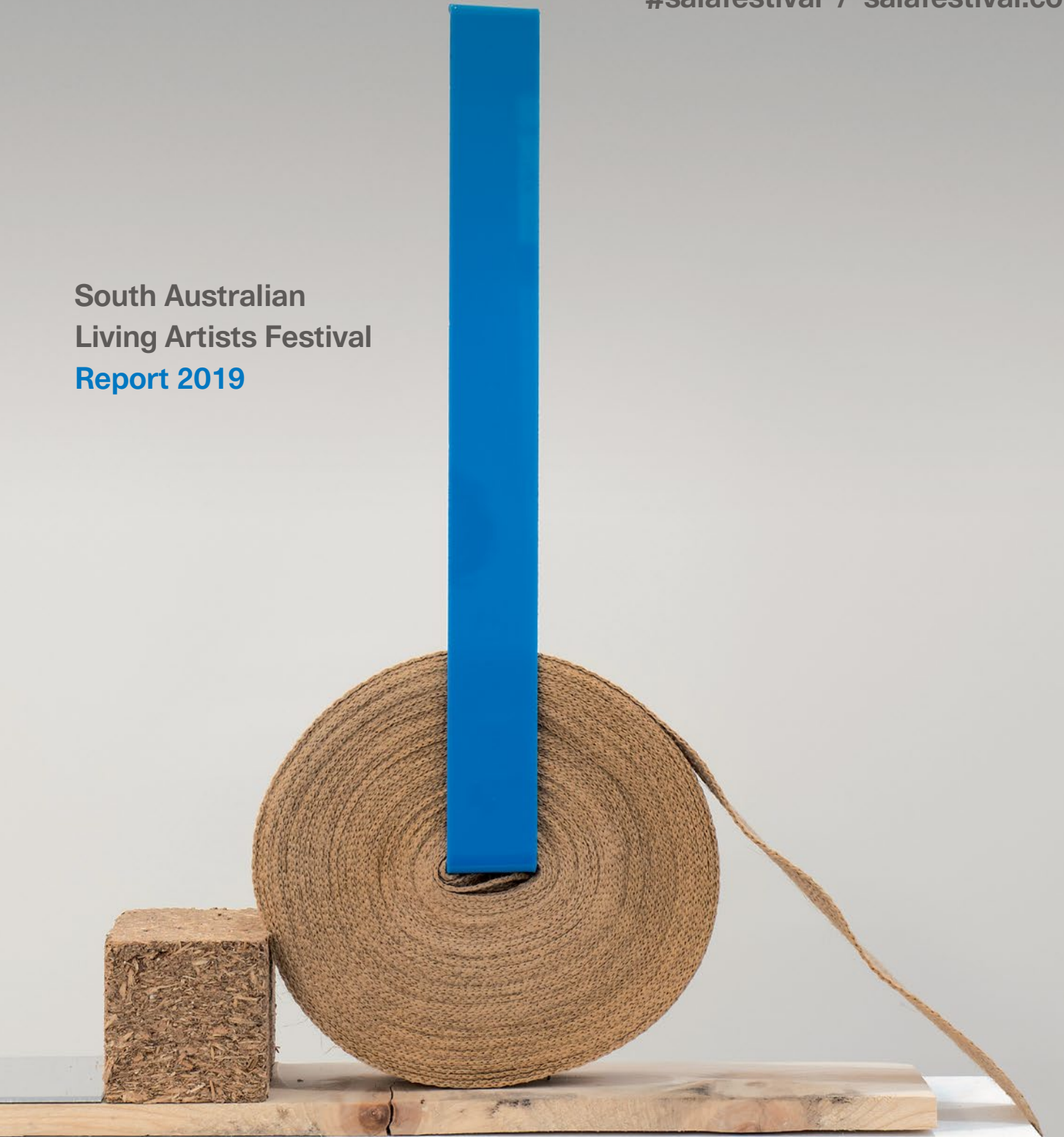


SALA

#salafestival / salafestival.com

South Australian
Living Artists Festival
Report 2019



Louise Haselton, *End to End 2 (detail)*, timber, acrylic, webbing, 2018. Photo Sam Roberts

Thank you to our partners

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



Government of South Australia
South Australian Tourism Commission



Education Partner

Media Partner



Community Media Partner



Local Chinese Media Partner

Premium Partners



Sponsors



Official Suppliers



Artist-in-residence Supporters



Supporters



Introduction



Bring the Baby Tour with Luke Wilcox, 2019, photo Sam Roberts

SALA

The South Australian Living Artists (SALA) Festival is entirely dedicated to supporting and promoting South Australian artists. SALA exhibitions and events are held in every corner of the State in traditional art spaces as well as venues as unexpected as the optometrist's waiting room, regional wine trails, the local primary school and your favourite wine bar; every year hundreds of unexpected places become SALA venues.

The Festival's reach is uncontested thanks to the breadth of locations in which you'll find SALA events across the State. Art is delivered to the people with SALA's audience discovering exhibitions while buying their morning coffee, doing their shopping, or strolling down the street – the Festival's rapidly expanding audience has increased from 600,000+ in 2016 to 870,000+ in 2019.

SALA showcases a range of arts practice from beginners to professionals across all mediums. School students and hobby artists sit in the program alongside the State's preeminent artists. Skill and excellence is celebrated and aspired to while also promoting the benefits that participation in art-making has on all members of our community.

SALA's public program of talks, tours, workshops and open studios supports the open access program and expands on our understanding and experience of the visual arts. SALA impacts the State's tourism industry, retail and dining sectors, education, community building, health and wellbeing, and positions South Australia as a place which fosters innovation and creativity.



Margaret Worth, *As One*, 2019, stainless steel with patina, dichroic foil, corten steel, 235 x 150 x 150 cm. Courtesy of the artist.

“An amazing and unique festival that SA can be proud of.”

SALA 2019 Audience Member

“I believe the arts are an important part of everyone's life.”

SALA 2019 Artist

History

Bring the Baby Tour with Luke Wilcox, 2019, photo Sam Roberts

SALA Festival celebrated its 22nd anniversary in 2019. 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.



Collective Haunt Inc. Open Studio, 2019, work by Jane Skeer, photo Sam Roberts.

“It is a great platform for professional self-employed artists like myself to present their art independently, share their studio and creative process with a new audience as well as the established one, and to make some money! I do very well by my standards during SALA.”

SALA 2019 Artist

Event Summary

8257+

participating artists

Individual, amateur, emerging and professional visual artists

692

exhibitions and events in 588 venues

Across metropolitan and regional South Australia

20+

art tours

332+

exhibition openings

117+

open studios

870,000+

visitors

Estimated attendance at SALA exhibitions across South Australia*

24,000+

opening night guests

Estimated attendance at SALA exhibition opening nights

\$1,200,000+

art sales at SALA exhibitions*

\$950,000

estimated new state expenditure

The flow-through to South Australia's economy are understood to be substantial because SALA encourages tourism and local spending across the entire State*

*Based on best averages gained through qualitative/quantitative surveying of participating SALA Festival venues and exhibiting artists. (Survey Monkey, September 2019)

Connecting artists with audiences

250,000	SALA Festival programs distributed statewide in early July through The Advertiser
30,000	SALA Festival programs sent to all registered venues
4,000	SALA Festival posters displayed statewide
405	internet articles published across regional, local, national and international websites; Adelaide Now, Brisbane Courier Mail, Daily Telegraph Australia, Herald Sun, Victor Harbour Times.
373	radio reports across regional, local and national stations; ABC Radio National, ABC Radio Adelaide, ABC regional stations, 5AA Adelaide, Radio Adelaide, Three D Radio.
275	press articles written across regional, local, national and international publications; The Advertiser, Sunday Mail, Messenger Newspapers, SA Weekend, The Adelaide Review, SA Life Magazine, iAge Media, Broadsheet, CityMag and local community street press.
111	television reports broadcast across local and national channels; ABC News, Channel 7, Channel 10, Channel 9.
Media coverage had a cumulative potential audience/circulation of 20,757,407 and an advertising space rate of \$3,048,861*	

*Media coverage report 1 May-15 September 2019 by isentia

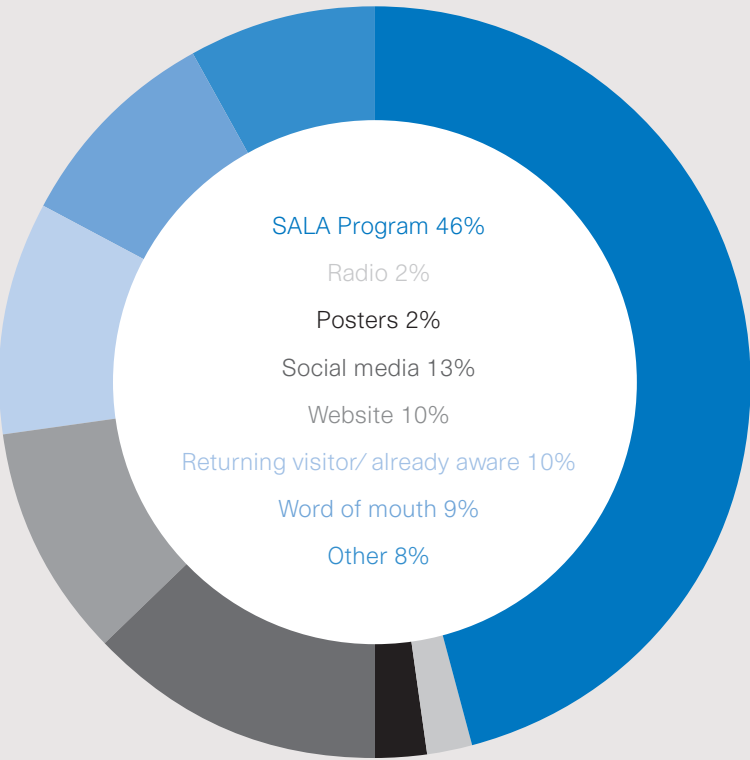
Photography Tour with Rosina Possingham, featuring work by Neville Assad-Salha, 2019, photo Sam Roberts

SALA Forum featuring Kaspar Schmidt Mumm, Cynthia Schwertsik, Erin Davidson and Patrice Sharkey, 2019, photo Sam Roberts



How did audiences discover exhibitions?

Source of Event Awareness



Online
The Festival website hosted the official 2019 Program while Facebook, Twitter and Instagram kept artists and the community up to date, engaged and informed.

65,000+* visits to the SALA website and users in the lead up to and during the Festival

Page views 335,421

(*Source Google Analytics)

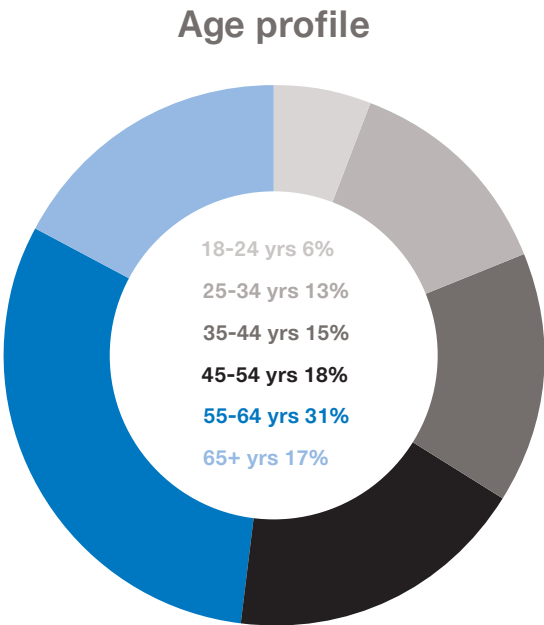
Photography Tour with Rosina Possingham, featuring work by Sam Gold, 2019, photo Sam Roberts



Life Drawing Tour with Andrew Clarke, 2019, photo Sam Roberts



Who attends SALA?

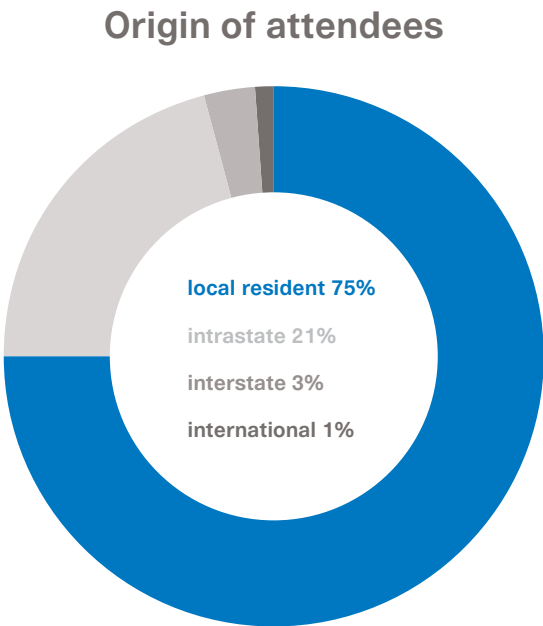
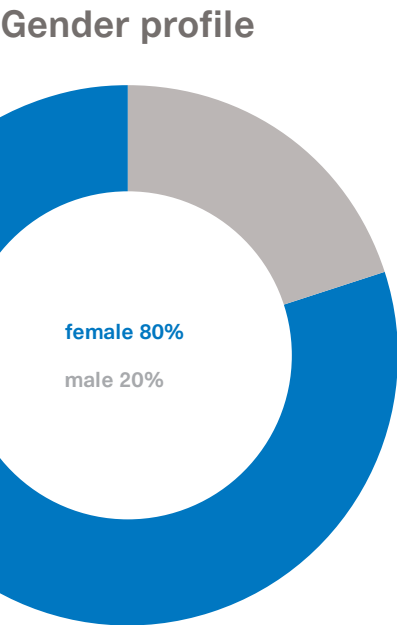


“I love the art, the venues, that local artists are featured, and there are so many things to see that draw you to other areas too.”

SALA 2019 Audience Member

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

Governor’s Sculptural Garden, Matt Turley, *Balancing Act* 2019, photo Sam Roberts



Photography Tour with Rosina Possingham, 2019, photo Sam Roberts



Recognising high quality work

SALA Feature Artist

Each year Arts South Australia funds the SA 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 subject of the publication 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 2019 the SA Living Artist publication was *Louise Haselton: Act Natural*. Haselton is an outstanding South Australian artist of international repute. Her alluring artworks offer glimpses of the curious inner lives of everyday and overlooked things. With a witty reverence for the objects and materials she engages, Haselton explores the communicative possibilities of weight, balance and form within her predominantly sculptural works. Her practice is unexpected, unconventional, and exemplary of an artist especially attuned to the matters which surround us. *Louise Haselton: Act natural* is a compendium of Haselton’s works to date including illustrated essays chronicling the inspirations, influences and ideas behind her extraordinary practice of the last twenty-five years.

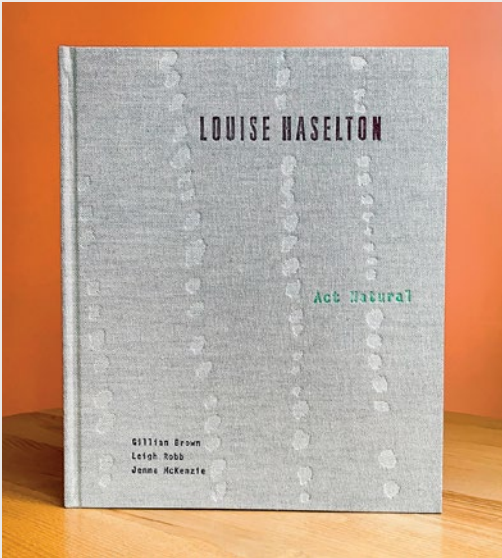
A total of 20 books have been published since 2000 profiling artists Clare Belfrage, Christopher Orchard, Catherine Truman, Giles Bettison, Nicholas Folland, Stephen Bowers, Mark Kimber, Hossein Valamanesh, Khai Liew, Angela Valamanesh, Gerry Wedd, Julie Blyfield, Aldo Iacobelli, Michelle Nikou, Deborah Paauwe, Ian W. Abdullah, Nick Mount, James Darling, Kathleen Petyarre and Annette Bezor.

The recipient of the 2020 SALA publication is Kirsten Coelho.

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



Louise Haselton at Kunstgiesserei Flierl, Berlin, 2017, photo Shoufay Derz



Louise Haselton: *Act Natural* by Gillian brown, Leigh Robb, Jenna McKenzie, 2019, photo Steph Fuller

“I’m a full time artist and I believe the SALA festival connects us with a new audience and raises the profile of visual arts generally.”

SALA 2019 Artist

2019 SALA Festival Awards

South Australian living artists are invited to self-nominate for a share in prizes valued at over \$41,700.

Congratulations to all the 2019 award recipients and thank you to all the organisations and individuals who invest in South Australian artists.

In 2019 the award ceremony was held as part of the Finissage Party and featured performance art and music by Bait Fridge. The SALA Awards Night and Finissage Party took place on Saturday 31 August at Lion Arts Factory.

The Advertiser Contemporary Art Award

WINNER
Derek Sargent & Jess Miley



Atkins Photo Lab Award

WINNER
Lee Walter



Centre for Creative Photography Latent Image Award

WINNER
Joseph Haxan



City Rural Emerging Artist Award

WINNER
Steven Bellosguardo



City of Onkaparinga Contemporary Curators Award

WINNER
Steph Cibich



The City of Unley Active Ageing Award

WINNER
Maggie Cecchin



Don Dunstan Foundation Award

WINNER
Sue Webb & Deborah Baldassi



Unitcare Services Moving Image Award

WINNER
Grant Parke



4th Biennial RSASA / SALA Portrait Prize

WINNER
Kate Kurucz

SALA School Awards



SALA School Awards, 2019, photo Sam Roberts

The SALA School Awards are presented in partnership with Credit Union SA. All 2019 participating schools were automatically nominated to win cash prizes for their school valued at \$13,000.

In 2019 the school award ceremony was held at the Art Gallery of South Australia's Radford Auditorium on Tuesday 4 September.

Congratulations to the 2019 winners and thank you to Credit Union SA and the Art Gallery of South Australia for their support.



Credit Union SA School Awards

- WINNERS**
- St John's Grammar**
Conversations with Line
 - Riverland Special School**
Sensory Stars
 - The Heights School**
The Heights School Art Exhibition Competition
 - St Gabriel's School**
Gabriel's Gallery

COMMENDATIONS

 - Bridgewater Primary School**
The Earth Beneath Our Feet
 - Woodside Primary School**
We All Smile in the Same Language
 - Bowden Brompton Community School**
Kill the Streets



SALA Forum featuring members of The Unbound Collective: Ali Gumillya Baker, Faye Rosas Blanch & Simone Ulalka and community member Jermaine Hampton, 2019, photo Sam Roberts

SALA Forum Day

Held on Thursday 15 August and hosted by Nexus Arts, the day was led by South Australian visual artists & arts professionals and featured three panel discussions.

MC – Yusuf Ali Hayat

TOPIC Decolonising Methodologies in Creative Practice
PANEL Members of The Unbound Collective: Ali Gumillya Baker, Faye Rosas Blanch & Simone Ulalka and community member Jermaine Hampton

TOPIC South Australian Arts Practice – perceptions and perspectives
PANEL Patrice Sharkey, Erin Davidson, Kaspar Schmidt Mumm and Cynthia Schwertsik

TOPIC Where Art Meets Life: Assessing the Impact of Dark Mofo, a New Midwinter Festival in Australia
Presented by Adrian Franklin

PLUS performances by Grace Marlow, Mullets of SA and Dr. Ashton



SALA PechaKucha featuring Elizabeth Close, 2019, photo Jack Fenby

SALA Pecha Kucha Night

On Thursday 8 August at Nexus Arts we hosted our fifth SALA PechaKucha Night.

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:

- Tamara Baillie
- Tom Buchanan
- Elizabeth Close
- Brad Darkson
- Steph Fuller
- Olivia Kathigitis
- Jonathan Kim
- Sonja Porcaro
- Dan Withey

Artists-in-residence

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

Artists	Host organisation	Project
Laura Wills John Blines	Flinders Medical Centre via the Arts in Health program	Through drawing, investigations and site-specific participatory works Wills explored the properties of ten medicinal trees, uncovering their uses, manufacture and how they relate to and heal the body. Blines' <i>Placebo</i> explored the potential that knowing a treatment has an organic, plant-based origin makes it more acceptable, tolerable and possibly, more efficacious.
Naomi Hunter	SAHMRI (South Australian Health and Medical Research Institute)	Hunter focused on understanding the brain and the research into Parkinson's and Alzheimer's disease. The glass sculptures and video explore the interplay between scientific or medicalised knowledge and the role of the lived experience of being a body.
Donovan Christie & Josef Felber	Country Health SA	Artists Donovan Christie and Josef Felber produced a body of work responding to time spent at the Glenside acute psychiatric unit.
Lee Walter	Royal Adelaide Hospital via the Centre for Creative Health	Guided by her conversations with patients and families living with dementia, Walter has created a body of work representing the essence of the time she spent with each individual.
Christopher & Therese Williams Cassie Thring	Hampstead Rehabilitation Centre via the Centre for Creative Health	Christopher and Therese Williams used the piano at Hampstead as a metaphor for the fragility, beauty and dignity of the human body. Cassie Thring engaged residents of Hampstead Rehabilitation Centre as both makers and explorers, exhibiting their artworks throughout the Centre.
Amos Gebhardt	South Australian Film Corporation	Gebhardt gave a presentation on their moving image work in progress with the finished work to be displayed at Samstag Museum during SALA 2020.
Margaret Worth	Government House	The Government House Residency provided Worth with space and time to construct self-directed research culminating in a new sculpture displayed in the Government House Grounds during SALA 2019.

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 **walking tours** such as a tour with the Lord Mayor Sandy Verschoor and artist Jemimah Dodd, **Bring the Baby Tour** with artist Luke Wilcox, **Street Art Tours** with Jake Holmes and Vans the Omega; as well as participatory tours including **Photography Tour** with artist Rosina Possingham, **SALA Date Night** and **Sketchy SALA Tours** with artist Luke Thurgate and an **Ekphrasis Workshop** with poet Jill Jones, offered in conjunction with Writers SA.

Street Art Tour with Vans the Omega and Jake Holmes featuring artwork by Vans the Omega, 2019, photo Sam Roberts



Regional Art Bus Tours

The tours on offer included Adelaide Hills, McLaren Vale, Barossa, Encounter Bay & Mt Compass.

Bilingual Art Tours

Now in its 9th year the bilingual Chinese tours offer the local and visiting Chinese community access to the local and regional visual arts scene. The tours are conducted over the weekends of the Festival and facilitated by an incredibly dedicated group of volunteers.

In 2019 SALA offered its first multilingual Indian Tours in Hindi, Punjabi and Gujarati, led by artist Zoe Freney and Indian bilingual volunteer Tina (Prabhjot) Parikh. The tours were conducted over the weekend, visiting the institutions along North Terrace and ending at the SALA Parlour for children's art activities.

Total tours attendance 360+

Open Studios

Open Studios continues to be popular with audiences. During SALA in 2019 there were 117 open studios and artist demonstrations. The Open Studios artist demonstrations give people an opportunity to meet the artists and learn about how they work.

6 Manton Gallery Open Studios, 2019, photo Sam Roberts



Bilingual E-Scooter Art Tour, 2019, photo SALA Volunteer

"[Our SALA] event was a great success, as we found there were many local people who are very creative but did not have any outlet to exhibit their work. It gave them confidence and created a better community spirit."

2019 SALA Venue

SALA Curated Exhibitions

In 2019 SALA curated exhibitions as part of our highly valued partnerships with Centennial Park and Government House.

Government House hosted a sculptural exhibition in the garden titled *The Governor’s Sculptural Garden* featuring the work of Keith Jackson, James Bryant, Chris Ormerod, Tim Shaw, Karl Meyer, Dave Parker & Rayna Schofield, Greg Johns, Brent Quilliam, Stephen Skillitzi, Jayd Van Der Meer, Paul Zalkauskas, Warren Pickering, Rosana Cohen, Matt Turley, Gerry McMahon, Simon Farrow, James Hamilton, Peter Colbey, Clancy Warner & Elizabeth Close.

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 Simon Farrow, Anna Small, Westley Tully, Brent Quilliam, James Hamilton, Peter Colbey, Erika Edwards, Warren Pickering, Keith Jackson, Lindy Sando & Vaughan Taylor, Clancy Warner and Chris Murphy.

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

Government House Reception

His Excellency the Honourable Hieu Van Le hosted a reception at Government House on 21 August to celebrate SALA Festival and acknowledge the 2019 Government House artist in residence, Margaret Worth.

SALA Parlour - engaging young South Australians

Credit Union SA continued in 2019 as SALA’s Education Partner, supporting youth participation in the visual arts through subsidised SALA registrations for schools, the Schools Awards, and the SALA Parlour.

The SALA Parlour is a public studio space housed in a shipping container on the lawns of the South Australian Museum throughout the month of August. The Parlour encourages school-aged children to engage with visual art and highlights the creative potential of young South Australians. The drop-in, pop-up artspace offers a plethora of creative tasks for children to participate in while in the CBD. In 2019 SALA offered Sunday Sessions at the SALA Parlour featuring contemporary artists guiding activities for children and their families. SALA also offered artist-led workshops with artists during the week for classes and school groups.

Jarvis škoda art cars

Even cars became SALA venues in 2019. There were two Jarvis škoda mobile art venues on the road during SALA. The cars featured work of artists Arlon Hall and Elma Lawrie.



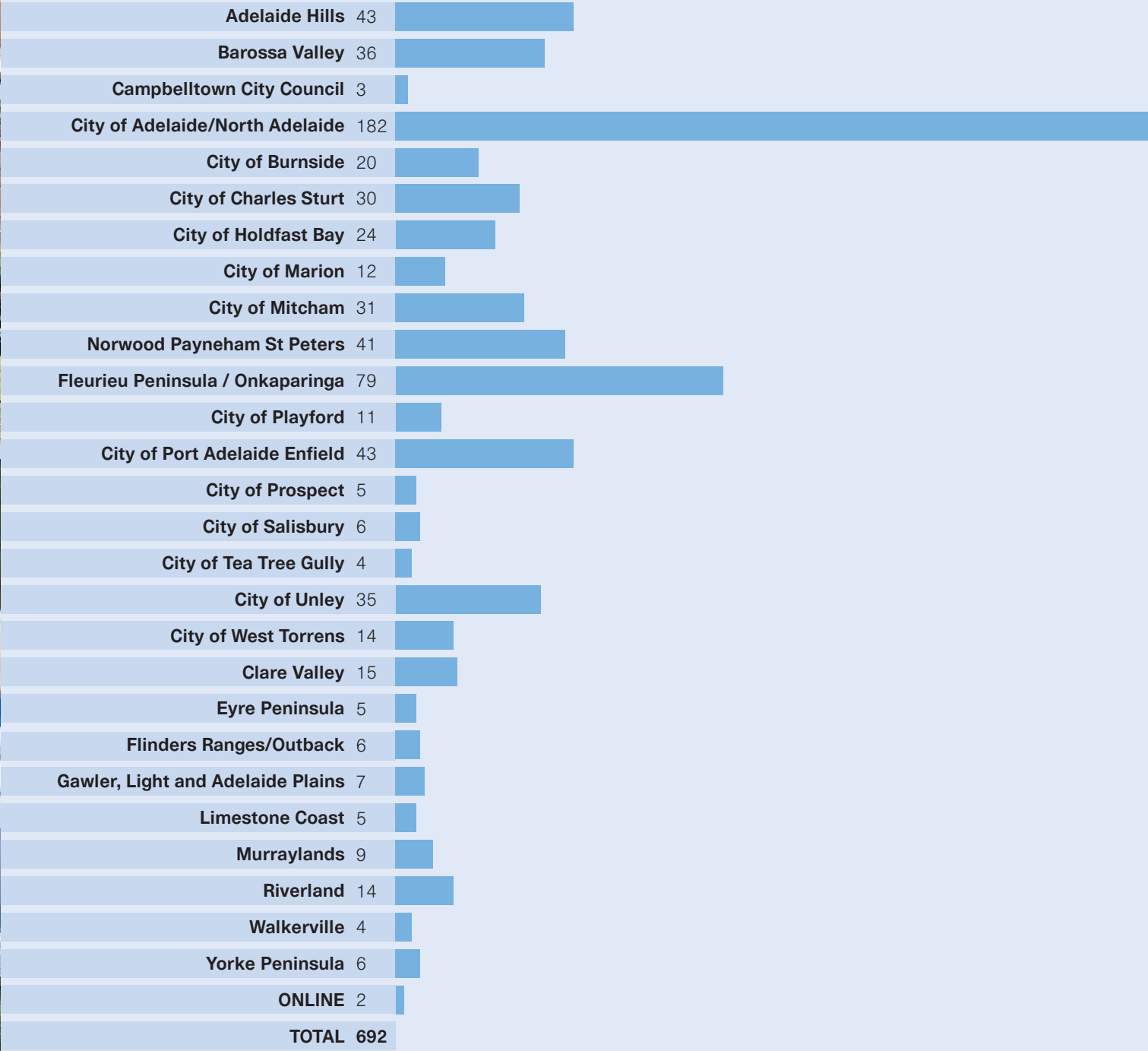
Photos 1-3: SALA Parlour, workshop with artist Elyas Alavi, 2019, photo Sam Roberts

Photo 4: Jarvis Škoda SALA Car featuring work by Arlon Hall, 2019, photo Christopher Crabbe

“Thank you for providing a wonderful platform for emerging and established artists, and for providing informal, ‘snapshot’ opportunities for experiencing local art.”

2019 SALA Audience Member

Exhibition by location



“It was my first time as a venue hosting an exhibition - I wanted to get our region involved and share the arts under this well-known banner.”

2019 SALA Venue

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

SA Living Artists Inc (SALA) is a non-for-profit organisation with the aim to create and sustain an environment in which South Australian visual artists are supported, valued and celebrated. Every donation makes a significant impact on our mission to celebrate and support South Australian living artists.

Donations above \$2 are tax deductible and have a huge impact on our future. We are most grateful for any contribution.

SALA is a registered Tax Concession Charity (TCC) and Deductible Gift Recipient (DGR).

Industry Recognition

2019 Ruby Awards - *Best Festival finalist*

SALA is a proud member of;

Festivals Adelaide

Creative Communities Network (CCN)

Arts Industry Council of South Australia (AICSA)

ArtsHub

For further information contact

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SALA Festival Office

+61 (08) 7077 0011
kate@salafestival.com

Lion Arts Centre, North Tce

Postal address
PO Box 8067, Station Arcade
Adelaide SA 5000

SA Living Artists Inc board

Nicholas Linke (Chair), Richard Allen (Treasurer), Naomi Fallon (Deputy Chair), Traci Ayris, Sarah Boucaut (from Jan 2019), Trish Hansen, Gill Hicks (from May 2019), Mena Muecke, Christine Nicholls, Jenna Pippett (from May 2019) and Dennis Stokes (from November 2019).

Artist Advisory Group

Ali Gumillya Baker
Gus Clutterbuck
Jenna Pippett
Kate Power
Thom Buchanan
Thomas Readett
Vicki Reynolds
Will Nolan
Yusuf Hayat

Acknowledgement

SALA acknowledges the Kaurna people of the Adelaide Plains and all Traditional Owners of country throughout South Australia. We recognise Aboriginal and Torres Strait Islander peoples' continuing connection to land, place, waters and community. We pay our respects to them, their heritage and cultures; and to Elders both past, present, and future.