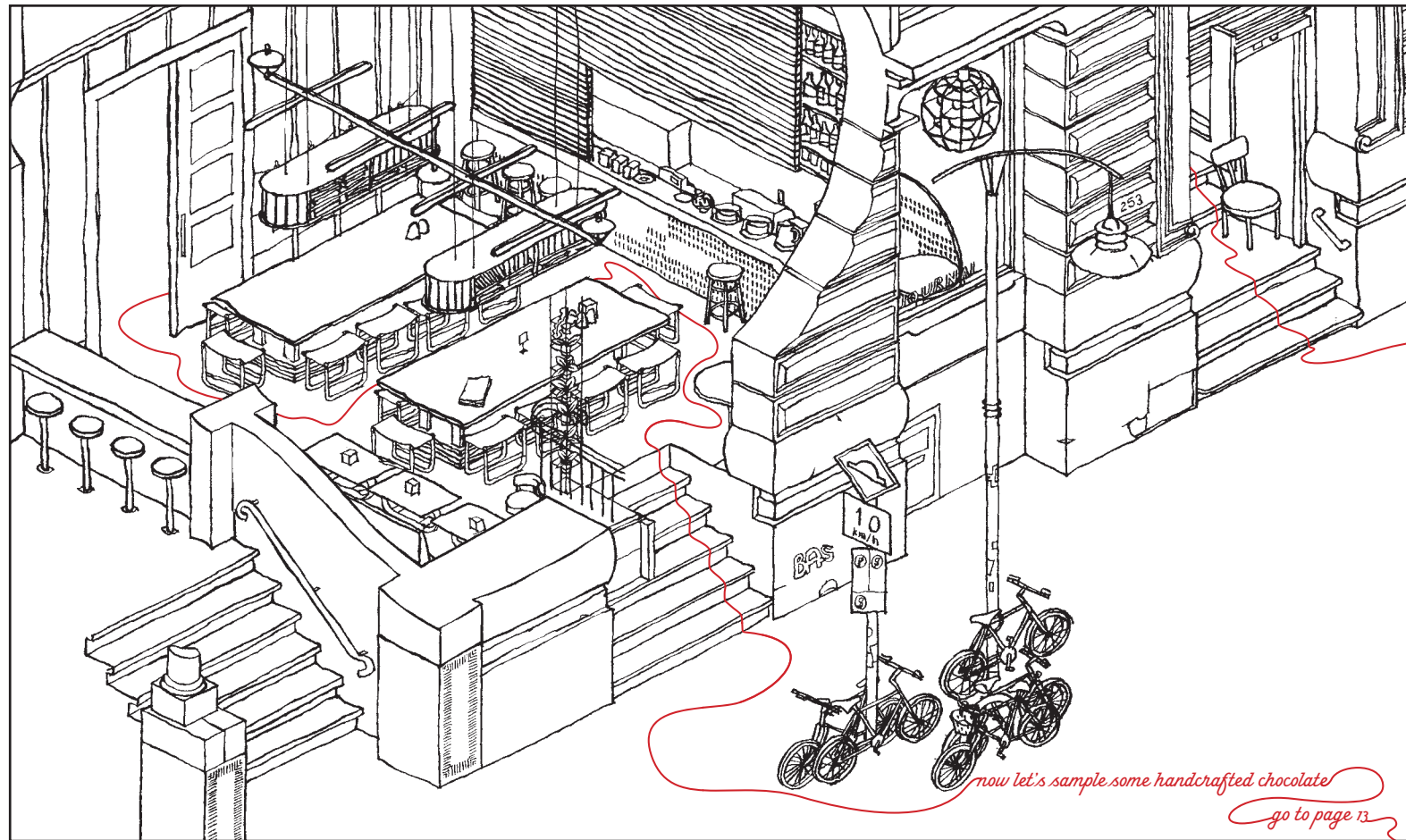
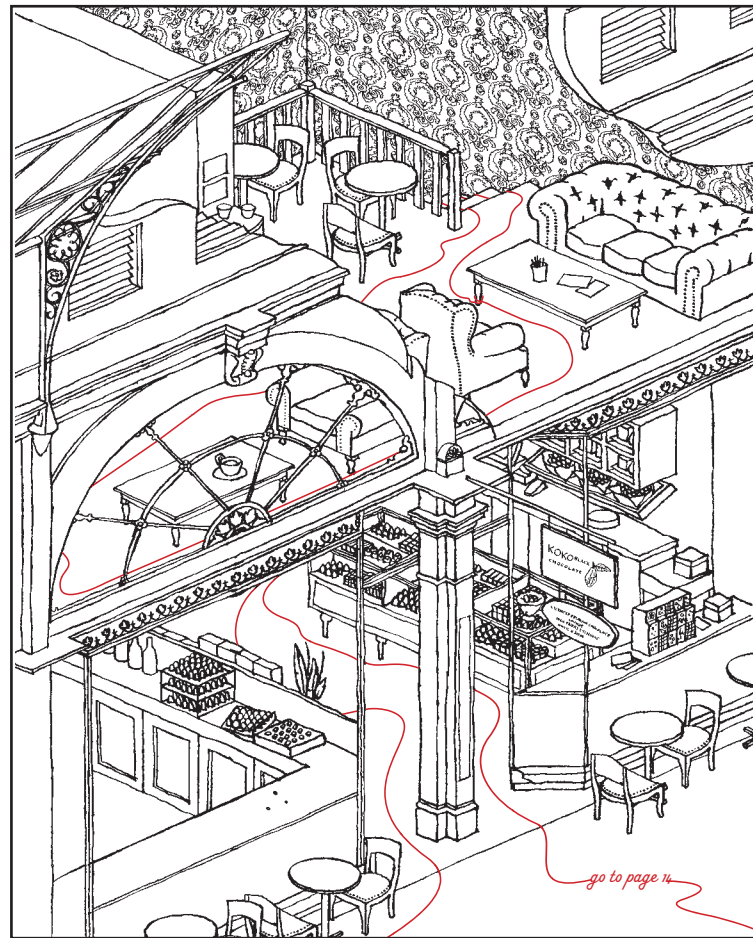


*after all those stairs
it's time for a macchiato
go to page 11*



*now let's sample some handcrafted chocolate
go to page 13*



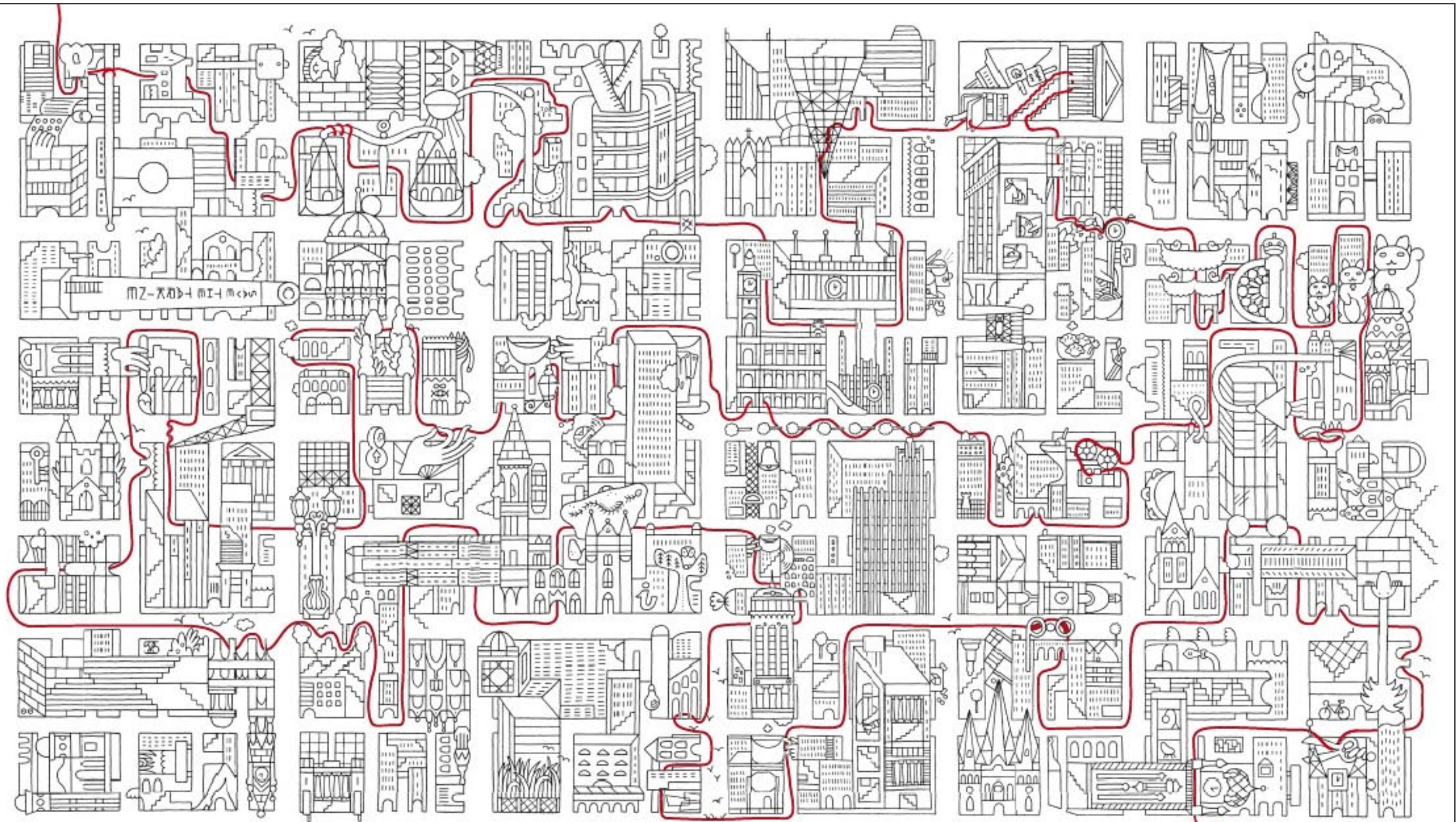
go to page 14

Melbourne's most hush-hush
locations are found in its
intricate grid of streets, arcades and laneways.
That's why our fearless guides come in handy.
Choose from a Hidden Secrets Tour,
an Historical Coffee Trek
or a Chocolate Walking Tour.

visitvictoria.com

IT'S EASY TO
Lost Yourself
IN MELBOURNE

Guided walking tour small space ads. These were positioned throughout newspapers/magazines to lead readers on a guided tour around the publication.



IT'S EASY TO *Lose Yourself* IN MELBOURNE

We asked people to look at Melbourne as though it were a labyrinth.

it's notoriously hard to find Melbourne's bars, so follow a local and, chances are, they'll lead you to



cherry



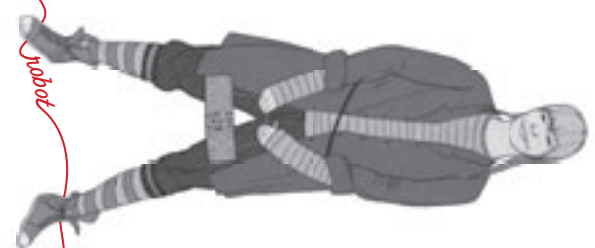
hissy



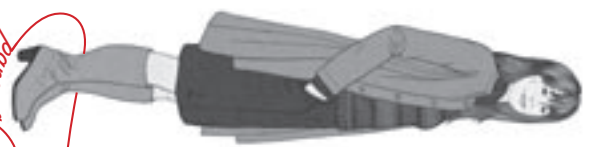
st. jehanes



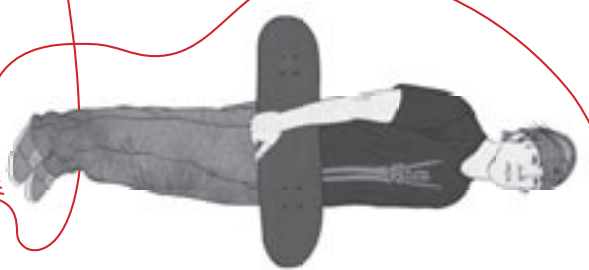
noir



robot



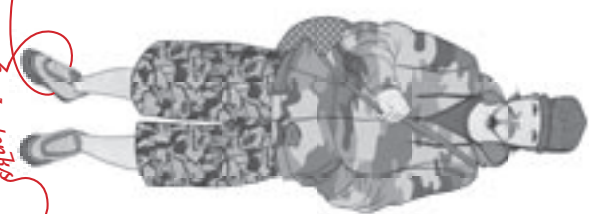
paranid



paranid



*madam
bussela*



ronky, tonky



ogst institute



first row



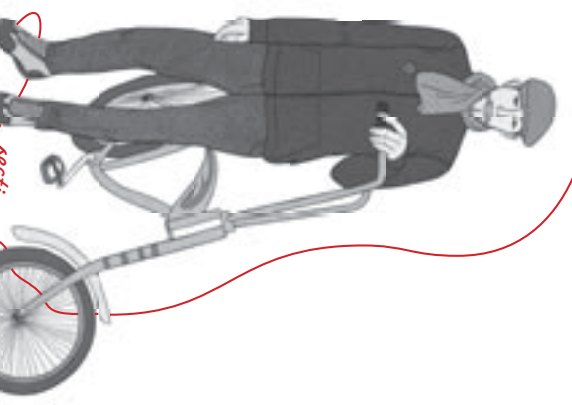
horse bayan



supper club



cookie



section 8



IT'S EASY TO
lose
yourself
IN MELBOURNE



ASK A PASSING MERCHANT FOR DIRECTIONS TO THE ARTS CENTRE AND CHANCES ARE THEY'LL SIMPLY POINT AT IT.

SOME LEAD TO THE STATE THEATRE WHERE YOU'LL FIND THE ALLURING AND EROTIC JULIUS CAESAR (7-16 DECEMBER). THIS POSTMODERN OPERA HAS BECOME AN INSTANT LEGEND WITH ITS CINEMATIC REFERENCES. CLASSIC ROMAN AND AERIAL SPECTACULARS ADD TO YOUR LEAVE THE BUREAUCRATIC AND ENTER THE BURLESQUE BY NAVIGATING THE PASSAGEWAYS OUT TO THE FORECOURT. HERE THE FAMOUS SPIEGELTENT (12 OCTOBER - 17 DECEMBER) PROVIDES A STAGE FOR CABARET AND EXOTIC ACTS FROM AROUND THE WORLD. A CHANCE TO LOSE YOURSELF ALL OVER AGAIN.

You see, its sign can be spotted from almost anywhere within the city. But within the Arts Centre is simple to locate. once inside, it becomes a hazy world of theatres navigated via a knot of passages.

IT'S EASY TO LOSE YOURSELF IN A GOOD BOOK. It's even easier to lose yourself in an edifice containing two million of them. But don't picture the State Library as a dark, dusty, dingy maze inhabited solely by those sporting high tops, bad hair and prescription lenses. Oh, Oh, it is a bit of a maze but after rigorous restoration it's a bright and perky maze populated, for the most part, by bright and perky students. You're sure to pass them on the staircases and in the galleries as you make your journey to the centre. **A JOURNEY WELL WORTH MAKING AS YOUR DESTINATION IS NONE OTHER THAN THE LA TROBE READING ROOM**

MIRROR OF THE WORLD: BOOKS AND IDEAS This exhibition explores the fascinating history of book production and showcases rare, beautiful and historically significant tomes plucked from the Library's collections including the very rare folio of Shakespeare's works and treasured first editions of Chaucer, Dickens and Joyce. **FACE OF VICTORIA** Ascend yet another staircase and you'll find THE CHANGING FACE OF VICTORIA an exhibition that looks at the people, places and events that have shaped life in the state over the past two centuries. Exhibits include the Batman Deeds, Ned Kelly's original armour, art by Barak and the last notes of Burke and Wills. **LA TROBE READING ROOM** A vast octagonal chamber lined with books and journals. Here, three levels of graceful balconies rise majestically towards the domed ceiling. Find your way up to the Level Four balcony and discover

STATE LIBRARY 328 SWANSTON STREET OF VICTORIA

TH EA TRE Ride the zig-zagging Number One Tram down to the end of the line and you'll wind up in South Melbourne. But alight at Stop 19 and you could find yourself immersed in the creation of an overactive mind. All you need do is enter the Malthouse Theatre. But a word of warning: it doesn't draw attention to itself like the neon-lit extravaganzas on Broadway. In fact, from Stop 19 all you'll see is the imposing rusted angles of the Australian Centre for Contemporary Art. Resist the temptation to go art inspecting and walk around to the back of the gallery. **THE MALTHOUSE** MICHAEL VANTOP'S ADAPTATION OF TOM WRIGHT'S ANARCHIC BABES IN THE WOOD (16 NOV - 2 DEC) Find your seat and get comfortable. Its time to wash others getting wonderfully lost. Two children stay from home and find themselves in a CAPTIVATING STORY SET IN THE turbulent Ireland of the 1830s. In a field in County Donegal, British colonial troops HAVE and familiar faces: MAX GILES, EDEE PERFECT, CAROLINE CRAM and DIANA EMRY to name but a few. If that all sounds way too surreal, consider **THE LOCAL GAELIC** language and place names into English with unforeseen consequences to memory, history, identity and love. Upon leaving the Malthouse, you'll BE RELIEVED TO discover that no one has fiddled with Melbourne's place names while **YOU WERE INSIDE.** HERE THEY ARE: Australian Centre for Contemporary Art, Stop 19, the Number One Tram. Just as you left them. **BEGIN TO MAP** and rename the entire country by RECONSTRUCTING THE LOCAL GAELIC language and place names into English with unforeseen consequences to memory, history, identity and love. Upon leaving the Malthouse, you'll BE RELIEVED TO discover that no one has fiddled with Melbourne's place names while **YOU WERE INSIDE.** HERE THEY ARE: Australian Centre for Contemporary Art, Stop 19, the Number One Tram. Just as you left them.

TO DISCOVER MORE CULTURAL HAPPENINGS AROUND TOWN OR INVESTIGATE THE CULTURAL DISCOVERY EXPERIENCES AT OUR WEBSITE **MELBOURNE VISITOR CENTRE** **MELBOURNE VISITOR CENTRE** **SQUARE** **THE MELBOURNE INTERNATIONAL ARTS FESTIVAL** **PICK YOUR WAY** through the maze of streets, lanes and arcades to the **MELBOURNE VISITOR CENTRE** **SQUARE**

IT'S EASY TO *lose yourself* IN MELBOURNE