

Apartment Living

Incorporating Units & Townhouses



LEFT: The boardwalk at Casuarina Beach.

RIGHT: The Bretts Wharf apartments... combining art and lifestyle.



BELOW: A big hand for the developers... mixing art and architecture in Eagle Street.

Developers put art and soul into living projects

Building beauty into landscape

Claire Dargan

SOME developers would consider that enlisting the services of renowned architects John Mainwaring and Geoffrey Pie was an adequate contribution to the aesthetic appeal of their developments.

Not so Consolidated Properties. These developers have turned development into an art form, using sculpture, paintings and the built and natural environments to profitable effect for residents and themselves.

To any developers who consider expenditure on aesthetics a non-essential

item, the prices achieved at projects such as Bretts Wharf and Casuarina Beach prove a salutary lesson.

Don O'Rorke, director of Consolidated Properties, said pride in the project provided a happy alliance between developer and purchaser.

"A couple of years ago we came to the realisation that our handiwork is very permanent. Our buildings will be around for 100 years or more," he said.

"This made us take a step back and look at what we were leaving behind. As a result our goals as a company are to leave something worthy behind and, obviously, to be commercially viable. We found that these aims are not mutually exclusive.

"Dollars spent on the built and natural environment pay dividends because people will pay a premium for a quality environment.

"Prior to this (the Casuarina Beach project) on average this area sold 60 blocks a year. By applying our philosophy we have sold 300 lots with an average price (excluding beach front) of \$200,000.

"While it has cost us more money to create an attractive environment, we have actually got this investment back and then some because our purchasers value what has been created.

"We look not just at architecture but also at art's role in the creation of the identity of a community. This philosophy was first put into practice at Bretts



A sketch of the planned Casuarina Beach Mainwaring apartments.

Wharf where Ainsley Gotto helped us put together an art collection that the residents could enjoy living with.

"We have consolidated this strategy with our commercial building at 175 Eagle Street and our latest residential project, Casuarina Beach, which incorporates the Mainwaring apartments." One of the elements that went into producing a sense of community identity at Casuarina is the sculpture program.

"The Casuarina Sculpture Project came out of our desire to produce a diverse experience for residents," Mr O'Rorke said. "There are 20 crossover points from the beach to the development along the boardwalk which runs parallel to the beach.

"We thought it would be great to see pieces of sculpture between the

entry points. We formed an alliance with the local regional art gallery and selected sculptures for Casuarina by holding a sculpture competition which Phillip Bacon, Australia's leading art dealer, ran. We had 100 entries and paid for 15 artists to come out and display their pieces."

Mr O'Rorke said that Phillip Bacon and Geoffrey Pie then selected the first piece to be installed. This work, titled *The Three Bows*, is by Anne Graham who will start work on site in August.

Mr O'Rorke predicted the company would spend \$1.5 million on art over the next seven years.

The Mainwaring apartments are priced from \$260,000. Construction is expected to be completed by April 2003.

Further information Tony O'Neill (02) 6676 3223



LEFT: The Casuarina development... 'Dollars spent on the built and natural environment pay dividends'.

Settled Sales apartments

- Carina - 4/160 Birdwood Road
3-bedroom townhouse \$209,000 W J Tobin Carina
- Carindale - 99/1160 Creek Road
2-bedroom townhouse \$135,000 W J Tobin Carina
- Fairfield - 12/43 Victoria Street
2-bedroom unit \$110,000 Metro First National South Brisbane
- Highgate Hill - 11/10 Morris Street
1-bedroom studio apartment \$104,000 Metro First National South Brisbane
- Wishart - 23/28 Stackpole Street
2-bedroom townhouse \$125,000 W J Tobin Carina