

OOF! ARCHITECTURE PRESENTS:

# ALL-STAR\*



Image: Self-Contained - Michael  
Johansson, 2010

**ALL-STAR Studio is set in the centre of a 'dead zone' that is eating the heart out of St Kilda...**

Formerly one of the city's liveliest inner urban cultural precincts, St Kilda's Fitzroy Street has struggled under the weight of mass popularity and has drifted out of fashion. The street's reputation, as the home of Melbourne's richest, weirdest soup of sub-cultures and misfits has worn too thin. So thin that it now risks a slow death, or being swamped by a tide of conventional development. The recent success of "The Block" in Fitzroy Street is a warning sign of this impending blandness - and the social and cultural costs required to achieve it.

This studio believes that this price is unacceptably high, that social division and cultural segregation are signs of failure not success. We believe that St Kilda's traditional identity as a 'culture of sub-cultures' offers the social and cultural foundation on which Fitzroy Street's impending upcycle can be launched. This studio aims to demonstrate how urban vision and architectural design can take a leading role.

\* **ALL-STAR** From the penniless to the fattest cats in town, there's a place for all sorts here.