Thank you to all our partners

“The SALA Festival is invaluable to the development of South Australian arts culture. It is a highlight on our annual calendar and we will look forward to participating in the festival for years to come.”

2016 Venue

SALA Festival is the biggest, most democratic visual arts festival in Australia. Celebrating a diverse range of local visual artists in equally diverse venues, the SALA Festival is unique. Every August thousands of artists exhibit in hundreds of venues throughout metropolitan and regional South Australia.

The event has enormous reach going way beyond the city limits with exhibitions in the Adelaide Hills, Fleurieu Peninsula, Clare Valley, Barossa Valley, Eyre Peninsula, Limestone Coast, Riverland and beyond.

Local visual art is celebrated in all types of venues both conventional and unexpected. Bursting with community engagement the event enjoys significant support from local government and small businesses. Office foyers, shop fronts, wineries, pubs, and streets transform into exhibition spaces while traditional gallery spaces make an annual commitment to profile South Australian artists during the month.

Tours, talks, forums, open studios and opening nights offer opportunities to meet and connect with South Australian artists and their work.

SALA is literally everywhere during August – wherever you travel through the state from the Adelaide Airport to the Central Market to Victor Harbor visitors are welcomed by local art.

The event proudly strengthens South Australia’s status as a creative state of makers and innovative thinkers.

“While SALA is an uncurated festival there are hundreds of exhibitions which are curated by individual artists, groups of artists and various arts-loving organisations and businesses. Senior established artists, emerging artists, student artists, weekend artists, young, old, country and city all combine to create this unique and ever-expanding festival of South Australian art.”

The Hon. John Hill SALA Chair
SALA Festival will celebrate its 20th anniversary in 2017. It 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**

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**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.

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"I take my hat off to the SALA team for their efforts and willingness to go above and beyond in supporting venues and artists."

2016 Artist

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**event summary**

<table>
<thead>
<tr>
<th>4,699</th>
<th>PARTICIPATING ARTISTS</th>
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<tr>
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<td>amateur, emerging and professional visual artists</td>
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<th>630</th>
<th>EXHIBITIONS AND EVENTS IN 570 VENUES</th>
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<td>across metropolitan and regional South Australia</td>
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<table>
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<tr>
<th>42+</th>
<th>ART TOURS</th>
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<table>
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<tr>
<th>334+</th>
<th>EXHIBITION OPENINGS</th>
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<table>
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<tr>
<th>OVER</th>
<th>25,000 OPENING NIGHT GUESTS</th>
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<table>
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<tr>
<th>OVER</th>
<th>600,000+ VISITORS</th>
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<th>ART SALES OF OVER</th>
<th>$1,500,000 AT SALA EXHIBITIONS.</th>
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*Based on best averages gained through qualitative/quantitative surveying of participating SALA Festival Venues and exhibiting Artists. (Survey Monkey, September 2016)

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"It is a valuable and worthwhile festival for our state and its organisers/board/contributors/exhibitors should be applauded."

2016 Venue

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"I love the big SALA sticker that the venues get...it’s a very good beacon."

2016 Artist

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"Leah Craig, SALA in the square. Photo: Catherine Leo"

The Advertiser July 9, 2016
Connecting artists with audiences

“I believe SALA is a positive event that exposes artists of all levels of the wider community. The satisfaction of creating, organising and launching an exhibition has many benefits when it is supported by SALA.”

2016 Artist

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


29 radio reports

152 internet articles

8 television reports

Media coverage had a cumulative potential audience/ circulation of 15,154,684 and an advertising space rate of $2,909,649*

*Media coverage report 1 May–15 September 2016 by insentia.insights

How did audiences discover exhibitions?

ONLINE

The Festival website hosted the official 2016 Program and Facebook, Twitter and Instagram kept artists and the community up to date, engaged and informed.

67,000+ visits to the SALA Website and

46,467 users in the lead up to and during the Festival Page views 257,081

New visitors 45,538

(+Source Google Analytics)

“I have received so much positive feedback, including from first-time visitors who were delighted to discover the bookshop through the exhibition, the artists really enjoyed being part of an exhibiting group, and art purchasers were so pleased to be able to buy unique one-off affordable pieces. This year was a trial run but there is great support to repeat the Bookshop’s participation next year as it was rewarding in multiple ways.”

2016 Venue

“I believe SALA is a positive event that exposes artists of all levels of the wider community. The satisfaction of creating, organising and launching an exhibition has many benefits when it is supported by SALA.”

2016 Artist
who attends SALA?

“I live in the NT and in the past I’ve stumbled on SALA by chance when in SA. SALA is unique in involving and displaying community across all regions. Highbrow and lowbrow art and artists all get exposure in all sorts of venues. It’s such an inclusive concept unique in Australia and should be promoted as such. People are very interested when I explain SALA.”

2016 Audience

recognising high quality work

ORIGIN OF ATTENDEES

LOCAL RESIDENT 74%
DAY TRIP 16%
INTRASTATE 4%
INTERSTATE 4%
INTERNATIONAL 1%

“SALA is a great event for this State and is getting more and more professional each year.”

2016 Artist

“it was really evident when talking to interstate people that this is a very valuable festival to happen and we felt that the whole month of SALA brings a great vibe and feeling of goodwill amongst people all over the state.”

2016 Venue

Each year Arts South Australia funds the South Australian Living Artist publication. The publication focuses on the production of a major, high-quality book profiling a prominent South Australian visual artist.

In recent years the recipient of the book has become SALA’s featured artist. Their work is profiled in the marketing material for the Festival and we are able to celebrate their work and practice with the wider community.

The book is developed and published in conjunction with the SALA Festival board and Wakefield Press.

“SALA is a great event for this State and is getting more and more professional each year.”

2016 Artist

In the 2016 SALA publication Catherine Truman: Touching Distance, author Melinda Rackham draws an interviews with Truman, and research into her archives, to reveal the philosophical perspectives that underlie the endeavours of a celebrated, most original artist.

A total of 18 books have been published since 2000 profiling artists Giles Bettison, Nicholas Folland, Stephen Bowers, Mark Kimber, Hossein Valamanesh, Khi Liew, Angela Valamanesh, Gerry Wedd, Julie Blyfield, Alda Iacabelli, Michelle Nikau, Deborah Pauw, Ian W Abdullah, Nick Mount, James Darlington, Kathleen Petyarre and Annette Bezor.

The recipient of the 2017 SALA publication is Christopher Orchard.

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

Catherine Truman delivered the keynote address titled Tadpole at the bench at SALA’s official opening night at the Art Gallery of SA to officially launch her book and the Festival.

“When I create work I touch base with tadpoleing. Hunting and gathering is integral with my daily practice of making art. It’s full of challenging and difficult and delicious experiences of absolute absorption, deep focus and pursuit. Connecting with the wider world - observing, listening, learning, staying open, interacting, engaging and exchanging is critical to being an artist. It provides context and meaning. I actively seek out contact with others - mostly scientists because they like to go tadpoleing too, and I like to think the world is a better place because of the creative exchanges we have.”

The full speech can be accessed online at salafestival.com

featured SALA artist

Catherine Truman, SALA Opening night, Photo: Catherine Leo

“It was really evident when talking to interstate people that this is a very valuable festival to happen and we felt that the whole month of SALA brings a great vibe and feeling of goodwill amongst people all over the state.”

2016 Audience

AGE
18-24YRS 11%
25-24YRS 12%
35-44YRS 12%
45-54YRS 19%
55-64YRS 28%
65+YRS 18%

GENDER
MALE 24%
FEMALE 76%

*Based on best estimates from qualitative and quantitative surveying of SALA audience
South Australian Living Artists are invited to self-nominate for a share in prizes valued at over $35,000.

Congratulations to all the 2016 award recipients and thank you to all the organisations and individuals who invest in South Australian artists.

Two award ceremonies were held on Friday 3 July at Keith Murdoch House and at the end of the festival on Tuesday 13 September at Adelaide Town Hall.

2016 Artist

Held on Saturday 27 August and generously hosted by the Art Gallery of SA in the Radford Auditorium the day was completely led by South Australian visual artists and featured three panel discussions.

TOPIC: Arts education – where to next?
Facilitator: Sasha Grbich
Panel: Jack Cross, Julie Henderson, Chris Reid

TOPIC: Rise of the rock star, death of the radical
Facilitator: Logan Macdonald
Panel: Lauren Abineri/JEM, Celeste Aldahn, Riley O’Keeffe

TOPIC: Brave new world – what is the future of contemporary art in South Australia?
Facilitator: Julianne Pierce
Panel: Nicholas Folland, Hossein Valamanesh, Meg Wilson

Closing remarks from Hon Jack Snelling, Minister for the Arts

The Don Dunstan Foundation Award
WINNER Andrea Malone

Breaking Ground Regional Arts Award
WINNER Chris De Rosa

Adelaide Review Outbacker Award
WINNER Scott McCarten

Centre for Creative Photography Latent Image Award
WINNER Nathan Stoltz

Adelaide Review Young Artist Award
WINNER Emmaline Zanelli

City Rural Emerging Artist Award
WINNER Tina Jude Panagaris

OZ Minerals Copper Sculpture Award
WINNER Mary Ann Santin

Centennial Park Environment Award
WINNER Tobias Staheli

Atkins Photographic Award
winner announced during SALA Festival
WINNER – Nathan Stoltz

The City of Unley Active Ageing Award
WINNER – Sheila Whittam

Unitcare Services Moving Image Award
winner announced during SALA Festival
WINNER – Ray Harris

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

Jess Taylor joint winner with Joel Zimmermann.

TOPIC: Arts education – where to next?
Facilitator: Sasha Grbich
Panel: Jack Cross, Julie Henderson, Chris Reid

TOPIC: Rise of the rock star, death of the radical
Facilitator: Logan Macdonald
Panel: Lauren Abineri/JEM, Celeste Aldahn, Riley O’Keeffe

TOPIC: Brave new world – what is the future of contemporary art in South Australia?
Facilitator: Julianne Pierce
Panel: Nicholas Folland, Hossein Valamanesh, Meg Wilson

Closing remarks from Hon Jack Snelling, Minister for the Arts

The Artist’s Voice

PechaKucha night
As part of Art After Dark West End on Thursday 18 August at Nexus Arts we hosted a special SALA PechaKucha night.

Japanese for chit-chat, PechaKucha 20x20 is a simple presentation format where you show 20 images, each for 20 seconds. PechaKucha Nights are informal gatherings where creative people get together and share their ideas, works and thoughts. We invited a range of South Australian artists to present in the PechaKucha 20x20 format for a night of art inspired frivolity.

Special thanks to all the PechaKucha presenters:
Andrew Dearman
Peta Kruger
Monte Masi
Sue Michael
Deborah Prior
Jess Taylor
Luke Thurgate
Sera Waters

“I think the SALA Festival and brand has a reputation of high quality, which reflects well on South Australia- it’s one of a kind festival in Australia. I think this is reinforced each year by the number of really high quality exhibitions and events, including the SALA awards and publication- and also the exhibitions held at the bigger institutions like AGSA and the Jam Factory.”

2016 Artist

Gordon Russell and Ray Harris
photo: Sam Roberts
Artists-in-residence

Fran Callen
Hosted by Adelaide Central Market
Project Jam - Central Market moments fed onsite live-art and collaborative tabletop drawing. Culminating in an installation of mixed media drawing incorporating ‘market appropriate’ media.

Joy Levins
Hosted by SAHMRI (South Australian Health and Medical Research Institute) Nutrition and Metabolism department.
Project Joy explored imaging of the cell and created large scale ‘floating’ glass pieces (both sculptural and wall mounted pieces) so that the observer may imagine and realise the beauty in the minute.

Niki Sperou
Hosted by SAHMRI (South Australian Health and Medical Research Institute) Infection and Immunity department.
Project Niki surveyed the microbes that inhabit our bodies, their movements and variability. Through her residency Niki communicated contemporary narratives associated with microbial identification and tracking.

Jessie Lumb
Hosted by Flinders Medical Centre
Project And then some became strong in the broken places - works created in the public spaces including foyers, corridors, cafes, gardens – places where art could integrate into people’s lives at unexpected moments.

Opportunities to engage with visual art through creative participation and attendance

SALA in the Garden
On Sunday 21 August the sun was shining for SALA 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 Central School of Art, Adelaide College of the Arts, Adelaide Potters Club, Brick + Mortar, Centre for Creative Photography, Floating Goose Studios, The Art Bus, the Royal SA Society of Arts and Wakefield Press.

Visitors were also spoilt with wines by the Vale Cru, food by Villa 77 Spanish Tapas Bar & Restaurant on Unley Road and tunes on the dumpster decks by visual artist and DJ Gus Clutterbuck.

Estimated attendance on the day was 3,500+

RAA SALA ART TOURS
This year SALA forged a new partnership with RAA to present a range of art tours across the CBD and in the regions.

Tours included a dog friendly tour with artist Jenna Pippett and her pooch Tilly, a city art tour with the Lady Mayoress Genevieve Theseira-Haese and emerging curator Joanna Kitta, an urban art safari with artist Gus Clutterbuck, the dance party art tour with Luke Wilcox, bring the baby art tour with artist Sera Waters, active ageing tours with Jack Condous from the Royal South Australian Society of Arts and a range of street art tours every weekend presented by Adelaide Fringe.

Regional Art Bus Tours
The tours on offer included Fleurieu Peninsula, Adelaide Hills, Barossa Valley Art and Wine and Palmer Environment and Sculpture walk.

Bi-lingual Chinese art tours
Now in its 6th year the bi-lingual Chinese walking and cycling tours in the CBD offer the local and visiting Chinese community access to the local visual arts scene. The tours are conducted over the weekends of the Festival and facilitated by an incredibly dedicated group of volunteers.

Self-driving tours
Suggested self-driving tours were also included in this year’s guide to encourage visitors to get out and explore SALA in the regions.

Open Studios
Open Studios continues to be very popular with audiences. During SALA in 2016 there were 76 open artist studios and artists in session. 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 2016 SALA curated exhibitions as part of our highly valued partnerships with Adelaide Airport and Centennial Park.

The Adelaide Airport exhibition titled Great Southern Land was a meditation on the suburban and urban, as well as the outback of our vast country. Featuring artists Narelle Autio, Che Chorley, Gus Clutterbuck, Chris De Rosa, James Dodd, Peter Drew, Halley Lane, Jacob Logos, Grace Marlow, Ian North, Trent Parke, Amy Pfitzner, Darren Siwes, Nici Cumpston and curated by Carolyn Kavanagh.

Curated by Anna Davison and Philippa Lewis from Art Inq the SALA Curated exhibitions present a range of work from the local and visiting Chinese artists, including Chinese and emerging artists.

Clancy Warner and Chris Wake.}

“I loved the residency so much, it was perfect. I can’t think of a more enjoyable place to make art, and be inspired. So much fun!”
Fran Callen, 2016 Artist in Residence

“My creative process was enriched from my time spent at SAHMRI. One relationship that I hope will continue long into the future.”
Joy Levins, 2016 Artist in Residence

“I was able to see the little moments of kindness and care and hope that occur between staff, patients and visitors on a daily basis. This ignited an interest in understanding health care in greater depth, and the ways in which I, in a non-medical profession, could also contribute to improving people’s health and well-being. Working within the Arts in Health team opened my eyes to this field and the possibilities it holds.”
Jessie Lumb, 2016 Artist in Residence

Niki Sperou Photo: Catherine Leo
SALA in the Square

For the first time SALA Festival partnered with Adelaide City Council to create a festival hub in Victoria Square/Tarntanyangga. SALA artists took up residence in three shipping containers in Victoria Square throughout August. Artists included Bus Full of Art - Ursula Kessling, Marie Jansson-Harrison, Catherine Fitz-Gerald, Lyndy Danby, Rod Bax, Rachel Darling; Nancy Downes and Lucy Turnbull; Maria Jimena Herrera Castelblanco; Gus Clutterbuck; Daniel Connell; as well as the Floating Goose Studio artists.

Guitars in Bars

In a unique collaboration with Adelaide Festival Centre as part of Adelaide Guitar Festival’s Guitars in Bars and Other Places program live music was presented at a selection of SALA opening events across Adelaide.

Holden art cars

Cars became SALA venues. There were two Holden mobile art venues on the road during SALA. The cars featured work of artists Christopher Orchard and Kate Kurucz.

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 special events.

Engagement with China

SALA has established a burgeoning relationship with Shandong Province, China. In April 2016 as part of the 30th anniversary celebration of South Australia’s sister-state agreement with Shandong SALA presented a photographic exhibition titled Great Southern Land - South Australian artists reflect on their home land in the Golden Hall Gallery, Shandong Hotel in Jinan. The exhibition was part of a reciprocal cultural exchange with Shandong established in 2013.

An evolution of this exhibition was exhibited at Adelaide Airport during SALA in August. Curated by Carollyn Kavanaugh the exhibition featured the work of Narelle Autio, Che Chorley, Nici Cumpston, Hailey Lane, Ian North and Darren Siyes.

In September 2016 SALA hosted a delegation of artists from the Shandong Province Youth Artists Association. As part of their visit the group presented an exhibition titled Shandong Province Youth Artists Association (SDYAA) Cultural Exchange Exhibition supported by Shandong Provincial Department of Culture and the Shandong Youth Federation. The exhibition in the Festival Theatre foyer featured twenty eight artworks including traditional Chinese painting, oil painting and mixed media, which embody different styles of traditional and modern art created by Shandong artists. The seven artists visiting from Jinan were: Yang Xiaogang, Wu Lei, Fan Lei, Chen Tao, Zhang Xinwen, Li Bingjie, Zhang Jian. While they were here the group met with local South Australian artists, visited our cultural institutions and tourism destinations while documenting their visit through their art.

The project builds on SALA’s strong relationship with the local Chinese community having hosted bi-lingual Chinese walking and cycling art tours every SALA for the last six years.

Exhibition by location

YORK PENINSULA
WALKERVILLE
RIVERLAND
MURRAYLANDS
LIMESTONE COAST
LIGHT & MALLALA
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 DUNKARINGA
CITY OF NORWOOD PAYNEHAM & ST PETERS
CITY OF MITCHAM
CITY OF MARION
CITY OF HOLIDAY BAY
CITY OF CHARLES STURT
CITY OF BURNSIDE
CAMPBELLTOWN CITY COUNCIL
BAROSSA VALLEY
ADELAIDE HILLS
CITY OF ADELAIDE / NORTH ADELAIDE

Join us

Partnerships

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.

SA Living Artists 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 Best Event Program Coordinator Kate Moskwa was accepted to attend the Festival Academy’s ‘Atelier for Young Festival Managers’ in Thailand December 2016

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)
Roy Ananda (from May 2016)
Traci Ayris
Stephanie Grose
Nicholas Linke
Nick Mitzevich
Christine Nicholls
Tim O’Loughlin

Artist Advisory Group
Christopher Orchard
Johnnie Dady
Josef Felber
Julia Robinson
Nicholas Folland
Roy Ananda
Sera Waters
Thom Buchannan
Vicki Reynolds

SALA
1–31 AUGUST 2017

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