

Explore the first **FOUR ISSUES** of **HABITUS** magazine for only **\$40** with free delivery

habitus

home » articles » projects



Oct 20 2009

Victor Churchill

Vegetarians beware... this is the story of a lot of meat.

What Australian child can't recall trips to the local butcher; the white tiled walls, fluorescent lights, stainless steel and, of course, the lovely fake green parsley - memories perhaps best left in the past.

Well... [Dreamtime Australia](#) has turned the idea of butchery on its head with the new [Victor Churchill](#), in Sydney's [Woollahra](#).

If it weren't for the cuts of meat hanging in the front window display you'd be forgiven for thinking Victor Churchill was a high-end jewellery store. However, Victor Churchill is all about the meat and the art of butchery. On the site of the old Churchill Butchers, the

JOIN WEEKLY NEWSLETTER

calendar

- 26 Sep The snoozing bunny
- 08 Oct Laneways: By George! Hidden Networks
- 16 Oct ACTIONS: What You Can Do With the City
- 07 Nov Circles of the Mind
- 12 Nov The Wallpaper Project

[view more](#)

advertisement

live poll

Are you going to the Milan Furniture Fair 2010?

Yes

No

Maybe

[Skip to results](#)

this month's supporters

new 'store' weaves historical elements with modern finishes and state-of-the-art technologies.

"The brief was to create a truly unique butcher shop that successfully blended a traditional European butcher shop in look and feel, with modern, cutting-edge design elements that had the potential to re-define the category, not only in Australia but world-wide," says Dreamtime Australia Design's Director Michael McCann.

From the exposed sandstone wall to the restored Berkel floor-standing slicer, the fit-out has clear historical references and then there are more modern elements, such as the meat hanging room - with custom-designed cog gear and metal chain rack - where meats are cured, infused by the Himalayan rock salt brick wall.

Core to the project was moving away from the 'meat out the back' tradition of butchery, bringing the butchers and meat to the front-of-house. The butchers work in the shop behind floor-to-ceiling glass in a coolroom, working at timber butcher's blocks.

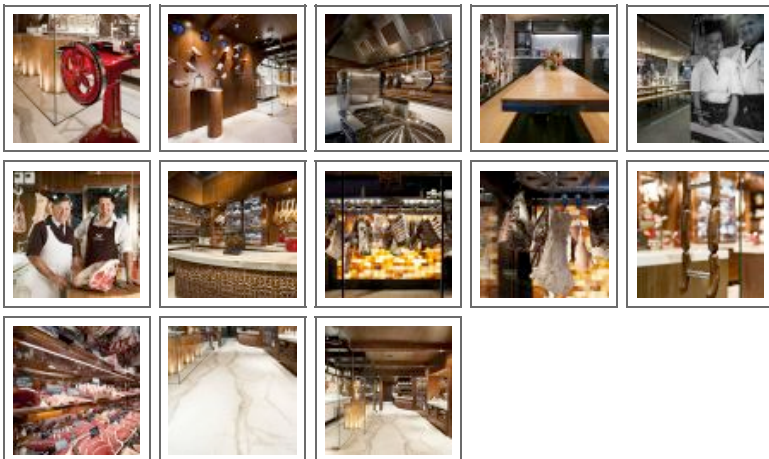
However, this fit-out cleverly avoids pretentiousness, with ingenious touches such as the video surveillance display where a particular meat is displayed with a number of CCT cameras trained on it (not sure if they're expecting it to escape) - inspired by a recent Louis Vuitton display.

Victor Churchill is definitely worth a visit, for design and meat lovers alike.

Dreamtime Australia Design
dreamtimeaustraliadesign.com

Victor Churchill
victorchurchill.com.au

Photography: [Paul Gosney](#)



[ShareThis](#)

comments

Darryl Ferguson

October 25 2009

Thank you Vic and Dreamtime for putting Butcher Shops back on the map. I hope it's something that catches on and closes the Supermarket Meat Markets. We all need personal interaction with our butchers and I so respect their professional service and advice. We will all be healthier Australians if this catches on and I'm sure it will.

leave a comment

Name

Comment

If you'd like us to contact you, please provide your email below



Iconic 'Diz' from Anibou

The dazzling 'Diz' chair shines in the Anibou showroom...

Designed Blinds Australia

The Australian designer and manufacturer of blinds opens new retail concept in Melbourne. ...

'Berlin' by Studio Bagno

Leading Australian designer bathroom-ware manufacturer Studio Bagno maximise success with a new minimalist range....

Futu for Future

IKEN presents the new chair of the future by HAG Design Studio...

CaesarStone® Wall Cladding

CaesarStone® presents versatile wall cladding which is both functional and aesthetically pleasing....

advertisement

Submit Comment

related links

Extreme Glasswork

SUBMIT PROJECT

story cloud

Toyo Ito Visits Schiavello Forum 'arc' At The University Of Wollongong Hettich:
 Kitchen Concept 2015 Customise Your Textures Bvn
 Win Big At Interior Design Awards 2008 Rob
 Caslick Enlightens With Braille Led
 Indesignlive.com Special Report:
 Australian Hyper-realist Sculptors
 Two Take Two Taking Time
 For Olafur Eliasson
 Tokonoma Opens In
 Sydney's Surry Hills
 Archi-ninja – The
 Architect's Action Hero
 Aussie Joins Icsid Board
 Breathe Architecture For
 Lulamae Pop-up New South Wales
 Projects Designed Blinds Australia
 Powerhouse Museum Launch Lace Awards
 Victoria Projects Fraser Motorcycles Opening Narrative Of The Thread
 Australians Win In Istockphoto

[projects](#)
[in review](#)
[products](#)
[events](#)
[people](#)
[who's doing what](#)
[sustainability](#)
[indesign tv](#)
[parties](#)

Print	INDESIGN  habitus The Collection™	Online	indesignlive.com careersindesign	Events	saturday indesign BRISBANE INDESIGN  INDESIGN LUMINARY
-------	--	--------	----------------------------------	--------	---