

# Media Release

**The Hon John Eren MP**

Minister for Tourism and Major Events

Minister for Sport

Minister for Veterans



**DELIVERING  
FOR ALL VICTORIANS**

Friday, 20 July, 2018

## REFINED APPLE STORE DESIGNS SIGNAL A NEW ERA FOR FED SQUARE

Refined designs for the Apple Global Flagship Store at Federation Square have been released today after being formally submitted to the Minister for Planning for consideration.

The Apple Global Flagship Store is part of the Andrews Labor Government's refresh of Melbourne's beloved Federation Square, which includes a new state-of-the-art LED big screen on the Transport Building, a \$36.6 million revamp of ACMI, the new Melbourne Metro Train Station and more public space for locals and tourists to enjoy.

Following the approval of an Apple Global Flagship Store at Fed Square last December the Melbourne City Council, Federation Square Management and Apple have been involved in a series of workshops focused on design refinements to the original concept drawings of the store.

The designs complement Federation Square's existing buildings and include a new roof that allows for solar power and a new solar shading design feature that enhances the energy efficiency of the building.

The project will open up more than 500 square metres of new public space, provide outdoor shading, better connect the square to the Yarra River, deliver more cultural events and boost visitor numbers.

Apple Federation Square will offer *Today at Apple*, a daily program of free events that will incorporate local creative talent to host workshops and experiences that showcase local tech, design, art and education communities, reinforcing Melbourne's reputation as the nation's cultural and tech capital.

In addition to the *Today at Apple* program, Federation Square's arts and cultural tenants including ACMI, Koorie Heritage Trust and the NGV will have opportunities to collaborate with Apple on additional programming and events for visitors.

The redevelopment will create more than 250 construction jobs and support more than 200 new ongoing jobs across the precinct once complete. The Apple Global Flagship Store is expected to open in late 2020.

The Minister for Planning will now consult with Melbourne City Council, the Office of the Victorian Government Architect and Federation Square on the refined designs before handing down his final design endorsement.

The refined designs can be viewed via [www.planning.vic.gov.au](http://www.planning.vic.gov.au).

### Quote attributable to Minister for Tourism and Major Events John Eren

*"This is more than just a store, it is a community activation space that will host arts, cultural, tech and music events complementing the original charter of Fed Square."*

### Quote attributable to Federation Square CEO Jonathan Tribe

*"The Apple Global Flagship Store is consistent with, and contributes to, Federation Square's Civic and Cultural Charter, which recognises Melbourne's pre-eminence as a centre for creativity and innovation."*

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