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Harmony's creative initiative brings public art to community spaces

Palmview's largest masterplanned community – Harmony by AVID Property Group (AVID) – has today launched its first outdoor art gallery, *Artspace*, an exploration of community and place through a creative lens and in so doing, showcasing the talent that exists within Harmony and the wider Sunshine Coast region.

According to Australia Council for the Arts' August 2020 [Creating our Future](#) report, an increasing majority (84 per cent) of Australians acknowledge the positive impact art has on communities, up from 75 per cent in 2016¹.

AVID General Manager Queensland Bruce Harper said the *Artspace* was the perfect opportunity for a carefully selected group of local artists and our residents to come together and connect over their shared love of the Arts and their Harmony community.

"With nearly every Australian engaging with the Arts in some way¹, we wanted to create a space within our community where our residents could truly connect with each other and learn more about their neighbours and surroundings," Mr Harper said.

"Each art piece was commissioned to tell a unique story of Harmony, and we are excited to be able to share these vibrant stories with our residents and the broader Sunshine Coast community.

"People are having significantly less face-to-face contact with their neighbours at the moment, which means we are having to think of innovative ways to create opportunities for people to come together and connect – safely."

Public art is more than enhancing the look and feel of a community, it's about creating a sense of place – a fact not lost on AVID who understands that public art not only shapes the community's identity but connects residents to their community.

"At Harmony, we have a dedicated Community Development Officer – Susana Waldron – who has worked hand-in-hand with each artist to bring their vision of Harmony to life," Mr Harper said.

Nine local artists have contributed to Harmony's *Artspace*, with work ranging from landscapes to abstract works, from Alison Mooney, Gus Eagleton, Mieke van den Berg, Jim Cox, Pam Walpole, Shyanne Clarke, Steven Bordonaro, Kym Tabulo and Nicole Voevodin-Cash.

Sunshine Coast Deputy Mayor Councillor Rick Baberowski said that to support your own local arts industry is to recognise that helping to create original and creative content is as essential as it is enjoyable.

¹ [Australia Council for the Arts, August 2020 Creating Our Future Report](#)

"The Sunshine Coast region is fortunate to be home to an abundance of creative people in all sorts of ways but, like many sectors, the Arts have been hit hard by the current crisis – that's why I'm particularly pleased to be opening Harmony's *Artspace*," Cr Baberowski said.

"Despite everything we are going through during the pandemic, it's smart to continue investing in our creative sectors as engines of imaginative ideas and added value.

"Skill and beauty in any art form are great unifiers and, more often than not, lifts our spirits and speaks to us all – it's courageous and exciting to see Harmony and the AVID team take the initiative to create this space and support the local arts industry by commissioning a number of talented local artists."

Harmony's *Artspace* is located in Harmony Display World, off Harmony Boulevard via Peter Crosby Way.

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About Harmony by AVID Property Group

AVID Property Group's \$3 billion project – Harmony – is strategically located in the heart of the Sunshine Coast and is the largest master planned community underway in the Palmview area. Set on 378 hectares, Harmony will deliver more than 4,800 homes for 12,000 future residents, catering to a wide range of buyers – all enhanced by 130 hectares of open space and the future delivery of a more than 30,000 GFA Town Centre. More than 9,000 short-term jobs will be generated through the delivery of the project.

Harmony's design embraces the Sunshine Coast's enviable lifestyle and living at Harmony means it's easy to get around. Harmony is conveniently connected to the Bruce Highway and the Sunshine Coast Motorway, and Mooloolaba is 10km and Maroochydore 14km to the north, the coastline is only 7km to the east, Brisbane is 90 km to the south, and the Sunshine Coast hinterland is only 20kms to the west.

For more information, visit www.harmonyliving.com.au.

About AVID Property Group

AVID Property Group (AVID) is an award-winning Australian developer responsible for a diversified portfolio of residential communities in key growth precincts across Australia.

Having delivered \$2.6 billion worth of projects over the past 13 years, AVID's current portfolio includes more than 14,300 residential blocks and a gross revenue pipeline of \$4.9 billion.

With 38 projects across the eastern seaboard, AVID has a diverse mix of developments, including masterplanned communities, completed homes and apartments.

Led by highly experienced senior management, AVID deliver exceptional communities, valuable shareholder returns and wonderful environments for its customers.

For more information, visit www.avid.com.au.

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