

SALA

South Australian
Living Artists Festival
Report 2018



Clare Belfrage *A Measure of Time*, collection of works, 2018
Tallest height 53cm. Photo: Pippy Mount

Thank you to our sponsors, supporters, the venues and the South Australian artists.

Major Sponsors



Australian Government
Visual Arts and Craft Strategy

SALA Festival is supported by the South Australian Government through Arts South Australia and by the Visual Arts and Craft Strategy, an initiative of the Australian, State and Territory Governments.

Festival Partners



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Local Chinese Media Partner

Premier Partners



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Supporters



L to R: SALA Date Night Tour; Sketching at the Governor's Sculptural Garden; Carly Snoswell's exhibition at Floating Goose Studios. Photos: Sam Roberts



Introduction

"SALA is so important because it focuses on the here and now, it's about local art and ideas and it's vitally important that it continues!"

2018 Audience member

"SALA is a highlight of my year. Provides so much colour and life to Adelaide."

2018 Audience member

"SALA is a great opportunity for artists to meet the public and for the public to get out and see art...because SALA happens in all sorts of places as well as galleries it makes it so accessible."

2018 Audience member

SALA Festival has flourished in its 21 years to become the largest open access visual arts festival in the world. Every August thousands of artists exhibit across hundreds of venues throughout South Australia. With an audience of over 850,000 SALA's reach is astounding.

SALA is celebrated in main streets, home studios and suburban shopping centres, in every council and across the regions of South Australia, from the South East to Anangu Pitjantjatjara Yankunytjatjara. It is a truly inclusive Festival which brings the rich talents of our State's visual artists into focus.

The Festival includes artists at all levels, from emerging to professional practitioners, kindergarten and school classes to aged care facilities – and everything in between. SALA exhibitions happen across the sector in our state institutions and commercial galleries, they take place in community centres and public spaces as well as throughout South Australia's hospitality and retail sectors.

The art exhibited in the SALA Festival includes every medium of the visual arts; painting, drawing, sculpture, photography, digital, performance, installation, textiles, ceramics, glass and more.

The impact of SALA on South Australia is unmistakeable, contributing to our economic and cultural wealth, fostering healthy communities, and creating an environment which values the role of art in the everyday lives of South Australians.

Central Studios open day: pictured Dan Withey's studio. Photo Sam Roberts.



History

Below: SALA Parlour. Photo: Christina Peck



SALA Festival celebrated its 21st anniversary in 2018. Founded 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) it started as SALA Week in 1998. 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

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 statewide 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.



Above: OSCA MONGO suit. Photo: Sam Roberts
Top right: Making work in the SALA Parlour.
Photo: Cassie Thring. Bottom right: Clancy Warner sculptures in the Governor's Sculptural Garden.
Photo Sam Roberts.



9728+

PARTICIPATING ARTISTS

amateur, emerging and professional visual artists

716

EXHIBITIONS AND EVENTS IN 622 VENUES

across metropolitan and regional South Australia

17+

ART TOURS

across metropolitan and regional South Australia

361+

EXHIBITION OPENINGS

121

OPEN STUDIOS AND ARTISTS IN SESSION

OVER 32,000 OPENING NIGHT GUESTS

estimated attendance at SALA exhibition opening nights

OVER 850,000+

VISITORS

estimated attendance at SALA exhibitions across South Australia*

ART SALES OF OVER \$1,800,000 AT SALA EXHIBITIONS*

\$1.6 million

ESTIMATED NEW STATE EXPENDITURE

"Always an inspiring and thrilling experience." 2018 Audience member

"Best Adelaide festival." 2018 Audience member

"Great event. Long may it continue." 2018 Audience member

*Based on best averages gained through qualitative/quantitative surveying of participating SALA Festival venues and exhibiting artists. (Survey Monkey, September 2018)

Connecting artists with audiences

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

355 press articles written across regional, local, national and international publications; The Advertiser, Messenger Newspaper districts, Adelaide Matters, The Adelaide Review, SA Life Magazine, iAge Media, Broadsheet, and local community street press.

148 radio reports

292 internet articles

35 television reports

Media coverage had a cumulative potential audience/ circulation of **19,167,860** and an advertising space rate of **\$1,837,945***

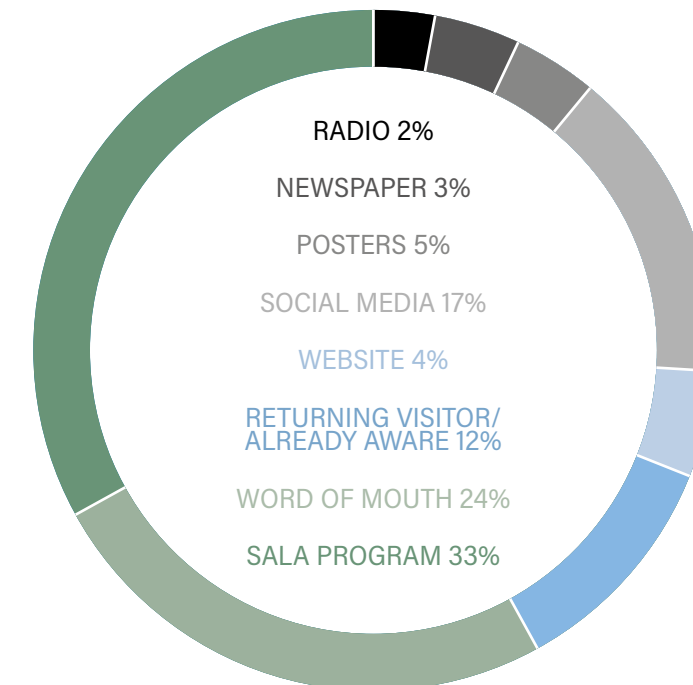
*Media coverage report 3 January – 15 September 2018 by insentia.insights

SALA Event Signage, Poster and Program



How did audiences discover exhibitions?

SOURCE OF EVENT AWARENESS



Online

The Festival website hosted the official 2018 Program and Facebook, Twitter and Instagram kept artists and the community up to date, engaged and informed.

58,000+ * visits to the SALA Website and **39,110** users in the lead up to and during the Festival

Page views **151,798**

New visitors **38,324**

(*Source Google Analytics)

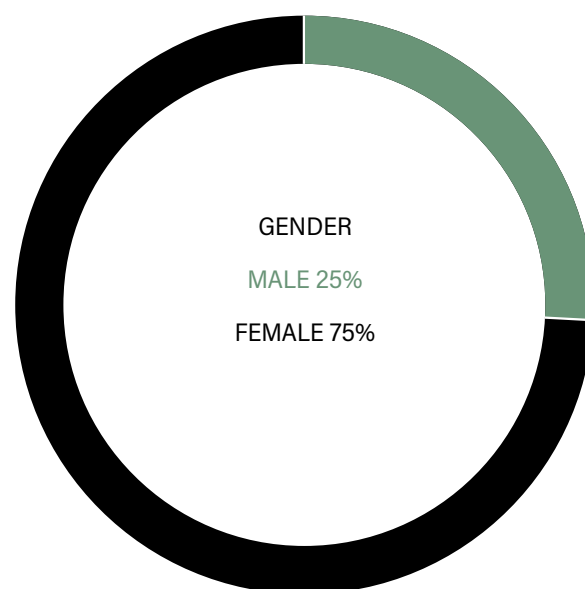
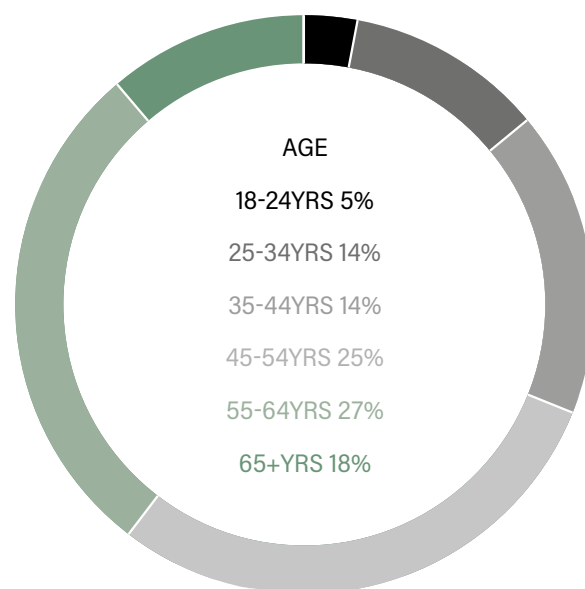
Monte Masi leading Monte's Floor Sheet Mudic Tour. Photo Sam Roberts.

"Love SALA! - Important to keep this on the SA's festival list as a tourist attraction, inspiring community event and great opportunity for artists."

2018 Audience member

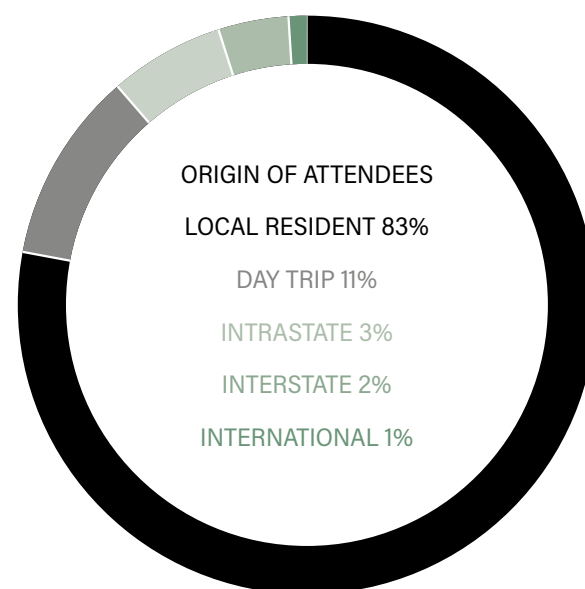


Who attends SALA?



"A wonderful way of bringing art to people from all walks of life."

2018 Audience member



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

Recognising high quality work

SALA feature artist

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.

In the 2018 SALA publication *Clare Belfrage: Rhythms of Necessity*, authors Kay Lawrence and Sera Waters explore the significance of Belfrage's contribution to contemporary international glass art. Exhibited across the world, Belfrage's glass vessels explore the pulse and flow of forces that shape the natural world as well as the lived patterns of the everyday. A similar sense of rhythm underpins the structure of

this book; an interleaving of short texts and stunning photographs of Belfrage's vessels that reveal her story to date.

A total of 20 books have been published since 2000 profiling artists Christopher Orchard, Catherine Truman, Giles Bettison, 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 2019 SALA publication is Louise Haselton.

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

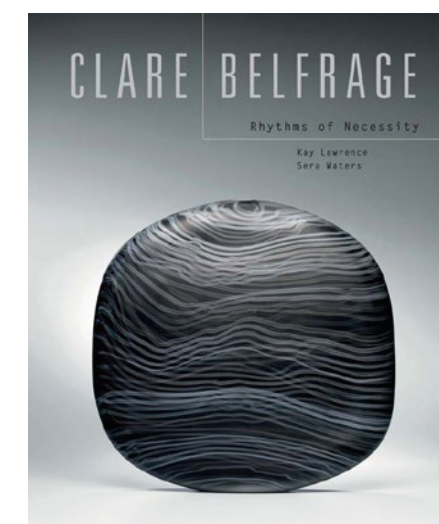
Clare Belfrage delivered the keynote address at SALA's official opening night at the Art Gallery of South Australia to officially launch her book and the Festival.

"For many years now my work has been inspired by experiences from

the natural world. It feels critical for me to maintain a deep connection to nature and have time immersed in the natural world. That's important to me personally but I think it's important as a human experience.

It is often the detail I focus on, looking up close at the minutiae. It's a big feeling of relative insignificance that I experience in the natural world as I observe the rhythm and energy, dramatic and delicate – it still holds my fascination as does the language and processes of glass."

The full speech can be accessed online at salafestival.com



"It is a significant way of highlighting the work of local artists and of recognising that SA has a great number of high calibre living artists."

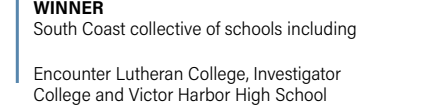
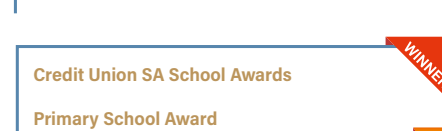
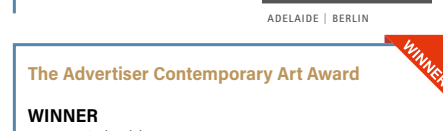
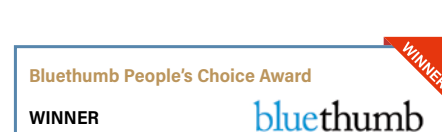
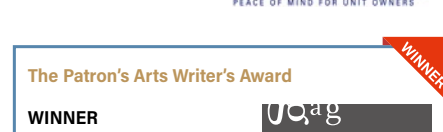
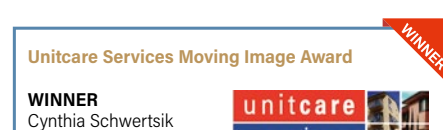
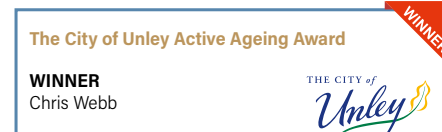
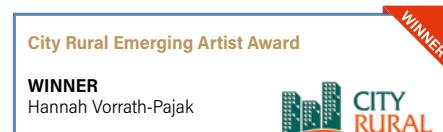
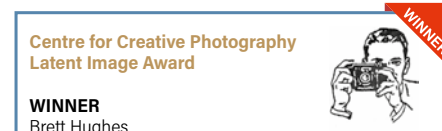
2018 Audience member

2018 SALA Festival Awards

South Australian living artists are invited to self-nominate for a share in prizes valued at over \$38,000.

Congratulations to all the 2018 award recipients and thank you to all the organisations and individuals who invest in South Australian artists.

This year the award ceremony was held as part of SALA's Finissage Party and featured performance art and music by Bait Fridge, DJ set by JEM (artist Lauren Abineri) and a special appearance by OSCA's roving MONGO suits. The SALA Awards and Finissage Party took place on Friday 31 August at Published Arthouse.



Artist Hannah Vorrath-Pajak winning the City Rural Emerging Artist Award from Andrew Benda. Photo Sam Roberts



Tim Prowse from Credit Union SA, Penny Griggs and Nicolas Linke from SALA, and staff and students of St. Johns Grammar at the Credit Union SA School Awards. Photo Sam Roberts.

SALA Forum Day

Held on Saturday 25 August and generously hosted by ACE Open, Lions Arts Centre, the day was led solely by South Australian visual artists and featured three panel discussions.

MC – Christopher Orchard

TOPIC: Residencies and the overseas experience

Panel: Anna Horne, Michael Kutschbach and Wendy Fairclough

TOPIC: Social Engagement and working with communities

Panel: Daniel Connell, Laura Wills and Paul Gazzola

TOPIC: Represent: women making themselves

Panel: Amanda Radomi, Grace Marlow and Zoe Freney

PLUS performances by the OSCA MONGO Suits.

*The event was broadcast on Channel 44 and is available to view on the Channel 44 website



Right: Anna Horne
Below: Paul Gazzola, Daniel Connell and Laura Wills. Photos: Sam Roberts.

SALA PechaKucha Night

As part of Art After Dark West End on Thursday 9 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, thoughts - just about anything, really. 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:

Alycia Bennett with Florian Cinco

Gus Clutterbuck

Yusuf Hayat

Jake Holmes

Bernadette Klavins

Thomas Readett

Kelly Reynolds

Jane Skeer

Min Wong

Artist Jake Holmes. Photo Sam Roberts



Artists-in-residence

Artists were hosted in a range of organisations including the Royal Adelaide Hospital, Adelaide Festival Centre, Flinders Medical Centre, SAHMRI (South Australian Health and Medical Research Institute) and Country Health SA.

Tom Borgas
Elise Bonato

Host
Adelaide Festival Centre

Both artists were given the opportunity to respond to the working life of the Adelaide Festival Centre. Borgas created sculptural and performative works responding to the documentation and presentation of the performing arts.

Bonato created a site-specific video installation responding to the iconic architectural forms of the Adelaide Festival Centre.

Bridget Currie

Host
Flinders Medical Centre

Currie created drawings and sculptural objects which make visible the powerful but often unseen experience of pain.

Laura Wills & Anna Dowling

Host
SAHMRI (South Australian Health and Medical Research Institute)

Hosted by The Wardliparingga Aboriginal Research Unit, the Heartlines exhibition featured an Indigenous-themed community drawing project. The collaborative drawing evolved across a giant canvas on the floor of SAHMRI's foyer throughout August.

Thomas Readett
Ashton Boyd AKA Bay the Artist

Host
Country Health SA
– Glenside Health Site

Both artists interacted with patients and staff, researching the possibilities of communicating using artistic practices. The resulting artworks were exhibited in Raj House.

Lorry Wedding-Marchioro
Jane Skeer

Host
Royal Adelaide Hospital

Lorry produced a series of kinetic sculptural installations which were displayed in several of the small courtyards in the RAH. Jane responded to the site, installing found material sculptures in the meditative garden spaces of the RAH.

Opportunities to engage with visual art through creative participation and attendance

SALA Art Tours

As in previous years SALA collaborated with many South Australian artists to host a range of art tours across the CBD and 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 arts author Dr Adam Dutkiewicz, artist Luke Thurgate hosted a Date Night tour as well as a drawing tour, street art tours with artists Joel Moore AKA Vans the Omega and Jake Holmes, Bring the Baby Art Tour with artist Jemimah Dodd and the Floor Sheet Music Tour with artist Monte Masi.

Regional Art Bus Tours

The tours on offer included Fleurieu Peninsula, Torrens Valley, Riverton & Auburn and Palmer Environment and Sculpture walk.

Bi-lingual Chinese art tours

Now in its 8th year the bi-lingual Chinese 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. Highlights of the 2018 Festival were The Amazing SALA Art Race which encouraged international students to explore the local arts scene while completing arts-based challenges and Special Walking Art Tour for Seniors.

Total tours attendance 340+

Open Studios

Open Studios continue to be popular with audiences. During SALA in 2018 there were 121 open artist studios and artists in session. The Open Studios and artists in session give the public an opportunity to meet the artists and learn about how they work.

SALA Curated Exhibitions

In 2018 SALA curated exhibitions as part of our highly valued partnerships with Adelaide Airport, Centennial Park and Government House.

The Adelaide Airport exhibition titled *Universal Citizen* featured work by Aida Azin, Liam Bosecke, Tracy Lymn, Kaspar Schmidt Mumm, Brianna Speight, Harry Thring, Dan Withey and Emmaline Zanelli and was curated by Carolyn Kavanagh. The Adelaide Airport ran a competition for Adelaide Airport visitors to Instagram their favourite artwork from the exhibition to go into the draw to win two return flights to any of Qatar's international destinations.

Government House hosted a sculptural exhibition in the garden titled *The Governor's Sculptural Garden* featuring the work of Jason Aslin, Josh Clarken, Greg Johns, Simon Lyon, Gerry McMahon, Chris Murphy, Jayd van der Meer, Flynn O'Malley, Warren Pickering, Stephen Skillitzi, Anna Small, Westley Tully, Matt Turley, Nicholas Uhlmann, Clancy Warner, Paul Zalkauskas and the OSCA MONGO suits.

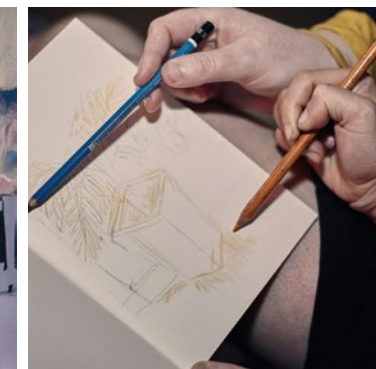
More sculptures were enjoyed at Centennial Park with the *Sculptural Walk* during SALA Festival. The beautiful cemetery and memorial park welcomed the work of South Australian sculptural artists into the landscape including Steven Bellosguardo, Michelle Drummond, Simon Farrow, Ruth Gregor, Christopher Highet, Keith Jackson, Greg Johns, Rod Manning, Trent Manning, Karl Meyer, Chris Murphy, Brent Quilliam and Marc Spurgin.

Special thanks to Colleen Slattery and the Brighton Jetty Sculptures committee for their support for Government House and Centennial Park exhibitions.

"Thank you for the opportunity to exhibit, to see others works on such a truly wonderful scale and to be involved in the state-wide celebration of art. It has been a terrific experience and I look forward to next year's SALA." 2018 SALA artist

Left: Kindergarten participation at Laura Wills & Anna Dowling's SAHMRI residency, photo: Laura Wills. Right: Adelaide Festival Centre residency, Elise Bonato, dís/cerus/site, 2018, multichannel High Definition digital video installation (digital video production still); 3x 30:00secs, 3x 5:00secs; colour, silent. Image courtesy of the artist.





L to R: SALA Parlour, photo Christina Peek; Jarvis Škoda with artwork by Eleanor Zecchin, photo Kate Moskwa; SALA Parlour activities, photo Arlon Hall.

L to R: Impressions of Shandong and South Australia, photo UniSA; SALA Finissage Party with Bait Fridge, photo Sam Roberts; Luke Thurgate's Sketchy SALA Tour, photo Sam Roberts.



SALA Parlour – engaging young South Australians

This year Credit Union SA became SALA's Education Partner, supporting youth participation in the visual arts through subsidised SALA registrations for schools, the inaugural Schools Awards, and the SALA Parlour.

The SALA Parlour is a public studio space housed in a shipping container located on North Terrace in front of the South Australian Museum, for the month of August. The project focused on encouraging school aged children to engage with visual art and highlighted the creative potential of young South Australians. The drop-in, pop-up artspace offered a plethora of creative tasks children could participate in while in the CBD. SALA collaborated with Carlew's Pom Pom to offer Sunday Sessions at the SALA Parlour featuring young contemporary artists guiding activities for children and their families.

The Parlour was also an information hub for SALA, and due to its location attracted many visitors both local as well as tourists from interstate and overseas. The project focused on encouraging participation in the arts and providing information and advice about how to navigate the vast SALA Festival program.

Government House Reception

His Excellency the Honourable Hieu Van Le hosted a reception at Government House on 22 August to celebrate the 21st SALA Festival and announce the inaugural Government House artist in residence, Margaret Worth.

Jarvis Škoda Art Cars

Cars became SALA venues. There were two Jarvis Škoda mobile art venues on the road during SALA. The cars featured work of artists Anna Dowling and Eleanor Zecchin.

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.

"Best thing to happen in the creative scene & to expose children to all sorts of arts that they wouldn't otherwise see."

2018 Audience member

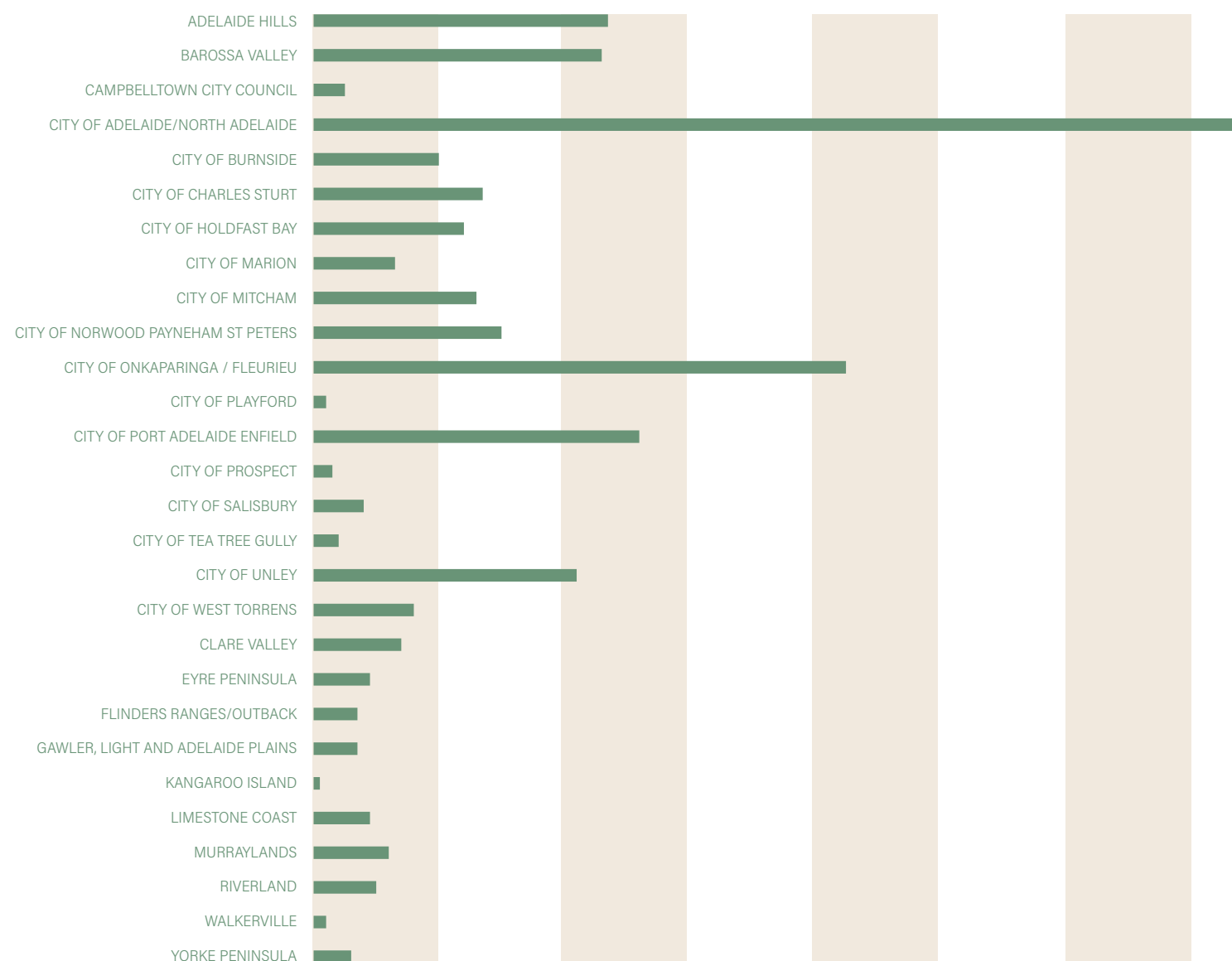
Engagement with China

SALA has established a burgeoning relationship with Shandong Province, China. Since 2016 a reciprocal cultural exchange has taken place as part of the 30th anniversary celebration of South Australia's sister-state agreement with Shandong. Both cities have hosted exhibitions and cultural delegations.

In May 2017 a group of five South Australian artists visited Jinan to exhibit their work and document their visit through their art. This artist cultural exchange culminated in 2018 with an exhibition in SALA Festival at the SASA (South Australian School of Art) Gallery during Shandong Cultural Week. The exhibition titled *Impressions of Shandong & South Australia* featured the work of South Australian artists Thom Buchanan, Deirdre But-Husaim, Louise Feneley, Damien Shen and Luke Thurgate and Shandong artists Chen Tao, Fan Lei, Li Bingjie, Wu Lei, Yang Xiaogang, Zhang Jian and Zhang Xinwen.

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. The very popular tours offer the local and visiting Chinese community access to the local South Australian visual arts scene.

Exhibition by location



"Well organised and recognised event. Continue the funding to keep SALA as it is a great way to encourage artists to exhibit and for the community to become involved and engage with art. It is an important state-wide event and significant for regional areas."

Join us

Partnerships

SALA welcomes new ideas and seeks to work with organisations that value the power of visual art 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 2018 Best Festival finalist

Governor's Multicultural Awards 2018 Arts and Culture Award finalist

SALA is a proud member of;

- Festivals Adelaide
- Creative Communities Network (CCN)
- Arts Industry Council of South Australia (AICSA)
- Arts Hub

SA Living Artists Inc Board

The Hon John Hill (Chair until May 2018), Nicholas Linke (Chair from May 2018), Richard Allen (Treasurer), Jane Zadow (until May 2018), Kate Irving (Deputy Chair until May 2018) Naomi Fallon (Deputy Chair from May 2018), Roy Ananda, Traci Ayris, Stephanie Grose (until May 2018), Nick Mitzevich (until May 2018), Christine Nicholls, Tim O'Loughlin (until May 2018), Trish Hansen (from May 2018), Mena Muecke (from Sep 2018).

Artist Advisory Group

Ali Baker (from Dec 2018)
Christopher Orchard
Gus Clutterbuck (from Dec 2018)
Jenna Pippett
Jessie Lumb (until April 2018)
Johnnie Dady (until April 2018)
Josef Felber (until Dec 2018)
Julia Robinson (until April 2018)
Kate Power (from Dec 2018)
Nicholas Folland (until April 2018)
Roy Ananda (until April 2018)
Sera Waters (until April 2018)
Thom Buchannan
Thomas Readett (from Dec 2018)
Vicki Reynolds
Will Nolan
Yusuf Hayat (from Dec 2018)

SALA Festival respectfully acknowledges Aboriginal and Torres Strait Islander people across South Australia. We pay respect to Elders past, present, and emerging and recognise their cultural heritage, beliefs and relationship with the land on which we present the SALA Festival.

**1-31
August
2019**

SALA

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