

Six-panel installation marks the 'art of change' at iconic Art Shoppe site

AS THE DESIGN-DRIVEN Art Shoppe Lofts + Condos prepares for construction, Freed Developments and Capital Developments have installed construction hoarding at the iconic Yonge Street site. In keeping with the project's commitment to the art of change, the award-winning developers have partnered with The Patch Project — a public arts agency that improves the urban experience for local residents and visitors alike by transforming urban spaces into ongoing curated exhibitions — to turn the site's construction hoarding along Yonge Street into a six-panel art exhibition, now available to the public for viewing.

Freed and Capital are working with The Patch Project to create a mixed-media exhibit featuring the work of local and internationally-renowned artist Chikonzero Chazunguza. Six of Chazunguza's works have been selected to complement 'the art of change' vision that Freed and Capital have embodied for the Art Shoppe development.

"We have always sought to find ways to partner in our developments with great designers and artists, and share their style," says Peter Freed of Freed Developments. "Our goal here was to develop an iconic architectural landmark destination in the heart of Toronto, and as we work to bring our vision to life, we wanted the space to remain full of art, colour and culture."

The art installation titled, "In the City" will be prominently displayed across approximately 3,300 sq. ft. of construction hoarding. Chazunguza's work explores urbanized environments, specifically the links between systemized consumerism and the act of queuing in urban settings. The artist pays homage to



MORE TRENDING ONLINE

ypnexthome.ca/news



the act of standing motionlessly, one that he perceives to be "a significant act of fortitude".

Inspired by printmaking and mixed media work, Chazunguza creates free flowing, spontaneous pieces that are built through layering of repeated painted mark making and recycled objects. Contemporary imagery, like pop cans, are laced into the pieces to symbolize consumerism. Chazunguza's work seeks to define how happiness, freedom, democracy and identity are moulded through consumerism in urban environments.

The Art Shoppe Lofts + Condos will be located at 2131 Yonge St. in Toronto. It will feature a 28-storey tower on the north side of the property stepping down to a 12-storey midrise building of lofts to the south. The residential lobbies will be designed by international style icon, Karl Lagerfeld. Suite options in the development will start from the \$200s and range from studios to three-bedroom layouts. The sales centre is located at 2239 Yonge St. and available by appointment only.

For more information about the Art Shoppe Lofts + Condos, visit artshoppecondos.com.