

'Why lose it now?': An architect's pitch for a redeveloped Boag's Brewery

By [Bailey Forbes](#)

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A Tasmanian architect has unveiled a mock-up design of what a revitalised James Boag Brewery could look like.



Architect Jiri Lev. Pictures supplied

Architect Jiri Lev, after the seemingly definite proposal that the brewery would be shut down by owner Lion in November 2026, decided to share his vision for what the [site could become](#).

The plan has the building keep its historic brick facade and [floats the idea](#) of retaining certain functions for a small-scale craft brewery.

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📷 Jiri Lev's idea about one potential way forward for Boag's Brewery. Picture supplied

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It also includes space for offices and apartments.

The centre of the block would be cleared to create a courtyard, which Mr Lev said would provide privacy for the hypothetical site's residents.

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Mr Lev said a key part of the design was to keep the

building unmistakably Launceston.

"I think the risk is that the town will lose its beautiful character, which was essentially preserved," he said.

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"Why lose it now?"

Mr Lev urged residents to consider what they want their city to look like, rather than just following current trends.

"It's all steel and folded steel, this one way and one the other way. These things may look impressive immediately, but you don't want them in the whole city," he said.

"I would encourage the public away from these expedient, fashionable gestures, and think more about what actually makes Launceston, Launceston."



James Boag Brewery. Picture supplied

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Mr Lev said he released the images out of fear that the site might go to a developer who would design a mixed-use residential area similar to many others in the country.

"It's probably the prime location in Launceston," he said.

"To be blunt, if it ends up in the wrong hands without proper consideration, we will get a big glass wall facing the river."

Mr Lev proposed this could be done by using brick and rendered finishes, smaller windows and retaining an element of human scale.

"It's obvious, isn't it? I'm not bringing up any revolutionary idea here," he said.

"My motivation is to essentially provide people with a visual and verbal vocabulary, so they know what they are asking for.

"Something that people come and take a photo in front of, not something that will only look nice in a computer render attached to a success story on a politician's Facebook profile, but later ends up as a grim reality."

On the announcement of the brewery closure, City of Launceston mayor Matthew Garwood said the site had huge potential for mixed-use development and pointed to the development of the West End Brewery in Adelaide, which met a similar fate.

"It's very close to what I'm proposing," Mr Lev said.



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Boags Village should be the philosophical approach.

Many thanks to Mr Lev for his articulation of a possible version. It beats the heck out of the glass box monstrosity aesthetic that passes as 'architecture' these days. 'Degeloperture' is the characterisation we should use, imo. I.e. greed driven design.

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