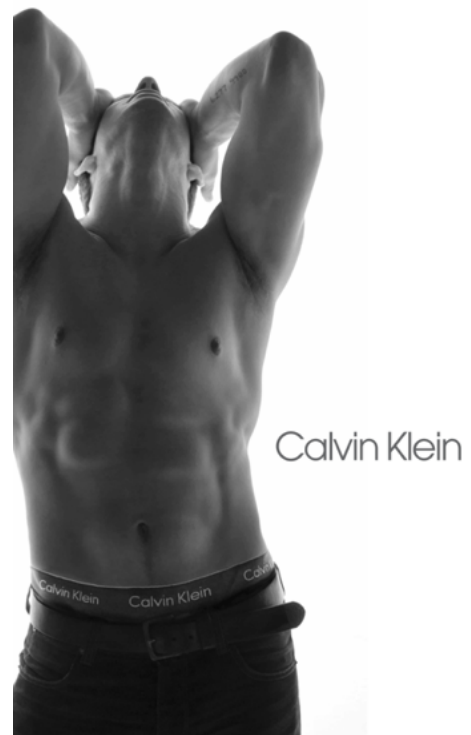
Where it all comes together.
www.southdalecentre.com

MUSEUM OF OLD AND NEW ART SOUTHDALE Shopping Centre

5 banners hanging from the void ceiling



Where it all comes together.



C'Mona Community Centre, B3 East Gallery, including children's play area, extension of cafe seating, multi purpose meeting rooms, arts and craft room, stage for music, reception area, reading library, kitchen, we will be running a full program of events and activities with local community groups.

C'MONA

As a part of Mona's ongoing engagement with the Tasmanian community we are opening one of our gallery spaces as a fully functioning community centre. Located on the bottom level of the museum the new C'MONA Community Centre will launch on June 17 and run through to October 20, 2014 (closed Tuesdays).

C'MONA will include a wide range of community based activities in a non-community environment. The focus for C'Mona is on collaboration across all aspects of the Tasmanian community.

We are seeking expressions of interest from groups interested in being a part of a unique project. Groups are invited to access the facilities for their own requirements or participate in some of the organised programs that C'Mona will provide. So there are many potential projects and outcomes.

A broad range of activities and events are sought with workshops of various cultural practices. C'Mona encourages collaboration across the different community groups that seek to participate. We are asking participants to share knowledge and experiences to develop awareness, understanding and respect. C'Mona welcomes all community groups to propose and hold workshops, activities, events and discussions for the duration of the project. All aspects of engagement are encouraged be they arts and crafts practice, education, music and dance, health and wellbeing, hobbies and games.

Free access to the facilities, room hire and programs*

*selected events and programs may incur a small fee for materials, see forward program for details
C'Mona facilities include spaces for:

Meetings

Private consultations

Arts and crafts

Large multipurpose activities

Music stage and PA equipment

Library

Computer and internet access

Selected AV equipment available (contact program coordinator) Cinema and Lecture theatre (subject to availability)

Opening Hours –

17 June – 6pm-9pm – music program

18 June – 5 October – 10am to 5pm (closed Tuesdays).

7 June – 20 October – 10am to 6pm (closed Tuesdays)

For full details visit <https://www.mona.net.au/visit/opening-hours/>

Bookings and Enquiries –

cmona@mona.net.au

Mona til midnight

Aboriginal Didgeridoo busker at the entrance to Mona during the Mona til Midnight evening of June 17th - tbc



About Critchely Parker Jr.

Critchley Parker Junior was the only son of Ernest Frank Critchley Parker (who went by the name of Frank and later used Critchley as his first name). Frank was a self made publishing magnate who inspired controversy during the First World War. He was outspoken and controversial and his beliefs regarding pro-conscription and anti-Irish Catholicism managed to upset quite a few people. As a publisher he owned a few different newspapers but he was also a book and pamphlet printer. Twice he was convicted and fined for libel yet he continued to publish his "patriotic pamphlets".

Frank married his second wife, Kathleen Kerr, in 1910 and was 49 years old when his son Critchley Parker Junior was born in 1911. In 1933, Frank and Kathleen built an impressive home in Upper Beaconsfield. I assume it was in the general vicinity of the reserve but I cannot find any proof of this. The architects for the house were Mewton and Grounds, well known for their interesting and modern designs.

Critchley Parker Junior was born into a life of luxury. He was wealthy, romantic and intellectual. Although a keen bushwalker he also suffered from a weak chest. In 1940 he fell in love with an older married woman, a Jewish journalist named Caroline Isaacson. As knowledge of the Jewish extermination during the second world war became public, he and many others rallied for the resettlement of those of Jewish faith to a new homeland state. The plan was for a massive group settlement with infrastructure in remote Australia. Originally a site was touted in the north of Western Australia but the idea was shelved as the Japanese threat to Darwin escalated. Critchley began pushing for the Port Davey region in the rugged south west coast of Tasmania. In 1941 he and a party of men including Dr Isaac Steinberg (a Russian politician and leader of the Freeland League) visited Tasmania and came away with the plan for the new Jewish homeland in the southern state.

In March of 1942, Critchley decided to embark upon his own survey of the Port Davey region. He enlisted the help of Charlie King (the only resident of the area) to take him up river, where he was left by himself with a tent and limited supplies. They arranged a signal whereby if Critchley was in trouble he could signal for King by lighting two fires of buttongrass. Within days the weather turned bad and Critchley lit his fires. The mist and rain was so thick that Charlie couldn't see it and Critchley ran out of matches. Sick with pleurisy and out of supplies Critchley died about three weeks later. Four months on his body was discovered by a man named Clyde Clayton and his dog. His body was still in his sleeping bag but surrounded by plans and notes for the new Jewish homeland.

His designs were for a socialist state in the rugged southwest. He planned for a centre of manufacturing, producing perfume, fancy goods, jewellery and furs by the displaced people of France. Those people coming from Holland would be employed in drainage and dykes, and there would be German style freeways taking goods to Hobart. The utopian style development would receive it's wealth from farming and mining. Although his plans were far fetched and possibly misguided, he had a very real ambition to save the Jewish people during one of the most horrific times in recent history.

About Victor Gruen

Victor David Gruen, born Viktor David Grünbaum (July 18, 1903 - February 14, 1980), was an Austrian-born architect best known as a pioneer in the design of shopping malls in the United States. He is also noted for his urban revitalisation proposals, described in his writings and applied in master plans such as for Fort Worth, Texas (1955), Kalamazoo, Michigan (1958) and Fresno, California (1965).[1] An advocate of prioritizing pedestrians over cars in urban cores, he was also the designer of the first outdoor pedestrian mall in the United States, the Kalamazoo Mall.

In 1941 he moved to Los Angeles and in 1951 he founded the architectural firm "Victor Gruen Associates", which was soon to become one of the major planning offices of that time. After the war, he designed the first suburban open-air shopping facility called Northland Mall near Detroit in 1954. After the success of the first project, he designed his best known work for the owners of Dayton Department stores, the 800,000-square-foot (74,000 m²) Southdale Mall in Edina, Minnesota, the first enclosed shopping mall in the country. Opening in 1956, Southdale was meant as the kernel of a full-fledged community. The mall was commercially successful, but the original design was never fully realized, as the intended apartment buildings, schools, medical facilities, park and lake were not built. Because he invented the modern mall, Malcolm Gladwell, writing in *The New Yorker*, suggested that "Victor Gruen may well have been the most influential architect of the twentieth century."

THE AUSTRALIAN FAIR FOR FREEDOM OF BELIEF AND RELIGION

www.affbr.org

Mona is hosting the inaugural Australian Fair for Freedom of Belief and Religion to be held from July 26 to 27, 2014.

The AFFBR seeks to bring together a wide range of groups, communities and organisations from around Australia to present a broad spectrum of beliefs and religious views as represented in our contemporary society. The AFFBR will run for two days and will include forums and workshops offering visitors the chance to experience and to learn about many diverse viewpoints. "I am sure everyone will be wondering why Mona is doing this given David Walsh's clear statements of non-belief in any gods," says Jarrod Rawlins, Mona's assistant curator. "We have the freedom to offer a forum where everyone can engage with and learn about the beliefs and religious views that are part of many people's lives. We hope the fair is a place of freedom, tolerance and learning," Rawlins added.

Rawlins confirmed that expressions of interest have been sent to many groups inviting them to take part and so far there has been a great response. He said that Mona will not charge any fee to registered participants to take part in the fair, and that there were still a handful of positions available.

IN SUMMARY

What: Australian Fair for Freedom of Belief and Religion

Where: Mona – Museum of Old and New Art

When: July 26 and 27, 2014; 10 am to 5pm

What provided: exhibition booth, table and chair, cinema for talks and films, spaces for workshops and other related activities

Cost: No booth charges for registered participants Contact Details: affbr@mona.net.au

PARTICIPATING GROUPS TO DATE

Eckankar Ecorevolutionaries

First Church of Christ, Scientist, Hobart Goddess Association in Australia Inc. Loads of Laughter (laughing yoga)

Love Hobart

Share International / Tara Network

Synod of Victoria and Tasmania

Tashi Choling Dharma Foundation / Hobart Buddhist Meditation Centre

Kabbalah Australia

Hobart Sukyo Mahikari Centre

Ron Cruikshank - Pathways of Light

The Australian Religious Response to Climate Change

Religions for Peace Australia

Brahma Kumaris Australia

The Tasmanian Pagan Alliance

The Emmanuel Synagogue

Hobart Spiritualist Church

The Lotus Centre Hobart

Professor Douglas Ezzy – Associate Professor of Sociology, University of Tasmania, Hobart Dr. Graeme Miles – Lecturer in Classics, University of Tasmania, Hobart

Mandy Cruikshank - Colour Vibrations (harp meditation)

more to come...