

30 June, 2011

MEDIA RELEASE IT'S HIP TO BE SQUARE

With just over a year to go until the new Civic Precinct Community Hub opens, the countdown has begun and to mark the milestone, Council is pleased to announce that the name selected for the community facility – MC² (Manningham City Square).

Manningham Mayor, Cr Geoff Gough said Council is delighted to finally have a name to use when talking about the building and services that will be operating from this facility.

“It has been a long process, involving input from a range of people, and from the beginning we said we wanted something short and catchy and which could be related back to the building,” Cr Gough said.

Previously known as the Civic Precinct Community Hub, Council endorsed the name MC² at its 28 June meeting and drawing on a number of synergies within the new building MC² was considered an ideal fit for the building's new name.

MC² is the formula for determining energy, and the new building will be a catalyst for the production of a variety of energies.

- Energy will be *delivered* to the facility through the building's tri-generation plant which will supply energy efficient electricity, heating and cooling to the new building. The tri-generation plant will also supply heat and electricity to Council's Civic Offices and Function Centre.
- Energy will also be *created* within the facility by the Manningham community as they provide, use and access the services in the facility.

The reference to *square* in MC² is also representative of the shape of the building with its angular design and the fact that building's forecourt and surrounds will function like an old style town square or meeting place.

The chosen name, MC², was not a submission in the community naming competition held in June 2010.

However, it fits well within the original competition criteria to be:

- Unique and provide an opportunity overtime to be a recognisable and memorable feature of the community facility
- Catchy and provide an opportunity overtime to be iconic
- Easy to understand, and it should be;
- Representative of a community facility that will provide for a diverse range of uses rather than individual services.

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