

HOME AND CRAFT TO CHAMPION AUSTRALIAN ARTISTS

Melbourne's first build-to-rent apartment offering, *Home* Southbank has opened its doors to residents, bringing with it a unique collection of contemporary Australian works exclusively curated by the *Home* team with **Craft** as the curatorial collaborator.

The *Home* Art Collection includes 30 paintings, sculptures, photographs, and digital artworks that have been commissioned and acquired specifically for the *Home* Southbank and Richmond residences.

The intention of the collection is that just like a well-curated home, the art will grow and evolve over time, lending itself to the strong Australian design commitment that the *Home* brand centres on.

The **Art at Home** Southbank experience starts in the lobby where Melbourne-based artist Jennifer Conroy was engaged to create a dramatic, site-specific, hand-crafted floating ceramic masterpiece. Entitled *Float*, it frames the entrance to the building and encompasses over 10,000 hand-formed individual porcelain pieces that allow light to pass through at different times of day, casting a myriad of tones and shadows. The effect is an ethereal, sculptural, and personal response to the space.

The eye is then immediately drawn towards the concierge, where a vibrant Belinda Golder Kngwarreye painting called *Bush Flowers* holds a central position. Belinda, a First People's artist from Central Australia, draws on her family's heritage and responsibility as custodians of the Bush Plum story to bring to life a breathtaking original art piece that depicts the fruit and foliage of the plant in various stages of ripeness.

Up on the top floor, level 59, where three contemporary sanctuaries, residents lounge, coworking space and private dining room, weave together hues inspired by Australian botanical prints and native flora, responses to landscape are celebrated through commissioned artworks of place, enjoyed with views in every direction across Melbourne. First Peoples artist Edward Blitner brings rich connections to Country to life through his work celebrating native plants and animals. Western Australian artist Melissa Boughey's richly textured work depicting the bush and emerging artist Hayley King's 'Concrete and Clay' is set alongside contemporary ceramics by Kirsten Perry, Jan Vogelpoel, Ella Bendrup, Simone Karras, Ella Reweti and Alison Frith

"We recognise the importance of art and design to inspire and connect us and to transform our spaces," said Head of *Home*, Christian Grahame.

To date the *Home* curatorial team has invested more than a quarter of a million dollars into art across its buildings, as a legacy for renters now and into the future. *Home* is poised to grow its collection with the completion of each of its properties. While Australian artists will always be the focus, each curation will be tailored to its locale and the specific attributes and lifestyle values of its residential community. Because *Home* creates and manages all of its own buildings for long term ownership it is able to make such investments.

"*Home* values design, creativity and culture and is dedicated to supporting Australian artists. Our in-house design team working with our expert partner Craft, have curated a collection of works featuring emerging and established local artists and makers and it's an initiative that we are really proud of," Christian said.

"We want our residents to live and work in environments where a sense of community and creativity thrive. *Home* is a celebration of local Australian creators, and our expanding portfolio of rental communities gives us a platform to build a unique Australian collection," he added.

"Our art and interiors are well considered and integrate to create a highly elevated cultural and aesthetically exciting visual palette for our residents. Every one of our buildings has a unique gallery of art and you don't need to be an art connoisseur or rich lister to appreciate and enjoy it."



“It’s been a joy to work alongside *Home* and collaboratively develop their art strategy and collections,” said Sarah Weston, the collections’ curator and Craft’s head of creative development and partnerships.

“Art is a great connector, something which has the potential to reflect our communities and our stories. In working together on the ever-growing *Home* art collection we wanted to celebrate diverse works and perspectives that would bring together a sense of creativity and joy to *Home*’s spaces. From meditations on our environment to celebrations of culture and identity, we’re so excited to share these works,” she added.

The *Home* art collection will be further supported by a dynamic in-building art program. This comprehensive in-building residents’ series will feature art events, workshops and *Home* talks centering around contemporary art, design, music and fashion. *Home* will also partner with local galleries and festivals to create world-class experiences for residents.

Home Southbank is the first apartment opening in the brand’s growing portfolio, with *Home* Richmond set to open its doors in the coming weeks. While of the same calibre as the works at Southbank, the art experience at Richmond has a striking but grittier-feel to it, inspired by the locale. Artists such as Michael Gittings with *Infinity Blows*, Liam Snootle and Rowena Martinech, First Peoples artists Jarra Karalinar Steel (*Boonwurrung, Wemba Wemba Pairrebeenne/Trawlwoolway*), Nioka Briggs (*Yorta Yorta*) and Tiarna Herczeg (*Kuku Yalanji*), are proudly on display in the lobby, private dining, and shared amenity spaces.

Over the coming years, *Home* will welcome residents in some of Melbourne and Sydney’s best neighbourhoods including Docklands in Victoria and Parramatta, St Peters at Precinct 75, and St Leonards in New South Wales.

Home’s art collection sees impactful and striking pieces celebrate Australian stories, its rich colours, materials and textures.

“We value the powerful and positive impact that art, culture and creativity have on our lives and communities, and this is reflected as you wander through *Home*,” said Christian.

To find out more about *Home*, or to book a tour, please visit: www.homeapartments.com.au

Apartments at *Home* Southbank are available and leasing now, with weekly rental prices starting from \$595 per week.

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About *Home*

Home is reinventing how people rent in some of Melbourne and Sydney’s best neighbourhoods.

Inspired by the services of great hotels, *Home* offers contemporary luxury living purposefully designed for the rental market. Featuring high quality apartments, private on-site amenity, professionally managed services and events programs for residents, *Home* fosters a strong sense of community within the building and provides an ultra-convenient lifestyle for residents. *Home* also allows residents greater security of tenure and more flexibility than a traditional lease.

Home owns, designs, and operates each one of its properties, with projects on-market in Southbank, and soon to be completed in Richmond in Victoria. *Home* also has projects under construction in Parramatta NSW and Docklands VIC and in planning in St Peters and St Leonards in NSW. *Home* is an unlisted real estate fund established by the Daniel Grollo Group and backed by a global institutional investor.

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Home is committed to creating quality, sustainable homes that look after the health and wellbeing of its residents, while reducing our environmental footprint. From the design of each *Home* location, right through to its unique resident experiences, we've thought about how we can help our residents live more sustainably every step of the way, whether it be reducing water consumption, responsible waste management or choosing smarter, green travel.