

SALA



South Australian
Living Artists Festival
Report 2021

#salafestival / salafestival.com

Roy Ananda, *Untitled*, 2006, fabric, coat-hanger, fibreglass,
dimensions variable, installation view. Photo: Steph Fuller.



Eleanor Zecchin's exhibition at Post Office Projects, 2021, photo Steph Fuller

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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.

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Introduction



James Dodd's work installed at Town Hall, 2021,
photo Sam Roberts

In 2021 South Australians enjoyed more freedom and less isolation than the year before. Across the State we were becoming accustomed to checking in, masking up and maintaining a safe distance from one another as we navigated supermarkets, restaurants and events. And record numbers of artists and audiences demonstrated their eagerness to engage with our changing world. Over 9000 artists created and exhibited work for the 2021 South Australian Living Artists (SALA) Festival and audiences exceeded 960,000, even with border restrictions in place.

South Australia's appetite for arts and culture is growing.

The SALA Festival celebrates visual artists working at every level of experience, from beginners to professionals. The Festival encourages participation in the arts via its open access program while deepening engagement with the artform through a program of talks, tours and podcasts. Exhibitions and events take place in non-traditional art spaces providing opportunities to engage with visual art at unexpected times such as while getting a haircut, visiting the physio or walking past your neighbour's house.

A unique aspect of this Festival is its dispersion of activity across the entire State. Regional participation in SALA events plays a vital role in connecting communities, and this year there was a focus on the mid-north of South Australia with a weekend of exhibitions, talks and workshops happening in Port Pirie and Crystal Brook.

With hundreds of SALA events taking place in metropolitan and regional areas, the month of August is awash with (safely-distanced) gatherings. Clusters of people meet in groups, in pairs, and by the bus-load to view, buy, and talk about art. Bringing people together through art is at the heart of SALA.

SALA

History

Artwork by Kunmanara Carroll
at JamFactory, 2021,
photo Sam Roberts

SALA Festival celebrated its 24th anniversary in 2021. Founded by Paul Greenaway OAM and Sam Hill-Smith through the Australian Commercial Galleries Association (ACGA) it started as SALA Week in 1998. It was established to develop audiences and create opportunities for artists and in its first year there were 21 metropolitan venues and 20 country venues. Since then it has become a month-long celebration of local art throughout the state.



Kate Fitton's work installed at The Dock Studios, 2021,
photo Steph Fuller

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 9,000 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 and inter/national audiences of more than 950,000 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 is their first point of engagement with the arts.

SALA is a vibrant and valued part of all South Australian communities, and inter/nationally 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

9,000

participating artists

Amateur, emerging, and professional visual artists

582

exhibitions and events
in 519 venues

563 across metropolitan and regional South Australia, 19 online venues

13

art tours

219

exhibition openings

47

open studios

960,000+

visitors

Estimated attendance at SALA exhibitions across South Australia*

15,000+

opening night guests

Estimated attendance at SALA exhibition opening nights

\$1,150,000+

art sales at SALA exhibitions*

The economic flow-through to South Australia's economy is 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 2021)

Connecting artists with audiences

263,374 page views to SALA Festival online program

226 press articles written across regional, local, and national publications including; The Advertiser, Sunday Mail, SA Weekend, SA Life magazine, CityMag and local community street press.

145 radio reports across local and regional stations including; ABC Adelaide, ABC regional stations, FiveAA and Radio Adelaide.

183 internet articles published across regional, local, and national websites including; InDaily/In Review, Australian Traveller, Victor Harbor Times and Murray Valley Standard.

4 television reports broadcast across channel 7.

Media coverage had a cumulative potential audience/circulation of

\$11.7M and an advertising space rate of **\$3.0M***

*Media coverage report 15 September 2019 – 15 September 2021 by isentia



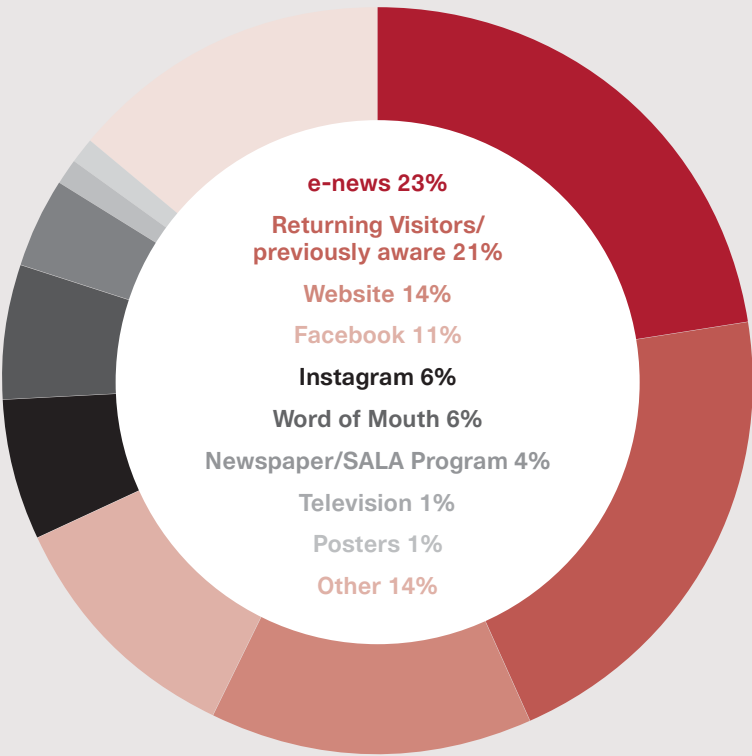
Kate Fitton's work installed at The Dock Studios, 2021,
photo Steph Fuller



Artwork by Juanella McKenzie at Light Square Gallery,
2021, photo Sam Roberts

How did audiences discover exhibitions?

Source of Event Awareness



Online

The official Festival program was available via the SALA website, and Facebook, Twitter and Instagram kept artists and the community up to date, engaged and informed.

70,000+* visits to the SALA website and
44,424 users in the lead up to and during the Festival

Page views **263,374**

(*Source Google Analytics)



Sun pictures workshop for young people with Mark Zed, 2021, photo Christina Peek

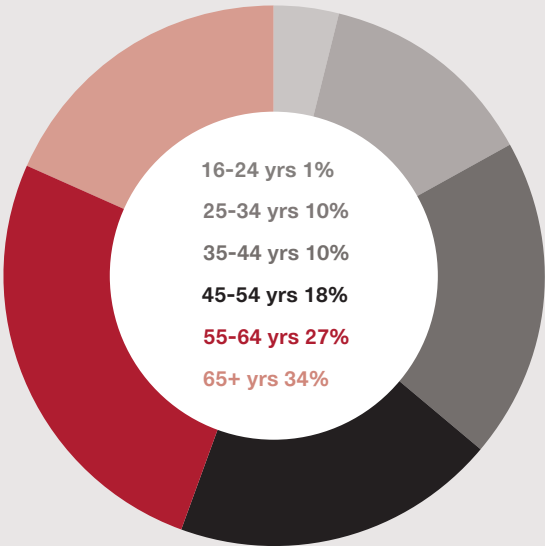


Artwork by Juanella McKenzie at Light Square Gallery, 2021, photo Sam Roberts

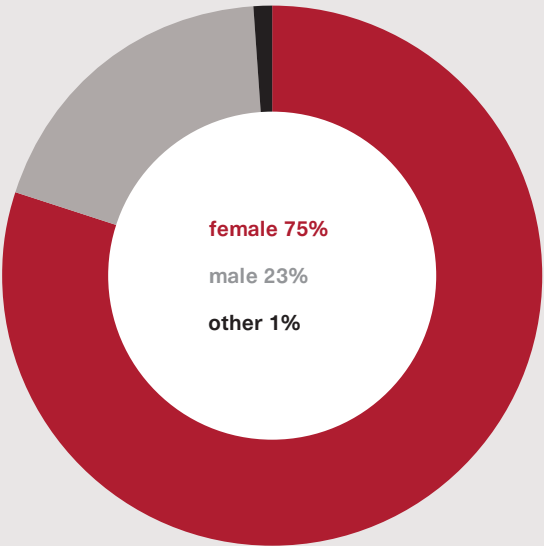
Who attends SALA?

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

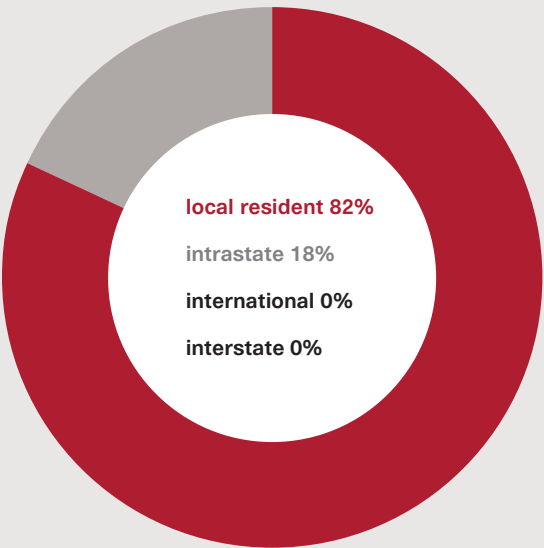
Age profile



Gender profile



Origin of attendees



The Lord Mayor's Art Tour stops by Paul Sloan's 'Pigeon' in Rundle Mall, 2021, photo Sam Roberts



Ruby Chew speaks to a tour group during her residency at ArtPod 2021, 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 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 by Wakefield Press.

Roy Ananda was the subject of the 2021 SA Living Artist publication of the same name. Roy Ananda explores distant galaxies and plumbs sepulchral dungeons to create beguiling and intricate works of contemporary art. He is a visual artist, writer, and educator practising on Kurna Country (Tarndanya/Adelaide Plains). His objects, drawings, installations, texts, and videos variously celebrate play, process, and the very act of making, exploding familiar pop-culture properties – from Star Wars to Looney Tunes cartoons – and reassembling them in strange new configurations.

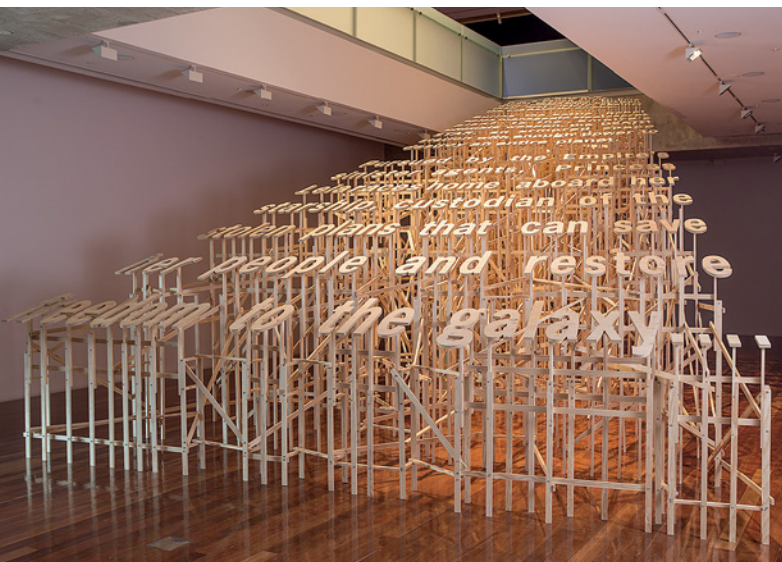
His allusive works are slyly humorous contemplations on the nature of fandom. Since 2001, Roy Ananda has exhibited prolifically around Australia. He is Head of Drawing at the Adelaide Central School of Art.

A total of 22 books have been published since 2000 profiling artists Kirsten Coelho, 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.

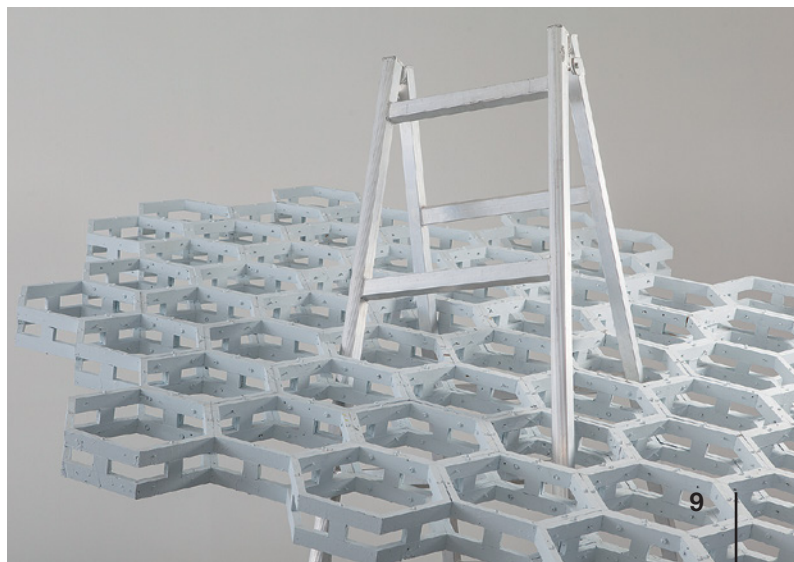


Roy Ananda positions his work 'Untitled' to be photographed for the SALA poster, 2021, photo Steph Fuller

Roy Ananda, 'Slow crawl into infinity', 2014, Plywood, timber, fixings, 550x700x1050cm, Installation view, Anne and Gordon Samstag Museum of Art, Adelaide, photo James Field



Roy Ananda, 'Aether drift', 2013, Timber, acrylic paint, fixings, aluminium trestles, 300x600x500cm, Photo James Field



2021 SALA Festival Awards

South Australian Living Artists are invited to self-nominate for a share in prizes valued at over \$34,000.

Congratulations to all the 2021 award recipients and thank you to all the organisations and individuals who invest in South Australian artists.

In 2021 the awards ceremony was held as part of the Finissage Party on Thursday 9 September at The Lab.



City of Adelaide
Incubator
Award

WINNER
Yoko Kajio



City Rural
Emerging Artist
Award

WINNER
Jianzhen 'Shirley' Wu



Unitcare Services
Digital Media
Award

WINNER
Maddie Grammatopoulos



City of Onkaparinga
Contemporary
Curators Award

WINNER
Christina Lauren



The Country Arts SA
Breaking Ground
Award

WINNER
Juanella McKenzie

**HITHER
& YON**

Hither & Yon
Venue Awards

WINNERS
Bimbimie Garden &
The Garden Depot



The City of Unley
Active Ageing
Award

WINNER
Rosie Field



Don Dunstan
Foundation Award

WINNER
Tom Phillips



The Advertiser
Tertiary Art Student
Award

WINNER
Sam Burke

SALA School Awards

The SALA School Awards are presented in partnership with Credit Union SA. All 2021 participating schools are automatically nominated to win cash prizes for their school valued at \$12,000.

In 2021 the school awards were announced via e-news and social media. Congratulations to the 2021 winners and thank you to Credit Union SA for their support.



Credit Union SA School Awards

WINNERS

Christies Beach Primary School
Coastal Connections

Littlehampton Primary School
Touched by Nature

Nuriootpa High School
Hidden Creatures

St Aloysius College
Sign of the Times

COMMENDATIONS

Pinnacle College
Diverse and United

Riverland Special School
Tales of Textiles



Littlehampton Primary School student work,
photo Mitch Hearn



Nuriootpa High School student Brianna
Kirby with her work, photo supplied
Tegan Simmons

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 Festival and monthly outside of the Festival period. The SALA Podcast is available to listen to on the SALA website and from wherever you get your podcasts.

EPISODE 9:

Artists in Schools: Louise
Flaherty & Jane Mant

EPISODE 10:

Jingwei Bu

EPISODE 11:

Jenna Pippett

EPISODE 12:

Curator Interview: Steph Cibich

EPISODE 13:

Indigenous Cultural and
Intellectual Property with
Charisma Cubillo

EPISODE 14:

100 Barossa Artists

EPISODE 15:

2021 SALA Feature Artist: Roy
Ananda

EPISODE 16:

Henry Wolff

EPISODE 17:

Bridget Currie

EPISODE 18:

2021 Audio Tour – Adelaide's
Public Art

EPISODE 19:

Gemma Rose Brook

EPISODE 20:

Shane Kooka

EPISODE 21:

Jasmine Crisp

Artist Jingwei Bu being interviewed
for the SALA Podcast



Steph interviews the team behind the '100 Barossa
Artists' exhibition for the SALA Podcast, 2021,
photo Steph Fuller

SALA Artist-in-residence

South Australian Film Corporation

Artist	Host organisation	Project
Madison Bycroft	Samstag Museum of Art, Adelaide	Madison Bycroft's <i>BIOPIC</i> or <i>Charles Geneviève Louis Auguste André Timothée</i> is a serialised film orbiting the life of eighteenth-century French diplomat, spy, Freemason and soldier Chevalier D'eon, filmed across Tonerre, Marseille and South Australia and incorporating animation, puppetry and live action. While situated within the genre of the biopic, the film's structure embraces the idea that truths are contextual and contingent on perspective, politics, experience and the story-telling capacity of the narrator, by employing misrecognition, excription and disnarration as poetic devices.

Tutti Arts

Artist	Host organisation	Project
Jake Holmes	Tutti Arts, Brighton	Tutti Arts works across many art forms to promote the professional development of artists with a learning or intellectual disability. This year, Tutti hosted printmaker Jake Holmes as their SALA Artist in Residence. Holmes' exhibition and artist talk illuminated his experience working alongside Tutti artists.

Artists in Schools

The Artists in Schools Program is presented by SALA Festival in partnership with Credit Union SA and aims to place practising South Australian Artists in South Australian schools.

Schools were paired with an artist, giving students a chance to learn practical skills and confidence in artmaking, but also to broaden their understanding of what it means to be an artist in South Australia today. In 2021 only one Artist in Schools project was able to proceed due to COVID-19 restrictions.

Artist	Host organisation	Project
Billy Oakley	Le Fevre High School	Billy's portrait painting and daring use of colour made him an excellent fit for the group of students who were focussing their work on the genre of portraiture. During demonstrations, the students watched and were able to ask questions of Billy as he worked. Billy ran painting exercises that encouraged students to develop their skills and apply new ways of thinking to their own projects. The results were exhibited in the Port Adelaide Plaza as part of SALA Festival 2021.

Opportunities to engage with visual art through creative participation and attendance

SALA Art Tours

SALA collaborates with South Australian artists to host a range of art tours across the CBD and regions. In 2021, these tours were presented:

Walking tours

Introduction to Contemporary Art with artist Dr Melanie Cooper

First Nations Art Tour with artist Thomas Readett

The Hydrated Curators Tour with curators Eleanor Scicchitano and Tai Spruyt

Lord Mayor Art Tour with Adelaide Lord Mayor Sandy Verschoor and artist Steph Fuller

Blind conTOUR with artist Fran Callen

Imaging the Port with artist Tony Kearney.

DIY Audio Tour accessible via the SALA Podcast, highlighting Adelaide CBD's Public Art.

Regional Art Bus Tours

The tours on offer included Adelaide Hills, McLaren Vale, Barossa Valley and Encounter Bay.

Bilingual Art Tours

In 2021 SALA offered two inaugural walking art tours in Franglais (a blend of French and English) with artist Edwina Cooper and in Korean with artist Jonathan Kim. The latter was presented on Korean Liberation Day.

Total tours attendance 214

Total audio tour downloads
80+ at time of printing

Sketchy Night

A night of drawing fun saw participants be guided by artist Nicholas Hanisch through a series of drawing activities. The successful and sold-out event was held at Howling Owl gin bar.

Port Pirie Regional Weekend

Over the 14-15 August SALA celebrated artists of the mid-north with a Port Pirie and Crystal Brook focus. The weekend kicked off in Port Pirie with the Lord Mayor's welcome followed by SALA's Regional Slide Night featuring the work of seven artists. On the Sunday Crystal Brook hosted artist workshops for children and a SALA exhibition featuring artists from across the region. The Crystal Brook local pub even hosted an artist demonstration and venues across the mid-north hosted a SALA trail of exhibitions.

Open Studios

Open Studios continued to be popular with SALA audiences. During SALA 2021 there were 47 open studios and artist demonstrations. The Open Studios and artist demonstrations give people an opportunity to meet the artists and learn more about how they work.

Participant of the Blind ConTOUR with artist Fran Callen, 2021, photo Sam Roberts



Young person taking part in Mark Zed's 'sun pictures' workshop, 2021, photo Christina Peek



Kate Fitton's work at The Dock Studios, 2021, photo Steph Fuller

SALA Slide Night

On Thursday 19 August at Nexus Arts we hosted the SALA Slide Night.

Slide Night is a night of fun and frivolity as we hear from South Australian artists about their practice, interests, and artworks. This event is a fast-paced snapshot into what South Australian contemporary artists are thinking about.

Special thanks to all Slide Night presenters:

Tom Borgas, Matthew Cawthorne, Claude Creighton, Jasmine Crisp, Chelsea Farquhar, Kate Kurucz, Tom Moore and Truc Troung.



Chelsea Farquhar and Truc Troung present at the SALA Slide Night, 2021, photos Jack Fenby

SALA curated exhibitions

In 2021 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 Peter Colbey, James Hamilton, Warren Pickering and Anna Small.

Anna Small's 'Flowering Tree' sculpture at Centennial Park, 2021, photo Steph Fuller



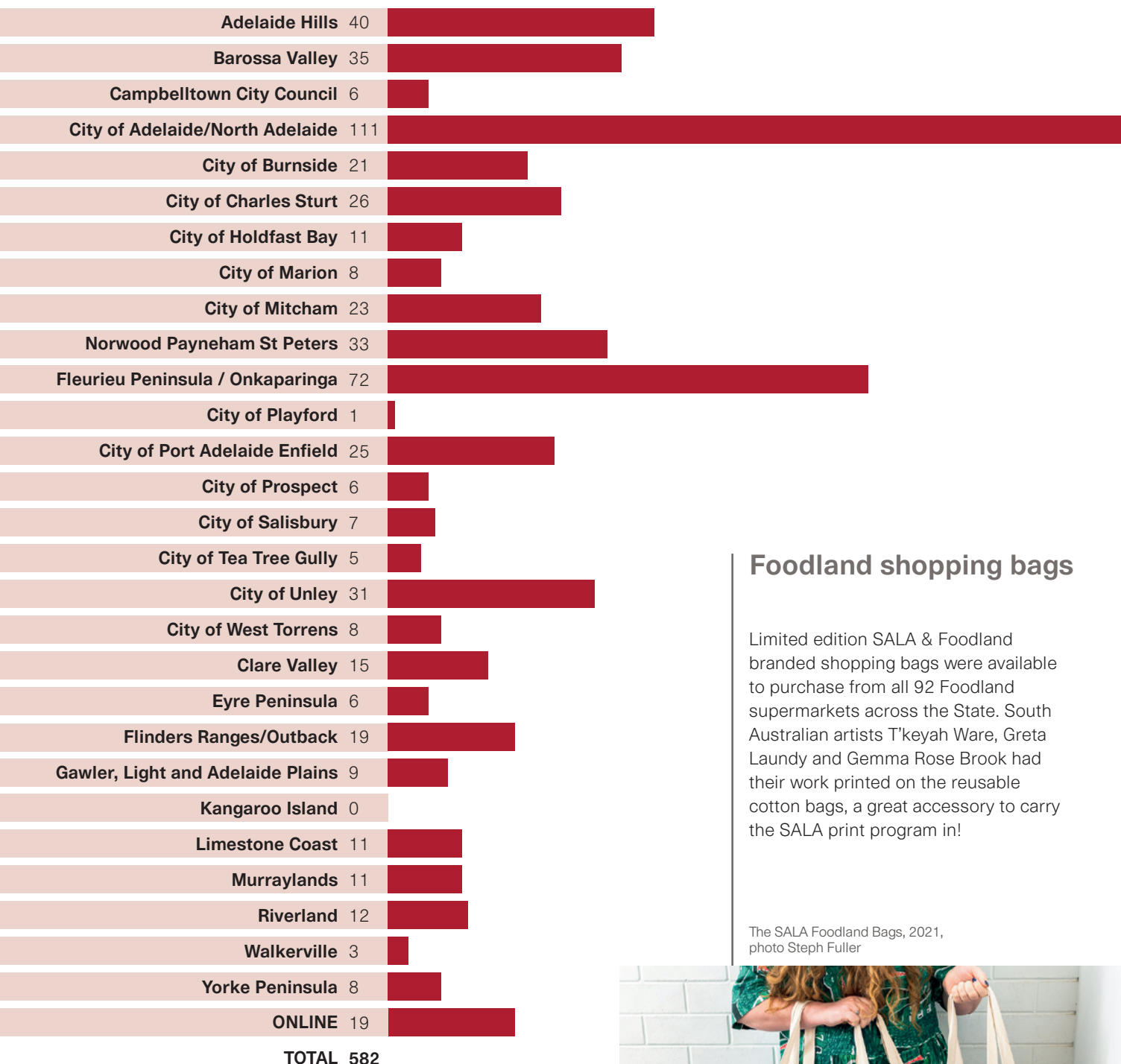
Jarvis Škoda art cars

Two Jarvis Škoda cars became mobile art venues, on the road during SALA. In 2021 the cars featured the work of artists Cedric Varcoe and Suzie Riley.

Jarvis Škoda art car featuring the work of Suzie Riley, 2021, photo Christina Peek



Exhibition by location



Foodland shopping bags

Limited edition SALA & Foodland branded shopping bags were available to purchase from all 92 Foodland supermarkets across the State. South Australian artists T'keyah Ware, Greta Laundry and Gemma Rose Brook had their work printed on the reusable cotton bags, a great accessory to carry the SALA print program in!

The SALA Foodland Bags, 2021,
photo Steph Fuller



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

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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35a Whitmore Square, Adelaide

2022 SALA Festival 1-31 August

SA Living Artists Inc board

Nicholas Linke (Chair), Naomi Fallon (Deputy Chair), Richard Allen (Treasurer), Traci Ayris, Sarah Boucaut, Trish Hansen, Gill Hicks, Mena Muecke, Dr Christine Nicholls (Outgoing in 2021), Jenna Pippett, Dennis Stokes (Outgoing in 2021)

First Nations Advisory Group

Thomas Readett
Dennis Stokes (Outgoing in 2021)

Artist Advisory Group

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

Acknowledgement

SALA acknowledges the Karna 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.