



Opera Urban Art



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Project Category	5. Integrated Art
Project name	Opera Urban Art
Org name	ADA Consulting
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Date of Completion	Feb/2019
Project Street Address	450 St Kilda Road, VIC
Project Suburb	Melbourne
Project Post Code	3004
Client name	Time and Place Golden Age Deague Group
Project Cost	225000
Site Area (m2)	2323
Org Street Address	7 James St, Windsor
Org Suburb	Melbourne
Org Post Code	3181
Org Website	http://andydinanartconsulting.com.au/



Organization overview

ADA Consulting has over a decade of experience in Public Art in Melbourne, working collaboratively with highly respected property developers, visionary architects, council planning departments, innovative interior designers and talented artists. ADA Consulting successfully brings art and creative projects into residential, commercial, retail and mixed-use developments throughout Melbourne and across Australia. Commissioning public art makes a positive contribution to the urban fabric of Melbourne, establishes a sense of place for the community and fosters a sustainable arts culture in Australia.

Brief description

'Opera' by Matthew Harding represents an exploration of the organic and the feminine as a metaphor for the elegance and fluidity of the Opera architectural facade. ADA Consulting led the realisation of this sculpture with the dedicated support of developer Golden Age, Time and Place and fabricator Robert Hook.

Response to key selection criteria

Opera is a landmark building, designed to return beauty and art to architecture. Situated at 450 St Kilda Road along Melbourne's famous tree-lined gateway, Opera's glass facade stretches over a form that curves and arcs elegantly skywards, paying homage to the grandeur of the boulevard's aristocratic address. 450 St Kilda Road is a multi-residential apartment building that aims to build on the grandeur and decadence from the era that St Kilda Road was a revered address. Allowing the building to be a more sculptural contemporary interpretation of the vitality and movement evident in St. Kilda Road's glamorous past amongst the current rigid forms of St. Kilda Road. In the 1860s, St Kilda was a major bay side resort village. St Kilda Road was a main arterial connecting it with Melbourne, and was planned as a wide European-style boulevard to accommodate horse-drawn traffic. Grand mansions of grandeur and noble significance were built along St. Kilda Road. The site is located in a prominent zone along St Kilda Road, contributing to the gateway experience for the Southern approach to the CBD. Next door to Airlie mansion, the vision for the project is to draw on the nostalgic glamour of it. Built in 1891, Airlie was eminent during a time when St Kilda Road was revered as the address of Melbourne's wealthiest aristocrats and where some of the city's most grandiose residential real estate was developed. 'Opera' can be enjoyed by both passers by and the residents alike. It can be viewed from the front of the property by the public on the street, both on foot and in vehicles. The majority of audience members are the residents of 450 St Kilda Road who will engage with this artwork on a daily basis and throughout the year. Matthew Harding successfully integrated a beautiful sculpture into St Kilda Road. His design sought to express this relationship to the historical context and rapour of the site, and therefore takes a more sculptural and contemporary shape to create a landmark which exudes a distinctive, elegant and alluring flavour. The shapes of the sculpture express figurative gestures; the sensual folds, pleats and ripples of fabric. Due to the unforeseen and untimely death of Matthew Harding, the sculpture was fabricated and realized by Robert Hook in Matthew Harding's honour. To our knowledge it is the last work ever designed by Matthew Harding. Made from aluminium and polished stainless steel, Harding's sculpture stands at nearly 5 meters tall.



Harding was an innovative Australian artist engaged in a diverse practice of sculpture, public art and design. Matthew pushed the boundaries of materials and process producing sculptural forms and design pieces in stone, wood, metal, glass and ephemeral media. Harding has left an extraordinary legacy of work in Australia and around the world.

Additional Information

Matthew Harding has left an extraordinary legacy of work in Australia and around the world. In recent years large-scale public projects have constituted the majority of Harding's work, and his works can be viewed in public places across Australia and abroad. In 2017 alone he completed sculptures in Miami, Florida, Singapore, Victoria, Sydney, Canberra and Bathurst. In 2015 the Turkish Branch of the RSL and the City of Melbourne commissioned Harding to create the Australian Turkish Friendship Memorial, located nearby in the Kings Domain. In 2014 Harding won the prestigious \$100,000 McClelland Award for sculpture at McClelland Sculpture Park + Gallery.