“SALA is totally unique in the world, the world needs to know this, Australia needs to know this....”
SALA audience 2015

“We could not have chosen a better way to celebrate a wonderful and rewarding 10 year partnership between SALA and The Advertiser. A record number of entries...a record number of venues and a record volume of excitement.”
Melvin Mansell Editorial Director SA, WA & NT News Limited

Thank you to all our partners

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SALA Business Circle

Black and White Photographics
“Encompassing all forms of visual art from painting, sculpture and jewellery to video and multimedia and much more, SALA will give South Australia a creative makeover as more than 550 venues from pubs and cafes to wineries, cinemas and even florists are turned into pop-up art galleries for 31 days.” *Arts Hub*

“The Hon John Hill
SALA Festival Chair

“SALA Festival is that time of year when we celebrate the creativity and visions of South Australian artists.”

**VISION**
To create and sustain an environment in which South Australian visual artists are supported, valued and celebrated.

**MISSION**
SALA provides a range of opportunities and initiatives that celebrate and promote South Australian visual artists, locally, nationally and internationally. Initiatives include the annual SALA Festival, an innovative, community-based State-wide festival.

**APPROACH**
SALA is committed to inclusivity, innovation, excellence, sustainability and accountability. SALA fosters a wide range of mutually beneficial collaborations and partnerships to achieve its Vision and Mission.
OVERVIEW

Now in its 18th year the open access festival is the largest celebration of visual arts in Australia...”

The City Messenger

SALA is the only major festival in South Australia that is completely dedicated to celebrating and acknowledging local artists. Held every August, literally thousands of artists exhibit in hundreds of venues throughout metropolitan and regional South Australia.

Featuring an extraordinary range of exhibition venues, both conventional and unusual, SALA is unique. The event enjoys a high level of community engagement with support from local government and backing by small businesses.

The art is as diverse as the artists with multiple and mixed medium works, including painting, sculpture, drawing, photography, digital media, moving image, glass, ceramics, textiles and more.

SALA is a particularly good launching pad for emerging artists and curators to exhibit outside of their training institution for the first time. While established gallery spaces make an annual commitment to showcasing South Australian artists during the event.

Given its democratic format the festival is participant-led which in turn develops diverse creative community engagement.

SALA has enormous reach which goes way beyond the boundaries of the city with exhibitions in the Adelaide Hills, Clare Valley, Barossa Valley, Eyre Peninsula, Fleurieu Peninsula, Limestone Coast, Riverland and beyond.

You can’t miss SALA – as you fly into Adelaide Airport during August you’ll be greeted by a SALA exhibition and then wherever you travel from the Barossa Valley to McLaren Vale visitors are welcomed by local art. The event goes a long way in enhancing South Australia’s reputation as a centre of artistic leadership and excellence.

HISTORY

SALA Festival began as SALA Week in 1998 by Paul Greenaway OAM (Director Greenaway Art Gallery) and Sam Hill-Smith (Director Hill-Smith Fine Art Gallery) through the Australian Commercial Galleries Association (ACGA). In its first year there were 21 metropolitan venues and 20 country venues. It was established to develop audiences and create opportunities for artists. Since then it has become a month long celebration of local art throughout the state.

Festival Founder & Patron of SALA – Paul Greenaway OAM

“In art, as in life, the only constant is change. It is this very evolution that has made the South Australian Living Artists Festival SALA, such a vital fixture on our cultural calendar.”

Sam Weir, The Editor, The Advertiser
### EVENT SUMMARY

<table>
<thead>
<tr>
<th><strong>5,235</strong></th>
<th><strong>131</strong></th>
<th><strong>339+</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PARTICIPATING ARTISTS</strong></td>
<td><strong>OPEN STUDIOS and Artists in Sessions</strong></td>
<td><strong>EXHIBITION OPENINGS</strong></td>
</tr>
<tr>
<td>amateur, emerging and professional visual artists</td>
<td>and 114 participating in the Open Studios weekend</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>617</strong></th>
<th><strong>991</strong></th>
<th><strong>OVER</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EXHIBITIONS AND EVENTS IN 557 VENUES</strong></td>
<td><strong>ARTIST PORTFOLIOS ON THE SALA WEBSITE</strong></td>
<td><strong>44,000</strong></td>
</tr>
<tr>
<td>across metropolitan and regional South Australia</td>
<td>a year round promotional tool for SA artists</td>
<td><strong>OPENING NIGHT GUESTS</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>estimated attendance at SALA exhibition opening nights</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>34+</strong></th>
<th><strong>OVER</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ART TOURS</strong></td>
<td><strong>600,000</strong></td>
</tr>
<tr>
<td></td>
<td>estimated attendance at SALA exhibitions across South Australia*</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>ART SALES OF OVER</strong></th>
<th><strong>$1,200,000</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AT SALA EXHIBITIONS.</strong></td>
<td></td>
</tr>
<tr>
<td>The economic flow-through to South Australia’s economy are understood to be substantial because SALA encourages tourism and local spending across the entire State*</td>
<td></td>
</tr>
</tbody>
</table>

*Based on best averages gained through qualitative/quantitative surveying of participating SALA Festival Venues and exhibiting Artists. (Survey Monkey, September 2015)

“It’s great to see it evolve and I have no doubt it has made a huge contribution to the development of artists’ careers since its inception, and enabled venues to develop audiences and generate business.”

SALA audience 2015
“Last year SA Weekend created a gallery of eight original covers, each by a South Australian artist, to celebrate SALA Festival. It was such a success we’ve done it again.”

The Advertiser

“As an exhibiting artist I love having the opportunity to be part of such a large and well publicised festival and be able to see so many fantastic exhibitions all at once.”

SALA artist 2015

250,000 SALA Festival programs distributed Statewide in early July through The Advertiser

30,000 SALA programs sent to all registered venues

4,000 SALA posters displayed statewide

700+ pre-recorded statewide promotions through ABC 891 and ABC Local Radio


174 radio reports

140 internet articles

25 television reports

Media coverage had a cumulative potential audience/circulation of 26,346,310 and an advertising space rate of $3,509,308*

*Media coverage report 1 May-31 August 2015 by insentia.insights

“It provides a showcase for the fabulous talent we have in SA and reminds both locals and visitors how great we are. Congratulations to all involved in the hard work to make SALA happen and to the artists who participate. Your efforts are very much appreciated.”

SALA audience 2015
“If you’re a budding collector, this is the perfect month to view and support our local talent.”

SA Life Magazine

### HOW DID AUDIENCES DISCOVER EXHIBITIONS?

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Word of Mouth</td>
<td>66.52%</td>
</tr>
<tr>
<td>Printed and Online Maps</td>
<td>9.8%</td>
</tr>
<tr>
<td>Own Flyers</td>
<td>40.2%</td>
</tr>
<tr>
<td>TV</td>
<td>3%</td>
</tr>
<tr>
<td>Radio</td>
<td>11.58%</td>
</tr>
<tr>
<td>State Newspapers</td>
<td>14.6%</td>
</tr>
<tr>
<td>Local Newspapers</td>
<td>27.03%</td>
</tr>
<tr>
<td>Walking Off the Street</td>
<td>48.9%</td>
</tr>
<tr>
<td>Social Media</td>
<td>64.37%</td>
</tr>
<tr>
<td>E-newsletter</td>
<td>17%</td>
</tr>
<tr>
<td>Another Website</td>
<td>18.45%</td>
</tr>
<tr>
<td>SALA Website</td>
<td>36.9%</td>
</tr>
<tr>
<td>SALA Venue Sticker</td>
<td>24.03%</td>
</tr>
<tr>
<td>SALA Poster</td>
<td>32.1%</td>
</tr>
<tr>
<td>SALA Printed Program</td>
<td>67.8%</td>
</tr>
</tbody>
</table>

**ONLINE**

The Festival website and web app hosted the official 2015 Program and Facebook, Twitter and Instagram kept artists and the community up to date, engaged and informed.

Online marketing was embraced by artists to self-promote their exhibitions, with the Artist Portfolio pages on the SALA website providing an ongoing resource for artists, the media and collectors.

In 2015, the SALA website hosts **991** artist portfolios. **63,000+** visits to the SALA Website and **44,727** users in the lead up to and during the Festival Page views **233,515**

New visitors **43,410**

(*Source Google Analytics*)

---

Artist: Geoff Wilson, Pines, dead gums, Delamere (detail)

Artist: Cheryl Hutchens, The inside is the outside
WHO ATTENDS SALA?

- **FEMALE** 77%
- **MALE** 23%

ATTRACTION INTERSTATE AND INTERNATIONAL AUDIENCES*

- **ADELAIDE METROPOLITAN** 56%
- **REGIONAL SA** 37%
- **INTERSTATE** 5%
- **OVERSEAS** 2%

*Based on best estimates from qualitative and quantitative surveying of SALA artists and participating venues

“**What I love most about SALA is the confidence it gives the wider community to see and enjoy art. Throughout the year I have many visitors to my gallery/studio who come in quite timidly and ask if “it’s alright just to have a look”. With SALA, people get together, mark up their guides and assuredly walk from one exhibition to another. It’s wonderful.**”

SALA artist 2015

“**It’s a good festival, on at a terrific time of the year.**”

SALA audience 2015
THE ANNUAL SALA PUBLICATION

The publication focuses on the production of a major, high-quality book profiling a prominent South Australian visual artist.

Funded by Arts SA the book is developed and published in conjunction with the Board of the South Australian Living Artists Festival and Wakefield Press.

The 2015 SALA publication *Giles Bettison: Pattern and Perception* by Margot Osborne traces the evolution of the artist’s aesthetic philosophy over the past two decades.

A total of 17 books have been published since 2000 profiling artists Nicholas Folland, Stephen Bowers, Mark Kimber, Hossein Valamanesh, Khai Liew, Angela Valamanesh, Gerry Wedd, Julie Blyfield, Aldo Iacobelli, Michelle Nikou, Deborah Paauwe, Ian W. Abdullah, Nick Mount, James Darling, Kathleen Petyarre and Annette Bezor.

The recipient of the 2016 SALA publication is Catherine Truman to be written by Melinda Rackham and mentee, emerging curator Andre Lawrence.

To see the complete SALA series visit Wakefield Press, 16 Rose St Mile End OR wakefieldpress.com.au

Giles Bettison delivered the keynote address on the opening night of the SALA Festival to officially launch his book.

“...When you really see art you become part of a discussion about different ways of seeing things. When we are engaged and connected like this we are better able to care and to take care. With art the conversation begins and the dialogue goes on, if you let it...”

The full speech can be accessed online salafestival.com
South Australian Living Artists are invited to self-nominate for a share in prizes valued at over $35,000.

There were four new SALA awards this year including The Don Dunstan Foundation Award, the City Rural Emerging Artist Award, Adelaide Review Outsider Art Award and the Brighton Jetty Classic Sculptures supporting Brighton Surf Life Saving Club Inc for young sculptural artists aged 15-26 years.

Congratulations to all the 2015 award recipients and thank you to all the organisations and individuals who invest in South Australian artists.

The award ceremony was held on Friday 3 July at Keith Murdoch House.

The Advertiser
Contemporary Art Prize

WINNER Jason Sims

City Rural Emerging Artist Award
WINNER Alise Hardy

The Don Dunstan Foundation Award
WINNER Selina Wallace

Supported by

Rip It Up Young Artist Award
WINNER Jessica Clark

Unitcare Services Moving Image Award
WINNER Fiona Gardner

Breaking Ground Regional Arts Award
WINNER Cindy Durant

Centre for Creative Photography
Latent Image Award
WINNER Emmaline Zanelli

Adelaide Review Outsider Award
WINNER Michelle Willsmore

Brighton Jetty Classic Sculptures supporting Brighton Surf Life Saving Club Inc for young sculptural artists aged 15 - 26 years.

WINNERS Trinity College, Gawler, Year 10 art students joint winners with Joel Zimmermann
THE ARTIST’S VOICE FORUM DAY

GOVERNMENT HOUSE RECEPTION
This year for the first time His Excellency the Honourable Hieu Van Le hosted a reception at Government House during the Festival on 20 August for SALA award nominees, artists in residence and SALA volunteers including the artist advisory group and board.

THE ARTIST’S VOICE FORUM WEEKEND
The forum was held on Saturday and Sunday 22 & 23 August and generously hosted by the Art Gallery of SA in the Radford Auditorium. The weekend was led entirely by South Australian visual artists and featured four panel discussions, Pecha Kucha sessions and a keynote address about proposed Federal Government arts cuts from NAVA General Manager Penelope Benton.

Special thanks to all the Pecha Kucha presenters;

Thanks to Anna Scott, Adelaide Pecha Kucha Coordinator.
And to the panels;

TOPIC: Feminism and Art
Interlocutor: Brigid Noone
Panel: Kate Power, Jude Adams, Sasha Grbich

TOPIC: Critical Writing in Australia
Interlocutor: Fulvia Mantelli
Panel: Eve Sullivan, Gillian Brown, John Neylon

TOPIC: Art Research – the role of research in art practice
Interlocutor: Nicholas Folland
Panel: Simon Biggs, Kay Lawrence, Matthew Bradley

TOPIC: Art in Public
Interlocutor: Trish Hansen
Panel: James Dodd, Marg Edgecombe, Greg Healey


“The purpose of the South Australian Living Artist’s Breaking Ground Award is to help a regional artist broaden their practice and develop a new body of work for display at Artspace Gallery at Adelaide Festival Centre.”
Adelaide Review
ARTISTS IN RESIDENCE

The artists in residence program grew dramatically in 2015 with five residencies offered.

Artists were hosted in a range of organisations including the inaugural participants in 2014 SAHMRI (South Australian Health and Medical Research Institute) and Adelaide Festival Centre plus new to 2015 Adelaide Central Market, Centennial Park and Flinders Medical Centre.

**Artist /** Angela Valamanesh  
**Host organisation /** SAHMRI (South Australian Health and Medical Research Institute)  
**Project /** Hosted by the Mind Brain Department. Exploring the most recent medical imaging techniques. The initial outcome was a series of small paintings exhibited in the SAHMRI foyer

**Artist /** Aurelia Carbone  
**Host organisation /** Adelaide Festival Centre  
**Project /** Q*bert’s Ball – an outdoor art installation incorporating the simple illusion technique known as anamorphosis

**Artist /** Laura Wills  
**Host organisation /** Adelaide Central Market  
**Project /** Dear Golden Delicious – a participatory installation and gratitude project

**Artist /** Ruth Gregor  
**Host organisation /** Centennial Park  
**Project /** Cycle of Life sculpture residency. Stone carving on site - the work is being acquired by Centennial Park to begin a sculptural trail in the Park

**Artist /** John Blines  
**Host organisation /** Flinders Medical Centre  
**Project /** Book Art Project with cancer patients and/or family. Exploring ‘what does cancer feel like’ and ‘what does cancer look like’. Exhibition and book outcome in December 2015
OPPORTUNITIES TO ENGAGE WITH VISUAL ART THROUGH CREATIVE PARTICIPATION AND ATTENDANCE

SALA GALA IN THE GARDEN
On Sunday 16 August the sun was shining for SALA Gala in the Garden. A stunning sample of SALA in one jam packed day showcasing South Australian art at the Unley Soldiers Memorial Garden.

The day featured stalls from Adelaide College of the Arts, Adelaide Potters Club, Artlab Australia, Atkins, Brick + Mortar, Centre for Creative Photography, Council of Objects, FELTspace, Floating Goose Studios, University of Adelaide, JamFactory, Mint Studio, Miranda Harris & the Art Bus, Tarnanthi - Festival of Contemporary Aboriginal and Torres Strait Islander Art, Tooth and Nail, Urban Cow Studio, Ladybeads, the Royal SA Society of Arts and Wakefield Press.

Individual artists included Violet Cooper, Marie Littlewood, Gretel Girl, Graham Shaw, Kelly O’Sullivan, Maggie Cecchin, Theofania, Julia Townsend, Joe Felber, Rod James and Tiff Manuell.

Visitors were also spoilt with wines by the Vale Cru, food by Fino Fine Foods on Unley Road and tunes on the dumpster decks by visual artist and DJ Gus Clutterbuck.

We were able to showcase some moving image work on a big screen generously provided by BIG Screen Video.

Estimated attendance on the day was 5,000+

ART TOURS
FRIDAY ART TOURS
A range of walking tours in the CBD this year included the Textile art tour with the Lady Mayoress Genevieve Theseira-Haese and artist Sera Waters, Urban Art Safari with artist Gus Clutterbuck and performer Jo Zealand, Bring the baby art tour with artist Sera Waters, Adelaide City Councillor Susan Clearihan with artist Luke Thurgate tour, CACSA Contemporary tours with curator Logan Macdonald.

THURSDAY NIGHTS
Art After Dark brought the West End arts precinct to life every Thursday evening during SALA.

SATURDAY ART TOURS
In the CBD visitors could attend James Dodd’s ultimate bike art adventure and the Open Studio walking tour with Thom Buchanan.

Artist led tours in the CBD were supported by Renewal SA.

SUNDAY ART TOURS
The popular Adelaide Botanic Garden Botanic Art Walking tours highlighted botanical artists and the trees they have painted.

YELP ART TOUR
The online city guide YELP hosted a unique Sunday Wonderwalls walking tour in Port Adelaide with stencil artist Joshua Smith.

REGIONAL ART BUS TOURS
Thanks to our regional partner SA Power Networks SALA hosted a number of day trips to exhibitions in the regions. The tours on offer included Goolwa & Victor Harbor, Clare Valley Art Trail, McLaren Vale Art and Wine and Palmer Open Day – Environment and Sculpture.

BI-LINGUAL CHINESE ART TOURS
Now in its 5th year the bi-lingual Chinese walking and cycling tours in the CBD offer the local and visiting Chinese community access to Adelaide’s visual arts scene. The tours are conducted over the weekends of the Festival and facilitated by an incredibly dedicated group of volunteers.

AUDIO DESCRIBED TOUR
Suitable for people who are blind or vision impaired and their companion this was a unique audio-described tour of two SALA exhibitions featuring mixed media artwork with tactile elements.

Total tours attendance 500+

“Very impressed with the bus trips to Victor Harbour and Art and Wine tour, SALA guide was excellent, always so enthusiastic.”

SALA audience 2015
OPEN STUDIOS
Open studios continue to be very popular with audiences. During SALA in 2015 there were 131 open artist studios and artists in session with 114 participating in the Open Studios weekend on 8 & 9 August. The Open Studios and artists in session give people an opportunity to meet the artists and learn more about how they work.

SALA CURATED EXHIBITIONS
In 2015 SALA curated exhibitions for partners Adelaide Airport and Centennial Park. Both exhibitions were curated by Carollyn Kavanagh.

The Adelaide Airport exhibition ID: Portraiture & Identity, featured artists Andrew Clarke, Daniel Connell, Jasmine Dixon, Emma Hack, Simon Ifould, Richard Lyons, Saritkhun Poolphol, Nat Rogers, Megan Roodenrys, Derek Sargent, Damien Shen and Luke Thurgate. The exhibition was opened by Dr Gillian Hicks and featured live drawing in the terminals on Friday afternoons.

SALA in Action live drawing was supported by Arts SA.

The Centennial Park exhibition Moments featured the work of Peter Johnson, Judy Morris, Megan Roodenrys, Deborah Sleeman and Sheree Wright.

OTHER FESTIVAL HIGHLIGHTS
CACSA Contemporary (multi sited curated exhibition), SALA at the Mercury Cinema, SALA in the Governor’s Garden, the Beyond Bank interest free art card, the art issue of SA Weekend in The Advertiser, the Art Walk in the West End, Art After Dark plus much more...

ART IN THE REGIONS
Outside of the CBD the next biggest SALA region is the Fleurieu and the Adelaide Hills. SALA is particularly proud of the participation by regional South Australia. Many regional communities have embraced the Festival and showcase their local artists in SALA streets, SALA trails and extended events.

“SALA is a brilliant opportunity for regional and remote artists to showcase their work.”
SALA audience 2015

“Too much art? Never! I appreciate the focus on art in all walks of life and much appreciated in SA Weekend (August 1-2). SALA is happening in pubs and clubs, churches, shops, wineries and all our galleries. (art is everywhere#) There is something for everyone. Most of it is free and it seems all of Adelaide has art running through its veins.”
Jenny Esots, Willunga, Letter to the Editor, The Advertiser

“Love the atmosphere everywhere during SALA. Love happening upon exhibitions in libraries, coffee shops, etc. Particularly enjoyed events at Floating Goose near Victoria Sq, great talent and energy.”
SALA audience 2015
EXHIBITIONS BY LOCATION

YORKE PENINSULA
WALKERVILLE
RIVERLAND
MURRAYLANDS
LIMESTONE COAST
KANGAROO ISLAND
GAWLER
FLINDERS RANGES/OUTBACK
FLEURIEU PENINSULA
EYRE PENINSULA
CLARE VALLEY
CITY OF WEST TORRENS
CITY OF UNLEY
CITY OF TEA TREE GULLY
CITY OF SALISBURY
CITY OF PROSPECT
CITY OF PORT ADELAIDE/ENFIELD
CITY OF PLAYFORD
CITY OF ONKAPARINGA
CITY OF NORWOOD PAYNEHAM & ST PETERS
CITY OF MITCHAM
CITY OF MARION
CITY OF HOLDFAST BAY
CITY OF CHARLES STURT
CITY OF BURNSIDE
CITY OF ADELAIDE / NORTH ADELAIDE
CAMPBELLTOWN CITY COUNCIL
BAROSSA VALLEY
ADELAIDE HILLS

JOIN US PARTNERSHIP

SALA welcomes new ideas and seeks to work with organisations that value the power of visual art, design and community. We have a wide range of unique sponsorship opportunities for partners wanting to connect with a discerning arts market.

If you are interested in a customised SALA Festival sponsorship package designed to suit your organisation’s needs, please get in touch.

DONATIONS

The Friends of SALA is a group of like-minded people who seek a greater engagement with the South Australian visual arts community.

You are invited to join the Friends of SALA by donating $290 for the inaugural SALA Overseas Artist in Residence (SOAR) scholarship.

We are seeking 100 Friends of SALA foundation members to support SOAR’s scholarship to assist a South Australian visual artist in funding an overseas residency.

SA Living Artist’s Inc, is an Incorporated Association and operates the SALA PUBLIC FUND. This fund is a Deductible Gift Recipient. A gift of over $2 to this fund is tax-deductible.

INDUSTRY RECOGNITION

Ruby Award 2015 for Best Event
General Manager Penny Griggs was awarded a Churchill Fellowship in 2015
SALA is a proud member of;
- Festivals Adelaide
- Creative Communities Network (CCN)
- Arts Industry Council of South Australia (AICSA)
- Arts Hub
- Gouger Street Traders Association
SA Living Artists Inc board

The Hon John Hill (Chair),
Jane Zadow (Treasurer),
Kate Irving (Deputy Chair),
Traci Ayris, Stephanie Grose,
Nicholas Linke, Nick Mitzevich
(from May 2015), Christine Nicholls,
Tim O’Loughlin, Christopher Orchard
(until October 2015)

Artist Advisory Group

Brigid Noone, Christopher Orchard,
James Dodd, Jim Moss,
Johnnie Dady, Josef Felber,
Julia Robinson, Louise Haselton,
Mary-Jean Richardson,
Nic Folland, Roy Ananda,
Sera Waters, Thom Buchanan,
Vicki Reynolds

The Adelaide Airport exhibition ID: Portraiture & Identity
SALA in Action live drawing supported by Arts SA. SALA sculpture exhibition at Adelaide Airport.

Photos: Catherine Leo

SALA
1–31 AUGUST 2016

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