



## Maras backs Adelaide's largest building mural 'Produce, Progress'

Updated 19 July 2013

Adelaide's largest mural on the new six-storey, Maras Group-developed commercial building on the corner of Union Street and Ebenezer Place in Adelaide's East End, has been completed.

The mural, known as 'Produce, Progress' was incorporated into the original design process by Steve Maras of Maras Group to "dress up" the eastern face (rear) wall and continue the group's practice of incorporating artistic works in developments.

Maras commissioned local artist, Matt Stuckey, who has completed artworks for the group in the East End over recent years, to produce a "true work of art" that would significantly add to the East End and City landscape.

Stuckey's work spans more than 135 square metres making it the biggest mural in Adelaide - perhaps the biggest public artwork of any kind. Reaching from the fourth to the sixth (top) level of the building, it is claimed to be the highest.

"This isn't a faux heritage approach as the building and artwork are still unmistakably modern. By blending these ornate features with a very clean, modern aesthetic this artwork helps integrate the building into its surroundings, giving it context and connection," Matt says, noting the artwork seeks to reference, not replicate, the site's architectural heritage.

The work relates to the rich market history of the area and that new outcomes are now being created, while new physical development reflects Maras Group's progressive vision for the East End - with the new building serving as an outstanding example.

The artwork is unusual in that it was an integral part of the building design from the conceptual stage. Matt says murals and street art are often seen as "a cheap win" to inject some instant vibrancy, or used as "a band aid solution to pretty up run-down buildings and despondent neighbourhoods".

"While remedying poor architecture and / or urban planning can be very satisfying to a muralist, it is very exciting and heartening to see a progressive and passionate property developer recognising the intrinsic value of art and what social benefits it will have on the local and broader community, and incorporating it as an 'integral' component of a new development," Matt says.

Steve Maras is very passionate about clever building design and ultimately turning buildings into landmarks and spaces into places.

"It's about creating something different, stepping outside the bounds of familiarity and working to cultivate a little bit of 'fresh and new' which will also stand the test of time, be enjoyed by the locals and others looking for that special little something," Steve says.

Stuckey and Maras hope that the incorporation of an art theme to a new building in the design stage is embraced to become more widespread and that this story aids in that process.

This new 6-storey building set on a very small and challenging site on Union Street and Ebenezer Place. It will house the very first Burger Theory licensed restaurant on the ground floor fronting Union Street. A separate, designated office lobby on Ebenezer Place provides access to the five upper floor commercial tenancies.

The whole of the Union Street façade has its own special design feature - fully illuminated in a cool blue light providing the building with a distinctive glow at night.

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