

FACT SHEET

November 2009

Queen Street Mall – the heart of Brisbane

The Queen Street Mall is Queensland's premier shopping destination, offering over 700 specialty stores, six centres, and the state's largest collection of flagship stores, unique boutiques and international fashion houses.

Shopping and entertainment

- Located in the heart of the city, Brisbane's Queen Street Mall is Queensland's premier shopping destination.
- The Queen Street Mall is arguably the busiest shopping precinct in Australia with the largest shopping offer between Sydney and Singapore.
- It's arguably Australia's most successful pedestrian mall, playing host to over 26 million visitors a year.
- The open plan, half a kilometre long Queen Street Mall has six major shopping centres, two department stores with over 700 local, national and international retailers.
- The Queen Street Mall was re-developed in 1999, taking just over 10 months to complete; the redevelopment was a joint project between the Brisbane City Council and Queen Street Mall property owners.
- The Queen Street Mall now has over 40,000 square metres of retail space including shopping centres QueensPlaza, The Myer Centre, Wintergarden, Broadway on the Mall, Queen Adelaide Building and Brisbane Arcade.
- The newest addition to the mall is the glamorous QueensPlaza, which incorporates the re-modelling and enlargement of the existing David Jones Brisbane store, the addition of approximately 90 specialty retailers, a supermarket and basement car parking for 600 cars.
- Not only does the mall cater for all retail needs, it offers a whole dining and entertainment experience. Enjoy lunch in an outdoor restaurant or café, catch a free performance on the mall's stage or admire unique public art situated at different spots throughout the mall.
- The stage is provided FREE of charge for use by community groups and Queen Street Mall retailers. A dedicated staff of experienced stage managers ensures every mall performance is professional and seamless.
- You can even watch a movie in one of two cinema complexes on offer. Choose from either the Birch Carroll and Coyle cinemas on the top level of the Myer Centre, or the majestic Regent Cinema right on the Queen Street Mall.
- At the George Street end of the mall sits the Conrad Treasury Casino where you'll uncover award-winning restaurants, lavish bars, gaming and free entertainment.
- The recently refurbished Albert Street is a street of contrasts. Starting at the City Botanic Gardens it spans across Elizabeth Street and through the Queen Street Mall to the recently refurbished King George Square and features an array of great retailers and eateries.
- The City Botanic Gardens end of Albert Street is tree-lined and is home to a range of eateries, bars and retailers. It is becoming an increasingly vibrant part of the city, with residential dwellings popping up along the street.

Artistic touches

- Art lovers are no longer confined to museums to witness great works of art; all they need to do is shop! The Queen Street Mall is one of the city's most art-full public spaces with a range of permanent, temporary and pavement installations that draw on concepts such as celebration of our landscape and environment. Here's what you'll find if you explore the Queen Street Mall:

Bungwall Ferns, by indigenous artist Fiona Foley, is built into the paving near the mall's stage. It consists of a series of seven circles of coloured granite embellished with inlaid aluminium ferns and relates to a traditional Aboriginal food source.

Bunya Nuts is a series of individual inlaid aluminium bunya nuts designs located beneath the Kauri Pines in the lower area of the mall. This pavement design is also by Fiona Foley and was inspired by a tri-annual bunya nut gathering ritual which used to bring together various Indigenous nations from a 250km radius.

Big Feathers, by Sydney-based artist Bronwyn Oliver, references Queen Street's history of parades as well as the mall's connection between earth and sky. It consists of two large and intricately constructed aluminum feathers which are suspended on the overhead catenary wire on either side of the central structure.

Architecture

- From 'tart and tired Main Street' to 'stylish urban precinct', the Queen Street Mall's architectural genius puts Brisbane on the world map for urban design.
- The 25 million dollar refurbishment of the Queen Street Mall in 1999 was handed to award-winning architect John Mainwaring to deliver 'the precinct for the new millennium'.
- The fundamental design aesthetic of Brisbane's Queen Street Mall demonstrates the connection between the earth and the sky through a fluid, multi-dimensional design.
- The Queen Street Mall has a floor of high quality Queensland granite embellished with light pavilions and kiosks and progresses upwards into a shade layer of pergolas, vines, tree canopies and translucent sky roofs.
- The layering also gets lighter as it gets higher culminating in a fine colour layer accentuating historical building facades and reinforcing the earth/sky relationship.
- The design also opens up the space. It cuts down on clutter and 'space-junk' to liberate the environment, improve the pedestrian traffic flow and increase the sense of freedom and spaciousness.
- For the same reason, the various structures have been designed to be as skeletal as possible to improve the view of the mall facades.
- The structures also incorporate many translucent and reflective materials to either minimise or disguise visual blockages.
- The Queen Street Mall's stage features a stunning 11metre high sky-roof and is located between George and Albert Streets outside the Myer Centre and the Queen Adelaide Building.
- A unique lighting network of overhead catenaries and surface-level systems unifies the various elements of the design by following the glancing geometry of the area as well as the mall's new 'procession way,' a winding walkway that flows through the entire precinct.
- The 'procession way' idea was to create a 'village street within a city street' and give the mall a tropical, inviting and quiet charm despite the performance stage, cafés and other street-life activity.

Central structure

- The centerpiece of the Queen Street Mall was hailed the millennium landmark for the City of Brisbane when it was completed in 1999. It is, however, no ordinary monument as it is placed high above the heads of shoppers.
- Located in the centre of the Queen Street Mall, the central structure is an extraordinary 15metre high wing-shaped sky roof that has become the premiere meeting place for visitors to the CBD.
- The spectacular structure rises from the mall's granite surface on four inclined steel columns that branch out to support a multi-angled canopy of fritted glass.
- The design utilises existing and cutting-edge technologies, incorporating steel members that give the effect of being cast or forged rather than fabricated.

- In order to provide protection from the elements, the irregular folds in the canopy maximise exposure to the sun in winter and shade in summer, therefore creating the most comfortable environment possible in this popular meeting place.
- A lower ceiling of timber battening is suspended from the roof of the structure to provide more shade.
- The structure's north-tilted roof funnels off rainwater through a spine-like gutter to create a waterfall that discharges into a pool below near the bus tunnel entrance outside Hungry Jacks.
- The structure has been designed to open up the view from one end of the mall to the other as well as the outlook down Albert Street from King George Square to the City Botanic Gardens.
- The soaring height of the central structure also improves the pedestrian view of the many historic facades that line the Queen Street Mall.

Landscape

- A stunning array of sub-tropical greenery transforms Brisbane's Queen Street Mall into a lush urban oasis.
- Almost 4,000 native trees, plants, shrubs, vines and creepers are incorporated into the mall's ongoing landscape design.
- The planting design is a contemporary response to Brisbane's sub-tropical climate and character, showcasing the striking variety of our local flora and plant varieties familiar to Brisbane residents.
- The landscape has three distinct dimensions – a ground level of curved garden beds, an overhead layer of flowering vines and an upper canopy of tree foliage.
- Selected plants in key garden beds are rotated on a quarterly basis to exhibit plant varieties at their most impressive during particular seasons. For example, each July the unusual sculptural form of philodendrons and bromeliads will be replaced with swathes of fiery scarlet poinsettias.
- Overhead vines and creepers, such as Madagascar jasmine and native wisteria, form part of the roof layer above selected structures throughout the mall.
- Four large fig trees feature in the upper mall area while the lower mall has been planted with Kauri pines in conjunction with the existing leopard trees.
- The trees are housed in four large but shallow ornamental planters. In the Japanese 'bonsai' tradition, the proportions of the planters carefully combine with the desired form and scale of the tree to complete a perfectly balanced composition. The nine metre tall trees are meticulously pruned and nurtured in their above-ground setting.

Visit www.queenstreetmall.com for further information about the Queen Street Mall.