

**MEDIA RELEASE****Wednesday 5 October 2022**

# SAE supporting the heart of the community with free wellness day

SAE Creative Media Institute Byron Bay is inviting members of the public for a free day of wellness and to nurture social connections at [Heart Hub Fest](#). The highlight of the event will be the unveiling of an interactive 3.5 metre heart sculpture, that's been created by SAE design student, Fernanda Gerdes, as part of a heart coherence meditation. The day has a range of activities planned including live music, sonic immersion, yoga, and ice baths, with all refreshments provided. The free event is at SAE Byron Bay, 373 Ewingsdale Road on Saturday 29 October from 8am-5pm. Book your tickets at [heart-hub.com](#).

SAE Byron Bay Campus Manager, Ben Funnell is delighted to welcome the local community to the campus, for a day of wellbeing and recuperation.

"Following the pandemic and more recently the devastating floods in the region, we are looking forward to hosting a free day of meditation, live music, sonic immersion, dance, breathwork - we are proud to partner with Fernanda and give back to the community in this way," Ben said.

"Guests will also be able to ease any aching muscles through our ice baths, and enjoy refreshments from Matty's Milkbar. We are very much looking forward to seeing old friends and new faces immersing themselves in the serene campus environment, and the day's host of activities that are focused on nourishing one's health and overall wellbeing."

The unveiling of the heart sculpture on campus, will be the centre piece of the day, and will support a heart coherence meditation. The 3.5 metre structure is also entirely made of recycled plastic bottles; reflecting the sustainable values of the region. SAE design student, Fernanda Gerdes gave an insight into the inspiration behind her creation that was developed as part of her major project, and the improved health benefits the sculpture supports.

"I had the idea of creating a sculpture that would invite people to sit down and practice a breathing technique called a heart coherence meditation, which takes only five minutes," Fernanda said.

"This breathing technique has been scientifically proven to improve your physiology, which leads to better performance and management of your stress emotions."

*Heart Hub Fest at SAE Byron Bay, 373 Ewingsdale Road takes place on Saturday 29 October from 8am - 5pm. Spots are free but limited, secure your place at [heart-hub.com](#)*

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## About SAE

SAE Creative Media Institute is the place for creatives and innovators. Since 1976 we've been the leaders in creative media education across animation, audio, creative industries, creative technologies, design, film, games, and music. Every year, we support students globally to develop the skills and experience needed to carve successful careers. Students enjoy access to the latest technology and are taught by industry-experienced faculty, while putting their skills to the test in small class environments. Our graduates become part of a highly-respected global community of creatives that's been around for over 40 years. We pride ourselves on being technically explorative, transformative and brave through our range of creative media programs, from short courses and professional training through to bachelor and postgraduate degrees. In Australia, our programs are delivered at campuses in Sydney, Brisbane, Byron Bay, Melbourne, Perth and Adelaide. SAE is a part of Navitas Pty Ltd. More information about SAE is available at [sae.edu.au](http://sae.edu.au).

### For more information:

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