

# LANCEMORE

E. 1986

WELCOME TO  
LANCEMORE CROSSLEY ST.





THE PINNACLE OF  
MELBOURNE CULTURE



Lancemore Crossley St features 8 room types to choose from, it's walls hung with bespoke commissions from emerging artists and a quintessentially Melbourne rooftop terrace boasting sparkling city skyline views. Lancemore Crossley St. is centrally located at the Paris end of Melbourne nestled in the heart of the theatre district and a stones throw from the vibrancy of China Town.

- 113 Guest Rooms and Suites
- 24- hour reception
- Located in the heart of Melbourne
- Central Theatre District
- Surrounded by iconic Restaurants

\$10M transformation in 2020 by Carr Design Group  
Spacious Rooms, plush pillow top beds, smart apple TV's and more  
Hosted hour daily  
Super fast WIFI and in room working desks  
Ideally located with access to public transport







## BRINGING OLD SCHOOL GLAMOUR TO MELBOURNE'S CBD

Crossley Street is the pinnacle of Melbournian culture, centrally located between the Paris end of Bourke Street, Theatre District, restaurants such as Gingerboy, Becco and Pellegrinis, and tempting sights and sounds of Chinatown. Like the city that surrounds, Lancemore Crossley St. is richly layered, complex and unique. A cutting-edge on stage, off stage persona by Carr Design Group breathes new life into the original Graeme Gunn building, referencing its past and present to create a new future. The grit and glamour of Melbourne comes alive between our walls.



“Lancemore Crossley St. is here to welcome guests with the grit, glamour and vibrancy we’ve missed about our city. Carr has perfectly captured the creative essence of Melbourne with its boundary pushing design concept and the property’s prime location is the ideal base to uncover the food, fashion, and little known gems that make the cultural fabric of our home city,” said Lancemore CEO, Julian Clark.

Assuming a design-centric approach, guests will be drawn to Lancemore Crossley St. through its Broadway-style theatre lights at the hotel’s entrance. An eye-catching restored chandelier, whose original home was the iconic Georges department store on Collins Street, sits above banquet seating, lending an air of expectation of what is to come. There’s no formal check-in as such, instead circular pod reception points sit in front of lavish velvet blue curtains.

“With Lancemore, we shared an ambition to dissolve traditional divisions between guest and staff, to provide a relaxed and welcoming guest experience. Lancemore’s commitment to unique offerings led us to work with a number of local artists to create unexpected moments of delight,” said Sue Carr, Principal Carr.



## CREATIVE VISION

Brought to life by the concept of performing onstage and offstage, Lancemore Crossley St. takes advantage of its location set within Melbourne's key arts and cultural hotspot, surrounded by the Theatre District, the Paris end of Bourke Street and the many restaurants of Chinatown.

A boutique hotel that melds together the creative artisanal, designer and luxury forces. It's Melbourne behind the scenes, It's Melbourne off-stage.

Lancemore Crossley St. richly layers fusing art, theatre, architecture and urbanism to provide a sensory experience. From first entering the lobby, guests are greeted with a statement moment to stop and pause. Artwork commissioned throughout the hotel by emerging artist celebrate reference to theatre. Our guests retreat to the off-stage calm of our four room types, with raw, luxurious, and assuredly considered touches. Roof top retreat with greenery and daybeds take in the city skyline, showcasing the Paris end of Bourke St.

We are...

Stylish & fashionable – but not showy.

Full of personality.

Luxurious yet unpretentious.

Artistic – gentrified bohemian, playful, creative and a bit gritty.

Of its age, yet for all age.

Practical, functional and multi-purpose.

Strong embracing narrative – from fashionista's to corporate warriors

Brilliant & award winning





## ART AND DESIGN

Each Lancemore property draws a focus on sensory engagement and uniting people with place.

The location of Lancemore Crossley St is in a lively precinct of the Melbourne CBD, surrounded by the theatre/arts, urban laneways of graffiti art, at the doorstep of Chinatown, and then there are the gastronomic delights of famous restaurants, bars and bistros.





## THE INVERSION WATER, STAINLESS STEEL, ACRYLIC, LED LIGHT

Located on the rooftop terrace you will find Laura Woodward's the Inversion. Comprising a central vessel supported on three legs, the work reflects Woodward's continued explorations into the potential of water as both a motive force within systems and as a lens. In daylight hours, sunlight filters through the water, occasionally refracting and dancing on nearby surfaces, whilst in darker hours the water functions as a lens to cast light as a perfect circle onto the ground. In this capacity as a light focusing tool, the water becomes a means of shifting perception and understanding. Though at first encounter the sculpture may seem unexpected and other-worldly, it speaks to and captures its surrounds; as guests spend more time with it, they may notice the way in which the water acts as a lens, capturing, bending and sometimes inverting the city skyline within the sphere's curve. At closer inspection, guests may even see themselves reflected in the water, intermingled with the distorted cityscape





## ROYNAE MAYES - FEDERICI AUDIO VISUAL FILM

Located in our Lifts you will find Roynae Mayes's Federici 2022 audio visual film. The video piece by Roynae Mayes featured in the two lift cars is an allusion to the ghost story of base baritone opera singer Frederick Federici who died playing demonic Mephistopheles in the final act of Goethe's opera Faust at the nearby Princess Theatre. Watching through the dressing room mirror, we see Federici prepare his character on opening night. Despite strain from a heart condition, Federici resolves the show must go on and uses the power and strength in his character to perform his best and final work. The piece is an allegory about our everyday characters that must arise to the occasion despite personal circumstances.



## ANDRÉ PINTO DONADIO

Located throughout various rooms in the hotel.

I always go from one extreme to another in the subjects of my works. Sometimes I`m emerged trying to capture the reality throughout some documentary photography, in other phases of my life I try to abstract this reality through the surreal concept.

The artwork done exclusively for Lancemore Crossley Street Hotel is a sum of the experiences I have been gravitating towards in my photography and artistic experience. All of the artworks are based on my dreams and adapted and dressed with the “normality”.

I would define them as the out stage dreams fitted in the in stage of reality.



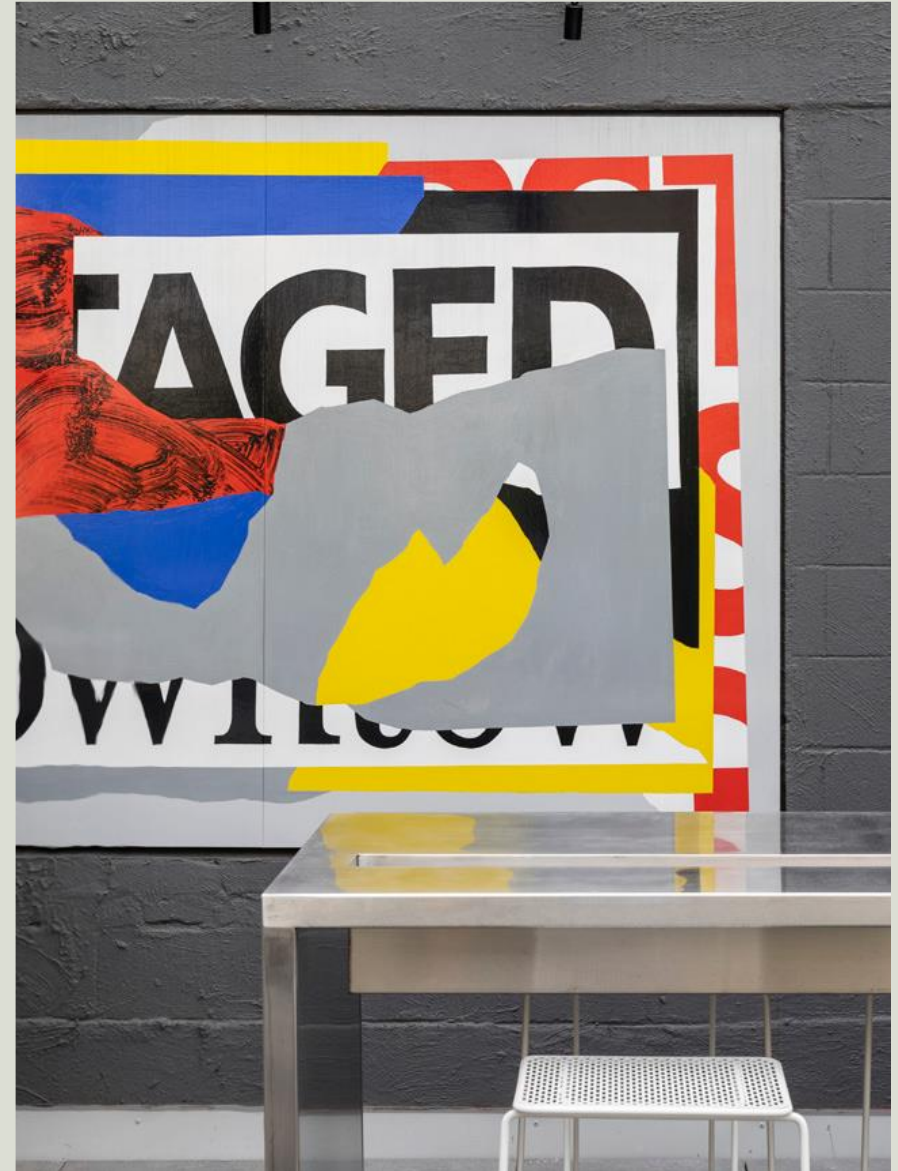


## TRISTAN KERR BIOGRAPHY

Tristan Kerr (born Melbourne, 1985) is an artist and typographer whose work reflects on cultural diversity, consumerism and advertising, and the tensions between subjects who exist within these worlds, as he combines fragments of street signage, mark making, graffiti and abstraction through his works.

Through his practice, Kerr interrogates the ever-changing face of the city and its typographic ephemera, portraying the disregarded surfaces of urban life in his paintings, sculptures and large-scale installations. His fixation with fleeting urban street views was fuelled by the several years he spent working and exhibiting in Paris—as he noticed the disregarded shopfronts with fading hand-lettered signage, the sprawling graffiti and the torn metro posters that adorn the cities walls, forming part of its cultural archive.

Kerr's works encourage people to stop, look and question their surroundings, considering other possibilities for what public space.



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