

Heritage Citation



Moana

Key details

Also known as	Moana Flats
Addresses	At 88 Moray Street, New Farm, Queensland 4005
Type of place	House
Period	Victorian 1860-1890
Style	Filigree
Lot plan	L2_RP54179
Key dates	Local Heritage Place Since — 30 October 2000 Date of Citation — October 2002
Construction	Roof: Corrugated iron; Walls: Masonry

People/associations	Banks and Carandini (Architect); Theodore Unmack (Occupant)
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Criterion for listing	(A) Historical; (B) Rarity; (E) Aesthetic; (H) Historical association
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This elite Victorian Filigree style residence was constructed in 1886 for politician and businessman Theodore Unmack and his family. The home was designed by architects Banks and Carandini and is believed to be the last surviving example of their domestic architecture. *Moana* was a private residence until around 1923 when it was converted into flats but was converted back into a private residence along with artist's studio and private gallery in 1986. This attractive and unusual house makes a significant aesthetic contribution to the streetscape and provides historical evidence of the development of New Farm as an elite suburb from as early as the nineteenth century.

History

By the 1890s, New Farm had developed into a fashionable Brisbane suburb due to its closeness to the major shopping precincts at Fortitude Valley and the City. The land along Bowen Terrace and Moray Street was particularly sought after as it provided views of the busy traffic passing along the Brisbane River and across the river to Kangaroo Point. As a result, the elite of Brisbane society such as the premier and attorney general Sir Samuel Griffith began constructing their residences along these streets.

In 1885, businessman Theodore Unmack began the construction of a family residence on the land at 88 Moray Street. Unmack was a German migrant who had arrived in Brisbane in the 1860s. He developed a successful wholesale merchant business and he became a director of the Royal Bank of Queensland and a president of the Brisbane Chamber of Commerce. He also took on the responsibility of being the Queensland consul for the German Empire.

The house was completed by 1886 and Unmack named his home *Moana* after a prominent hotel in Honolulu, Hawaii where his family had stayed while on holidays. Alfred Banks and Victor Carandini designed the residence. They were architects for the Queensland Building Land Society and they became partners in 1885. They worked on the designs of stables, fences, villas and three houses until their partnership dissolved in June 1887. *Moana* is possibly the only surviving example of their work. They designed an unusual three storey brick residence that featured a large kitchen wing, a detached maid's quarters and a coach-house.

Unmack was elected to the Queensland Legislative Assembly as the member for Toowong on 19 May 1888. The proximity of Unmack's home to Griffith's residence may be an indication that the two men were friends, for two years after entering parliament, Griffith made Unmack his Secretary of Railways and Post Master General. Unmack held these posts until the month before he retired, on 29 April 1893.

Moana remained the Unmack family residence until Theodore's death on 17 December 1919. Soon after, a Miss M. Campbell purchased the property. With the New Farm tramline running past the door of *Moana* and because of its size, the property was ideal for conversion into flats. Miss Campbell had completed the conversion by 1922 and her *Moana Flats* began to take in tenants in that year. By 1925, another shed, possibly for use as a tenants' garage, was added to the site.

Miss Campbell ran the flats through the 1930s-40s but by 1951 the property had changed hands. Subsequent owners such as T.M. May, M.A. Atkinson and U. Balanzino continued to operate *Moana* as flats through to the 1960s. During this time, the only major changes made to *Moana* were an addition to the flats in 1949 and the erection of a laundry in 1963. By the late 1990s, *Moana* had returned to its original usage as a family residence and it also housed a private art gallery. In 1998, *Moana* featured prominently in an exhibition entitled "Watercolours of New Farm" by Brisbane artist Gladys Blundell.

Statement of significance

Relevant assessment criteria

This is a place of local heritage significance and meets one or more of the local heritage criteria under the Heritage planning scheme policy of the *Brisbane City Plan 2014*. It is significant because:

Historical

CRITERION A

The place is important in demonstrating the evolution or pattern of the city's or local area's history

as it demonstrates the historical pattern of fine home construction in the New Farm area in the late nineteenth century when it was emerging as an elite suburb.

Rarity

CRITERION B

The place demonstrates rare, uncommon or endangered aspects of the city's or local area's cultural heritage

as the only surviving example of a residence designed by architects Alfred Banks and Victor Carandini, and as a rare example of an 1880s three-storey brick residence.

Aesthetic

CRITERION E

The place is important because of its aesthetic significance

as a landmark residence in the New Farm area that provides a vital contribution to the streetscape.

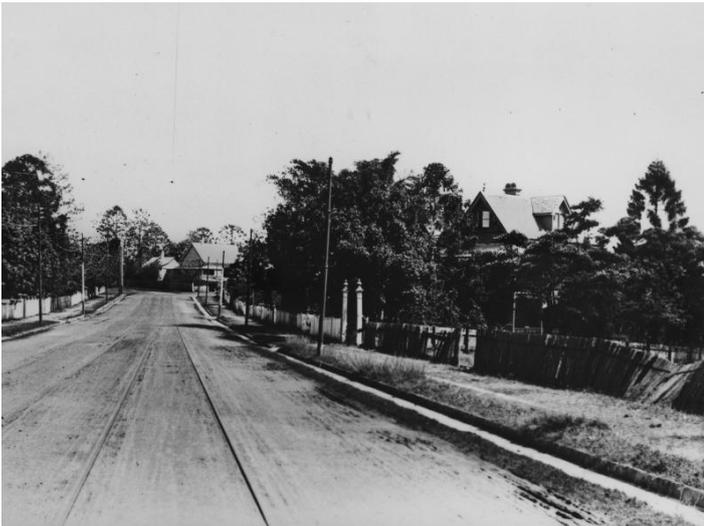
Historical association

CRITERION H

The place has a special association with the life or work of a particular person, group or organization of importance in the city's or local area's history

as the former residence of migrant businessman and politician Theodore Unmack, and as a home constructed by prominent Brisbane architects Banks and Carandini.

Supporting images



Unknown photographer,
'Moray Street in New Farm, Brisbane, ca. 1900',
John Oxley Library, State Library of Queensland

'Moana' is visible at right, in the foreground, of the image.



The Queenslander (Brisbane, Qld. : 1866-1939),
'Moana, a New Farm residence, 1932', 15 December
1932,
John Oxley Library, State Library of Queensland



The Queenslander (Brisbane, Qld. : 1866 - 1939),
'Rear view of Moana, a New Farm residence, 1932',
John Oxley Library, State Library of Queensland



Unidentified photographer,
'Maids' quarters at Moana, New Farm, 1932', 15
December 1932,
John Oxley Library, State Library of Queensland

The rear garden at Moana, a New Farm residence, showing the old wooden building that was originally used as maids' quarters. (Description supplied with photograph)

References

1. Brisbane City Council, *Properties on the Web*, website
2. Brisbane City Council, 1946 aerial photographs.
3. Brisbane City Council's Central Library, local history sheets
4. Brisbane City Council, Sewerage Map, 31 January 1925
5. Department of Natural Resources, Queensland Certificates of title and other records.
6. New Farm and Districts Historical Society, *A Companion to the Watercolours of New Farm – an exhibition by Gladys Blundell*, (Brisbane: New Farm and Districts Historical Society, 1998)
7. *Queensland Post Office Directories, 1868-1949*
8. Schiavo, John, *New Farm: A Study of Land Use and Settlement to 1999*. (Brisbane: Schiavo, 1999)
9. Watson, Donald & Judith McKay 1994, *Queensland Architects of the 19th Century*, University of Queensland Press, St. Lucia

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Note: This citation has been prepared on the basis of evidence available at the time including an external examination of the building. The statement of significance is a summary of the most culturally important aspects of the property based on the available evidence, and may be re-assessed if further information becomes available. The purpose of this citation is to provide an informed evaluation for heritage registration and information. This does not negate the necessity for a thorough conservation study by a qualified practitioner, before any action is taken which may affect its heritage significance.

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