



## Sharing a love of art to support local charities





## Art with heart

Natureworks is proud to have been involved in the Heart Gallery project at Toowong Village shopping centre in Brisbane. The project supported SE Queensland artists, provided an inspirational experience for visitors, and raised money for a number of local charities.

Our role in the project involved sculpting ten giant hearts, each 2 metres high. These sculptures, designed by Natureworks' David Joffe, became a canvas for ten local artists to unleash their creativity. One of these artists was Lisa James, also a member of the Natureworks team.

The hearts were hand-painted, mounted on a plinth, and displayed in a temporary gallery within the shopping centre from March to May, 2023. The exhibition was officially opened on 30 March by Nina Schrunner, the Lady Mayoress of Brisbane and Chair of the Lord Mayor's Charitable Trust.

## Raising funds for charity

During the two month exhibition, the hearts were offered for sale via an online auction. Proceeds raised from the sale of each heart went to a charity nominated by the artist. When the auction ended, the owner of a heart could choose to keep it or donate it to the charity for display, bearing a plaque with their name. So that visitors could learn about the artists and charities, each sculpture included a QR code with information and a link to the online auction.

Toowong Village promoted the exhibition, charities, and artists throughout the campaign, using billboards, social media, and signage. Customers, art lovers, budding artists and the broader community were encouraged to come and view the exhibition, take photos with the hearts, and enjoy the amazing talent on display.

**The auction raised a total of \$31,700, which went to ten local charities.**



Heart Gallery VIP launch



Visitors take selfies with the hearts



Two of the heart sculptures at Toowong Village Heart Gallery



Natureworks' Lisa James and David Joffe stand beside the heart painted by Lisa at the Heart Gallery launch



Photos from the launch event

# GIANT HEART SCULPTURES FOR CHARITY AUCTION

Natureworks In action



Retail First Pty Ltd | Toowong Village, QLD, Australia | 2023

PROJECT WORK





*“Our goal was to maximise funds raised for the charities, and provide an amazing opportunity for local artists.”*


Toowong Village





## The artists, hearts and charities



**Ann Nguyen**  
*'The Heartful Grimmer'*  
**RBWH Foundation**





**Bernadette Twomey**  
*'Forest Fandango'*  
**GIVIT**





**Russell Fenn (Sofles)**  
*'Kryptonite'*  
**Camp Quality**





**Zowie**  
*'Muyumgunn Ya Biung'*  
**Mater Foundation**





**Travis Vinson (Drapl)**  
*'Heartbreaker'*  
**Share the Dignity**





**Kath McDonald**  
*'Petals Plus Koi'*  
**RSPCA Qld**





**Kathy Sullivan**  
*'Go With the Flow'*  
**ICON Cancer Foundation**



**Lisa James**  
*'Starting Over'*  
**Small Steps 4 Hannah**



**Michelle Grayson**  
*'Everything old is blue again'*  
**Lord Mayor's Charitable Trust**



**Peta Harvey**  
*'Village People'*  
**Baby Give Back**



Artist Drapl shares the love with his 'Heartbreaker' artwork