

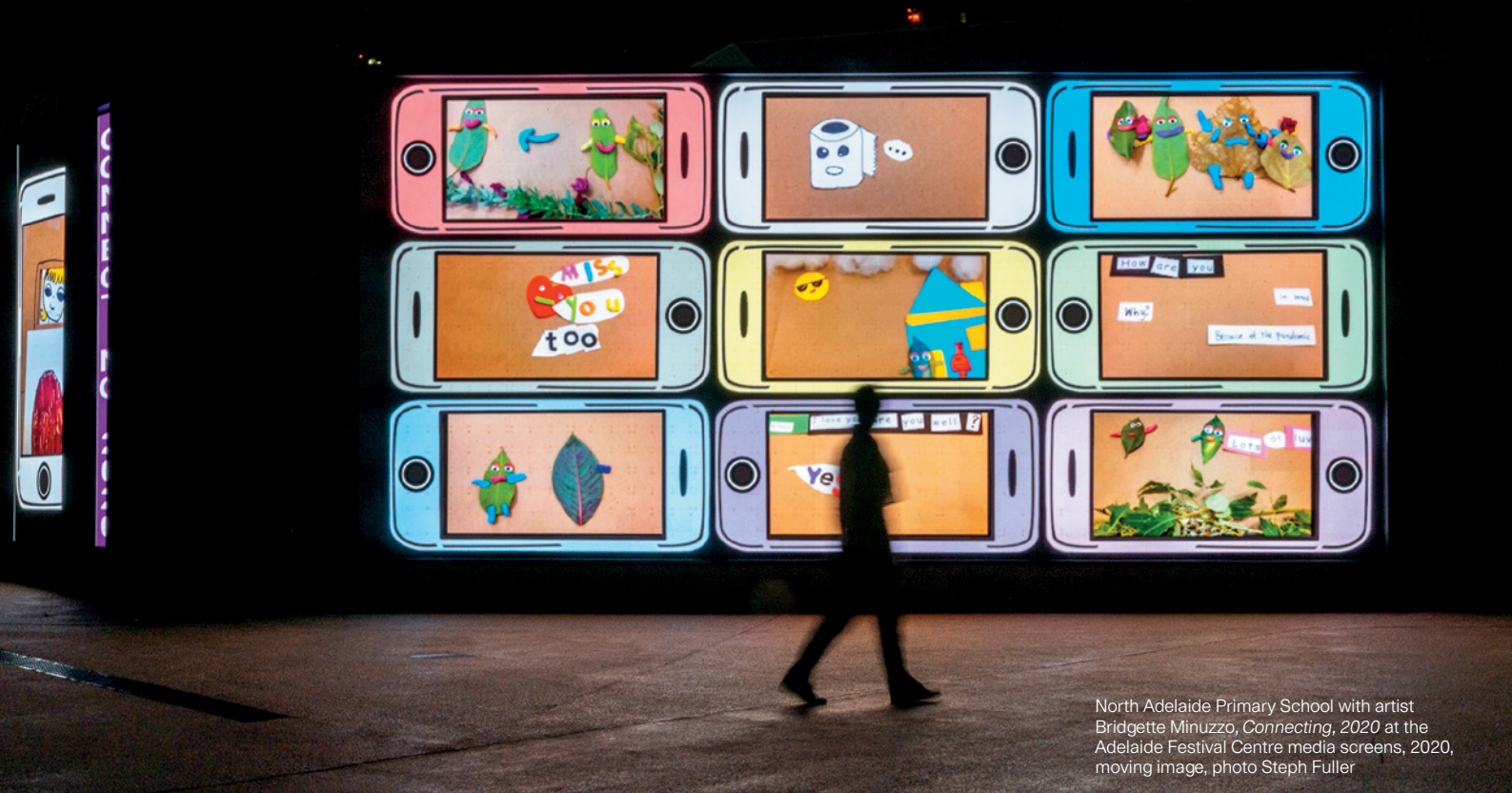
# SALA

South Australian  
Living Artists Festival  
Report 2020



Artist: Kirsten Coelho, *Ithaca #2*, porcelain, matt white glaze, 2019.  
Photograph Grant Hancock. Image courtesy Kirsten Coelho,  
Sullivan and Strumpf Sydney/Singapore and Philip Bacon Galleries Brisbane.

**#salafestival / [salafestival.com](http://salafestival.com)**



North Adelaide Primary School with artist Bridgette Minuzzo, *Connecting*, 2020 at the Adelaide Festival Centre media screens, 2020, moving image, photo Steph Fuller

## Thank you to our partners

### Major Partners

**The Advertiser**  
We're for you



**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



### Premium Partners



### Partners



### Official Suppliers



### Supporters



# Introduction

In 2020 the world quickly learned to adapt to a different way of life. Adjustments ranged from small shifts to radical revolution which impacted our home, work, and social practices. At the intersection of these spheres is the Arts, shaping people's experience of the world. The SALA Festival was reimagined in 2020 and presented in a hybrid format - both online and offline, encapsulating our newly adaptable lifestyles.



Leah Jeffries at Collective Haunt Inc., 2020,  
photo Steph Fuller

During this time of global upheaval South Australians' appetite to create art was unfettered, with many artists inspired to make work about isolation, domestic interiors, community building, health and wellbeing. Despite the restrictions to venues and audiences, South Australians attended the 2020 SALA Festival in record numbers, with an estimated audience of over 890,000, plus many more online.

Participating artists ranged from beginners to professionals and practiced in all visual art mediums. There was an increase in artists experimenting with digital media and online exhibition platforms, and of the 665 exhibitions and events in the program, 202 were shown online (compared to 2 in 2019). Limits to interstate and overseas travel saw the State's intrastate tourism flourish as local audiences utilised the SALA program to create cultural itineraries around South Australia.

SALA's public program went online in 2020. Our annual SALA Forum, walking tours and Open Studios were transformed into the brand-new SALA Podcast, DIY audio tour and Virtual Open Studios. Artists and industry experts presented from home studios, exhibitions and on city streets, reaching new audiences worldwide to provide insight into their practice and expanding our understanding of the visual arts.

SALA has always celebrated home-grown creative talent and as the world shifts to a new reality of restricted movement and increased digital engagement, SALA expands exhibition opportunities for local artists and is creating innovative ways for a global audience to connect with South Australian artists.

# SALA



**SALA Festival celebrated its 23rd anniversary in 2020. 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



Liz Jenner at Central Studios, 2020,  
photo Sam Roberts

## Purpose

SALA is a state-wide showcase and celebration of South Australia's living visual artists.

It culminates in Australia's largest and most inclusive visual arts festival, which takes place in galleries and non-traditional arts spaces across South Australia annually, during the entire month of August.

Each year, SALA takes the work of around 8,000 emerging, mid-career and established South Australian artists to more than 500 venues across the State (from sheds, cafés, offices, and retail spaces to wineries, schools, public spaces, galleries, and major arts institutions) to reach local, interstate and international audiences of more than 850,000 people, and many more online.

## Vision

South Australian visual artists working at any stage of career and in any medium are able to make, share and receive recognition for their work.

South Australian communities and audiences are enriched and inspired by their engagement with South Australian visual art, including the large number of 'incidental' arts audiences for whom SALA's local exhibitions are their first point of engagement with the arts.

SALA is a vibrant and valued part of all South Australian communities; nationally and internationally recognised as a diverse, democratic and inclusive visual arts champion that enhances our own and the world's understanding of this unique place and our pride in the art it creates.

## Approach

### ARTIST-CENTRIC

South Australia's living visual artists are at our heart.

### INCLUSIVE

Our democratic, open-access model includes South Australian visual artists working at every level, in any medium, from all backgrounds and all parts of the State.

### CONNECTED

We listen and respond to our artists, connect and engage with our communities, and work in collaboration with our colleagues and partners.

### SUPPORTIVE

We support and nurture South Australian visual artists and audiences, create pathways, amplify their voices, and advocate on their behalf.

### INNOVATIVE

We are curious and innovative, always learning and evolving.

### ETHICAL

We are professional, respectful and accountable.

## Event Summary



**8,500**

**participating artists**

Individual, amateur, emerging and professional visual artists

**665**

**exhibitions and events  
in 581 venues**

379 across metropolitan and regional South Australia, 202 online venues

**25**

**art tours**

**102**

**exhibition openings**

**30**

**open studios**

**890,000+**

**visitors**

Estimated attendance at SALA exhibitions across South Australia\*

**6,300+**

**opening night guests**

Estimated attendance at SALA exhibition opening nights

**\$1,800,000+**

**art sales at SALA exhibitions\***

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\*

\*Based on best averages gained through qualitative/quantitative surveying of participating SALA Festival venues and exhibiting artists. (Survey Monkey, September 2020)

# Connecting artists with audiences

**304,483** page views to SALA Festival online program

**161** press articles written across regional, local, and national publications including; The Advertiser, Sunday Mail, SA Weekend, The Adelaide Review, SALIFE, City Mag and local community street press.

**170** radio reports across local and regional stations including; ABC Radio Adelaide, ABC regional stations, 5AA Adelaide, Radio Adelaide, Three D Radio.

**237** internet articles published across regional, local, and national websites including; Adelaide Now, Daily Telegraph Australia, The Barossa Valley Leader.

**45** television reports broadcast across local and national channels including; ABC News, Channel 7, Channel 10.

Media coverage had a cumulative potential audience/circulation of

**9,620,565** and an advertising space rate of **\$969,345\***

\*Media coverage report 15 September 2019 – 15 September 2020 by Isentia



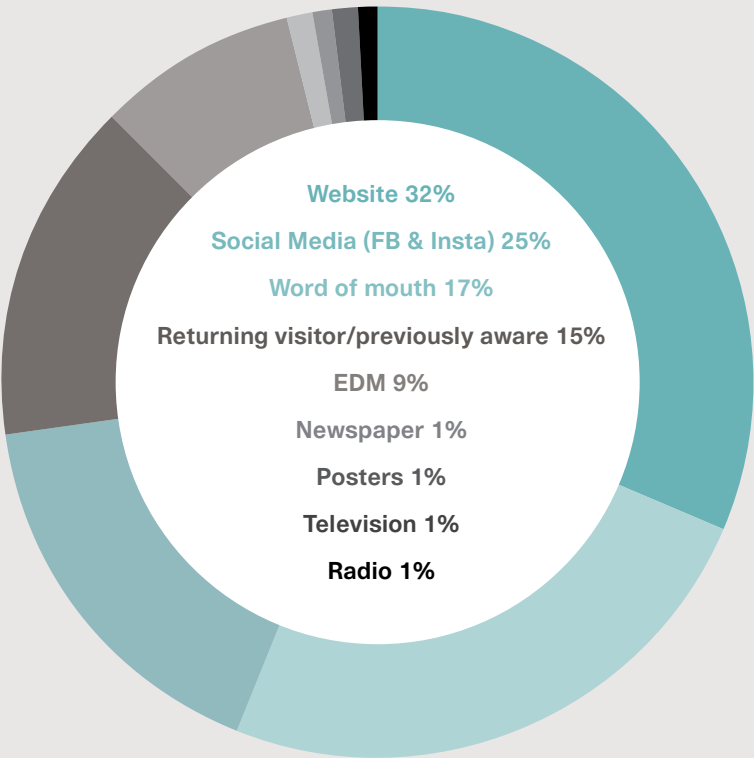
Artist Jane Skeer at Collective Haunt Studios, 2020,  
photo Steph Fuller



SALA Opening Night, 2020, photo Steph Fuller

# How did audiences discover exhibitions?

## Source of Event Awareness



## Online

The Festival website hosted the official 2020 Program and Facebook, Twitter and Instagram kept artists and the community up to date, engaged and informed.

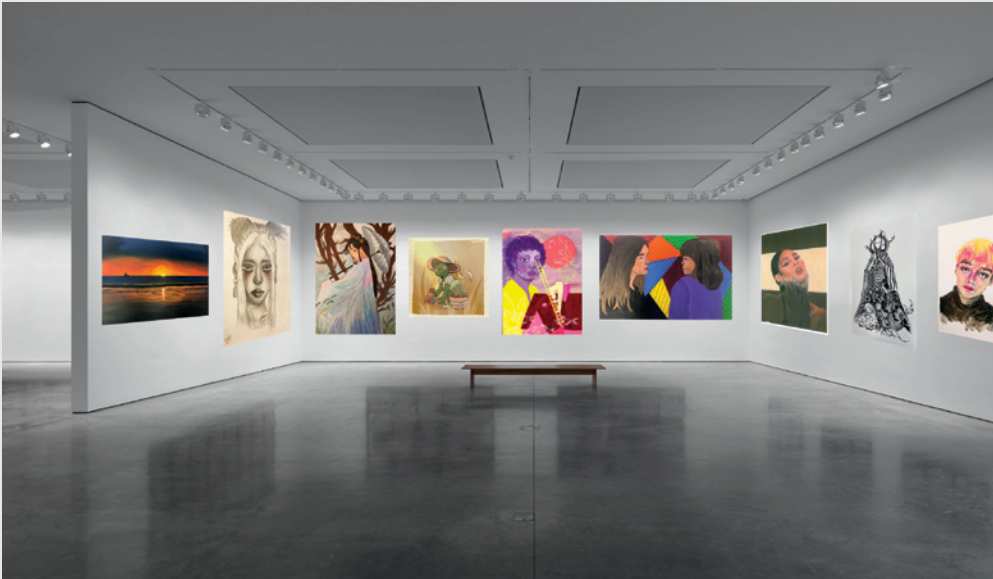
**52,000+\*** visits to the SALA website and  
**29,809** users in the lead up to and during the Festival

Page views **304,483**

(\*Source Google Analytics)



Liam Davies-Brown, *Dragon* at Barossa Regional Gallery, 2020, metal, photo Steph Fuller



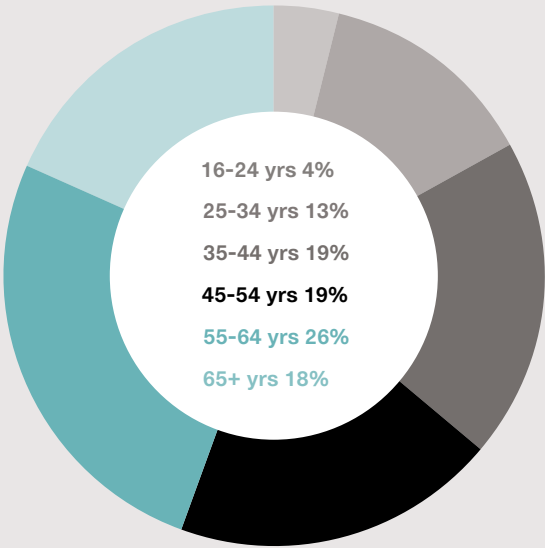
Adelaide High School SALA Exhibition (screenshot), 2020, online exhibition



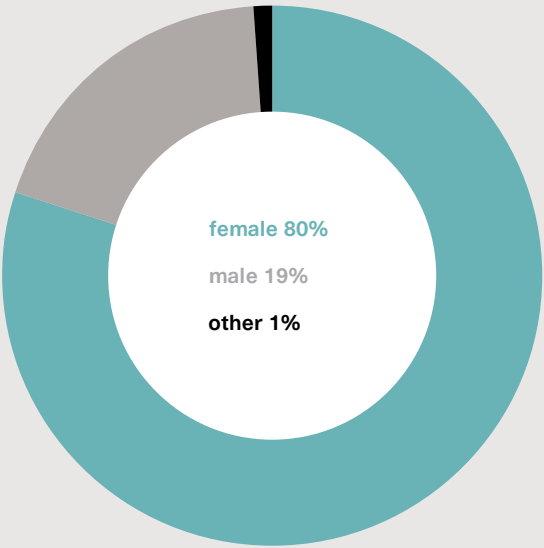
# Who attends SALA?

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

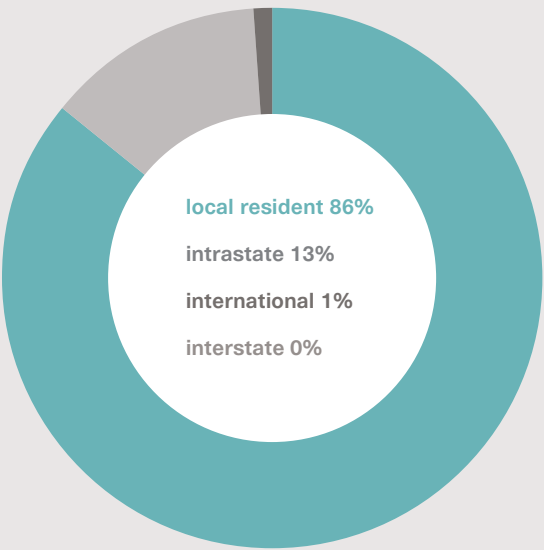
## Age profile



## Gender profile



## Origin of attendees



John Freeman, *The Inner Journey* at Fleurieu Arthouse, 2020, photo Steph Fuller



Collective Haunt Studios, 2020, photo Sam Roberts





## 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 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.

Kirsten Coelho was the subject of the 2020 SA Living Artist Publication of the same name. Coelho works in porcelain creating functional forms and vessels of a distilled and otherworldly perfection, which represent her preferred fusion of the formal with the abstract. Deeply grounded in North-Asian ceramic history and the powerful legacy of the British studio movement, her refined interpretations of humble domestic wares nevertheless possess a distinctly contemporary and Australian sensibility.

In *Kirsten Coelho*, the first major publication on a practice spanning thirty years, author Wendy Walker traces the evolution of Coelho's textured practice, in which an ever-expanding framework of artistic, historical, literary and cinematic references are revealed.

With the adoption of an ensemble mode of presentation, Kirsten Coelho's small universes of transcultural objects transcend the familiarity of their everyday contexts to enshrine narratives of migration, transition and resettlement.

A total of 21 books have been published since 2000 profiling artists Louise Haselton, 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 2021 SA Living Artist Publication is Roy Ananda.

To see the complete SA Living Artist Publication series visit Wakefield Press, 16 Rose St, Mile End or [wakefieldpress.com.au](http://wakefieldpress.com.au)



*Kirsten Coelho* published by Wakefield Press, photo by Steph Fuller

Kirsten Coelho, *Passages*, 2019, porcelain, matte white glaze, banded iron oxide, saturated iron glaze, 29 x 130 x 34 cm, 11 pieces

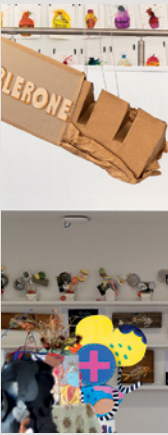


## 2020 SALA Festival Awards

South Australian living artists are invited to self-nominate for a share in prizes valued at over \$42,500.

Congratulations to all of the 2020 award recipients and thank you to all the organisations and individuals who invest in South Australian artists.

In 2020 the awards were announced via social media and a list of award winners can be found on the SALA website. The social media posts included comments from both the award winners and the award sponsors.



City of Adelaide  
Incubator  
Award

**WINNER**  
Alycia Bennett



City Rural  
Emerging Artist  
Award

**WINNER**  
Amber Cronin



Unitcare Services  
Digital Media  
Award

**WINNER**  
Tom Borgas



City of Onkaparinga  
Contemporary  
Curators Award

**WINNER**  
Suzanne Close



The Country Arts SA  
Breaking Ground  
Award

**WINNER**  
Juanella McKenzie

**HITHER  
& YON**

Hither & Yon  
Venue Award

**WINNER**  
She is Pop-up Gallery &  
Collective Haunt Inc.



The City of Unley  
Active Ageing  
Award

**WINNER**  
John Freeman



Don Dunstan  
Foundation Award

**WINNER**  
Makeda Duong



## SALA School Awards

The SALA School Awards are presented in partnership with Credit Union SA. All 2020 participating schools are automatically nominated to win cash prizes for their school valued at \$12,000.

In 2020 the school awards were announced via social media. Congratulations to the 2020 winners and thank you to Credit Union SA for their support.



## Credit Union SA School Awards

### WINNERS

#### Adelaide High School

Adelaide High School SALA Exhibition 2020

#### Faith Lutheran College

Feels to Frames – Faith Lutheran College Year 6 Artists

#### The Heights School

The Heights School Art Exhibition Competition

#### St John's Grammar School

À la carte

#### Wirreanda Secondary School

Classic Blue

### COMMENDATIONS

#### Nurioopta High School

Nurioopta High School Senior SALA Exhibition

#### Walkerville Primary School

Walk the Terrace with Walkerville Primary School



St John's Grammar School Students, *à la carte* at St John's Grammar School, 2020, photo Steph Fuller



Walkerville Primary School Students, *Walk the Terrace* with Walkerville Primary at Coffee Institute, 2020, photo Steph Fuller

## SALA Podcast

The SALA Podcast aims to engage South Australian visual artists and arts industry professionals in interviews about their arts practice, creative lives, and topics relevant to the arts. Episodes were released weekly during the 2020 Festival with the inaugural episode launched 3 August 2020. Episodes are released monthly outside of August. The SALA Podcast is available to listen to on the SALA website and from wherever you get your podcasts (search 'SALA Festival').

### EPISODE 1:

Yusuf Ali Hayat

### EPISODE 2:

Cassie Thring

### EPISODE 3:

Sera Waters and Britt Burton discuss Craftivism

### EPISODE 4:

DIY Audio Tour – 2020 SALA exhibitions and recontextualising Adelaide monuments featuring Jacinta Koolmatrie and artists Troy-Anthony Baylis and Makeda Duong

### EPISODE 5:

Juanella McKenzie and the Country Arts SA Breaking Ground Award

### EPISODE 6:

Sundari Carmody

### EPISODE 7:

Andrew Purvis & Sasha Grbich – The Department of Non-corporeal Affairs

### EPISODE 8:

Social engagement and working with communities – featuring Daniel Connell, Laura Wills and Paul Gazzola

Yusuf Ali Hayat, 2020, photo Steph Fuller



Cassie Thring and Olive, 2020, photo Steph Fuller



Britt Burton with stitched artwork from 'Stitch and Resist' at the Centre of Democracy, 2020, photo Steph Fuller



# SALA Schools Artist-in-Residence Program

Presented in partnership with Credit Union SA, this pilot program placed South Australian artists in a range of schools, giving young people the opportunity to learn skills from a practicing visual artist and reinforcing the importance of the visual arts.

Artists	Host organisation	Project
Thomas Readett	Avenues College	This residency went ahead despite restrictions, with Thomas interacting with students via a remote learning platform to deliver some skill-building sessions in drawing throughout Term 3. The result was a collaborative mural on school grounds, with students contributing to the design and learning practical skills around fading and toning with spray paint. The mural sits in a central location within the school, and celebrates film, drama, music and art.
Dave Court	Christies Beach Primary School	Dave spent a week working with a group of grade 6/7s in a 6-day intensive workshop exploring painting and drawing techniques, ending in a large collaborative painting, narrative image creation and photography.
Louise Flaherty	Lobethal Primary School	Louise's practice often centres upon remnant native vegetation, and her pairing with Lobethal Primary School turned out to be very appropriate after the losses suffered in the Adelaide Hills fire earlier in the year. The students learned about the native plants of conservation significance in nearby Bushland Park, and shared their stories and memories of the park through drawings. These drawings were displayed on vinyl on an outdoor wall of Fabrik for the community to enjoy.
James Dodd	Northern Adelaide Senior College	James worked with a small group of students in the Flexible Learning Options program at Northern Adelaide Senior College to produce a mural work. The FLO program exists to engage young people who are trying to return to mainstream schooling to complete their education.
Henry Jock Walker	The Grove Education Centre	Over a number of sessions, Henry worked with students at The Grove Education Centre to do painting work, with students free to use the 'canvases' mounted along the fence to express themselves as they wished. The result is a vibrant wall of colour that holds both spontaneous works and considered renderings of students' interests.
Olivia White	Stuart High School	Olivia worked with the students of Stuart High School to develop painting skills that they could apply to their own individual projects. Olivia took the students through colour mixing, shading, 3D shapes and colour temperature, with students encouraged to apply what they had learned to a painting of something meaningful to them.

# Opportunities to engage with visual art through creative participation and attendance

## SALA Art Tours

In previous years SALA collaborated with many South Australian artists to host a range of art tours across the CBD and regions. Walking tours with large groups were not possible in 2020 so the tour program was adapted with the creation of a DIY Audio Tour.

An episode of the SALA Podcast doubled as a do-it-yourself Audio Tour, allowing audiences to walk from artwork to artwork, following along in real life with their headphones in, or simply enjoying the episode at home. The tour included contributions from Jacinta Koolmatrjie, who recontextualises some of Adelaide's sculptures and monuments, Troy-Anthony Baylis who discussed his work 'Nomenclatures' at the Art Gallery of South Australia and Makeda Duong whose exhibition 'Mixed Race Female' was held at Nexus Arts.

**Total audio tour downloads 57+**

Grant Parke at Central Studios, 2020,  
photo Sam Roberts



## Open Studios

Open Studios continued to be popular with audiences. During SALA 2020 there were 30 open studios and artist demonstrations. This included virtual studios which allowed artists to safely open their workspaces via filmed tours and talks. The Open Studios and artist demonstrations give people an opportunity to meet the artists and learn more about how they work.

Sonali Patel at Collective Haunt Inc., 2020,  
photo Steph Fuller



Sonya Unwin at Collective Haunt Inc., 2020,  
photo Sam Roberts



Carly Tarkari Dodd at Central Studios, 2020,  
photo Sam Roberts

"I learnt how to use oil paints, and that what I might not enjoy or like at the start, I found that I did enjoy and love my finished product."

Indya, Stuart High School



## SALA curated exhibitions

In 2020 SALA curated an exhibition as part of our highly valued partnership with Centennial Park.

The beautiful cemetery and memorial park welcomed the work of South Australian sculptural artists into the landscape including Steven Bellosguardo, Elizabeth Close, Everlon, Ruth Gregor, James Hamilton, Chris Highcroft, Karl Meyer, Chris Murphy, Brent Quilliam, Tim Shaw, Marc Spurgin, and Clancy Warner.



Elizabeth Close and Clancy Warner, *Of the Land and the Sky* at Centennial Park, 2020, stainless steel and welded bronze, photo Steph Fuller

## Jarvis škoda art cars

Cars became SALA venues. There were two Jarvis škoda mobile art venues on the road during SALA. In 2020 the cars featured work of artists Elizabeth Close and Louise Vadasz.

Jarvis Skoda Karoq with artwork by Elizabeth Close, 2020, photo Steph Fuller

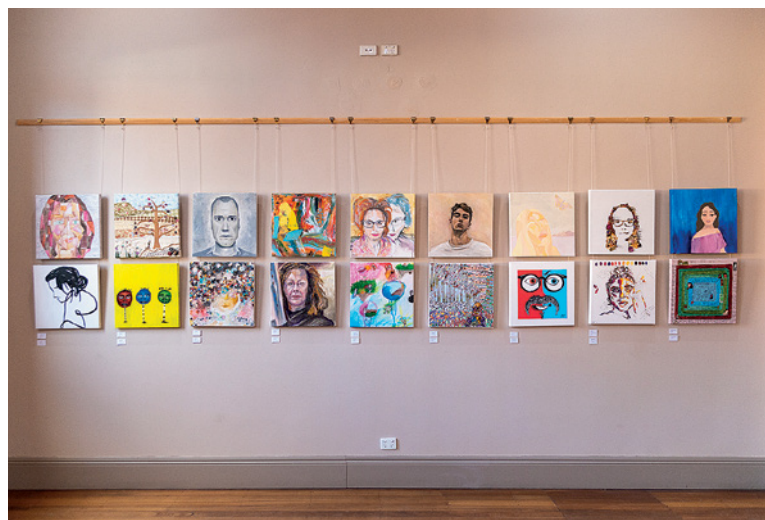


Jarvis Skoda Kodiaq with artwork by Louise Vadasz, 2020, photo Steph Fuller



## Exhibition by location

Adelaide Hills	25
Barossa Valley	23
Campbelltown City Council	4
City of Adelaide/North Adelaide	75
City of Burnside	18
City of Charles Sturt	33
City of Holdfast Bay	6
City of Marion	10
City of Mitcham	13
Norwood Payneham St Peters	21
Fleurieu Peninsula / Onkaparinga	59
City of Playford	1
City of Port Adelaide Enfield	24
City of Prospect	1
City of Salisbury	5
City of Tea Tree Gully	4
City of Unley	37
City of West Torrens	18
Clare Valley	15
Eyre Peninsula	3
Flinders Ranges/Outback	6
Gawler, Light and Adelaide Plains	8
Kangaroo Island	4
Limestone Coast	8
Murraylands	6
Riverland	9
Walkerville	3
Yorke Peninsula	4
ONLINE	222
<b>TOTAL</b>	<b>665</b>



100 Barossa Artists, She is Gallery, 2020,  
photo Steph Fuller

## 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

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, Trish Hansen, Gill Hicks, Mena Muecke, Dr Christine Nicholls, Jenna Pippett and Dennis Stokes.

### 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.