

# SALA



South Australian  
Living Artists Festival  
Report 2022



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

Mark Valenzuela, *Once Bitten Twice Shy* (detail), 2020 Photo, Saul Steed  
Courtesy the Art Gallery of South Australia



Student at Woodcroft College exhibition,  
photo supplied.

## Thank you to our partners

### Major Partners

**The Advertiser**  
We're for you



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



### Education Partner



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### Media Partner



### Community Media Partner



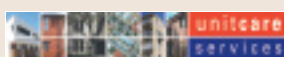
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### Partners



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# Introduction

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SALA Art Tour in Mandarin with Jingwei Bu, 2022.  
Photo Sam Roberts

**In 2022 SALA celebrated its quarter-century anniversary. Over 25 years the South Australian Living Artists Festival has grown from a collection of 50 exhibitions in galleries and museums, to become the world's largest open access visual arts festival. Exhibitions are found in traditional art spaces as well as retail and hospitality venues, office foyers, health practitioners and public and civic spaces to name a few.**

This year saw a record number of artists participating, with over 12,000 South Australian emerging, mid-career, and established artists in the Festival. SALA also had record audiences with 1.76M attendances state-wide. These remarkable figures are a testament to South Australians' appetite for arts and culture.

To celebrate SALA's 25th birthday the inaugural SALA Hub in the iconic Queens Theatre was launched. The Hub hosted a Drawing Marathon, masterclasses and workshops, tours, SALA's famous Slide Night, and the jewel in the Festival's crown, SILVER, an exhibition of artists whose work embodies the legacy of the SALA Festival.

SALA also launched Shop SALA, a new digital platform to buy art, discover artists and enhance your experience of the Festival. This platform will continue to support and celebrate South Australian artists as a year-round offering of our State's impressive creatives.

SALA continues to be a key feature on the cultural calendar, providing opportunities for artists to showcase their work, create income and test new ideas, for communities to come together across the State, and to build new audiences for the arts.

# SALA



# History

SALA Festival celebrated its 25th anniversary in 2022. 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.



SALA 'SILVER' exhibition opening, 2022. Featuring artwork by Roy Ananda. Photo Juan Van Staden

## 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 12,000 emerging, mid-career and established South Australian artists to more than 600 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 1.7+ million 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

**12,037**

**participating artists**

Amateur, emerging, and professional  
visual artists

**667**

**exhibitions and events  
in 603 venues**

563 across metropolitan and regional  
South Australia, 20 online venues

**23**

**art tours**

**227**

**exhibition openings**

**82**

**open studios**

**1.7million+**

**visitors**

Estimated attendance at SALA exhibitions  
across South Australia\*

**16,000+**

**opening night guests**

Estimated attendance at SALA  
exhibition opening nights

**\$2,500,000+**

**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 2022)

## Connecting artists with audiences

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**251,592** page views to SALA Festival online program.

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**214** 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. The leading publishers were InDaily, The Advertiser / The Leader (Barossa Valley) and ArtsHub. Outlets that had a high audience impact included The Sunday Mail (Adelaide) and The Sydney Morning Herald.

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

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**207** internet articles published across regional, local, and national websites including; InDaily/InReview, Australian Traveller, Victor Harbor Times and Murray Valley Standard.

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**65** television reports broadcast across Channel 9 National, Channel 7 and 7Two.

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Media coverage had a cumulative potential audience/circulation of **\$13.8M** and an advertising space rate of **\$2.0M\***

\*Media coverage report 15 September 2021 – 15 September 2022 by isentia.



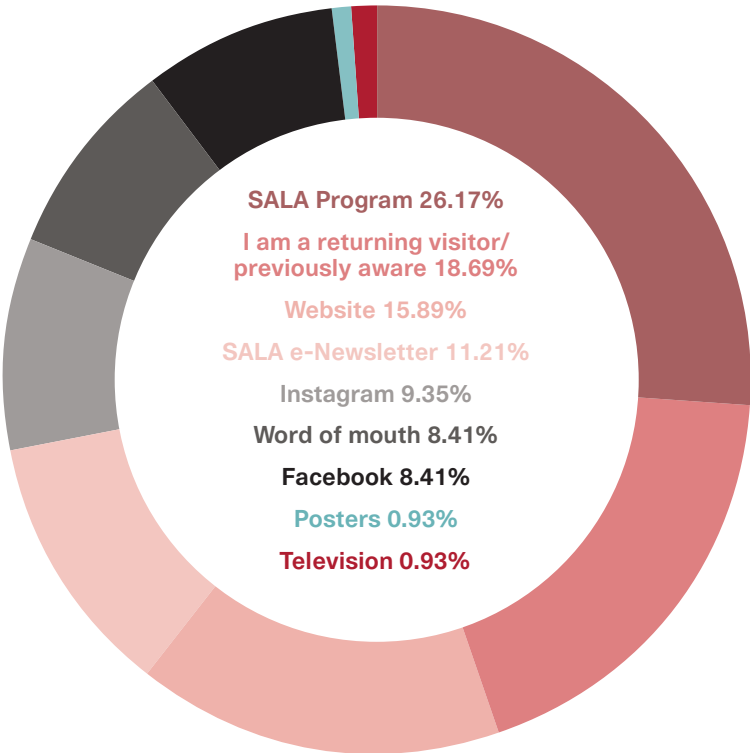
SALA Jewellery Workshop with Erin Daniell, 2022.  
Photo Sam Roberts



SALA Street Tour with Leah Grant, 2022.  
Photo Sam Roberts

# How did audiences discover exhibitions?

## Source of Event Awareness



## Online

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

**69,000+\*** visits to the SALA website.

**43,446** users in the lead up to and during the Festival.

Total page views **251,592**

(\*Source Google Analytics)



SALA Art Tour in Mandarin with Jingwei Bu, 2022.  
Photo Sam Roberts



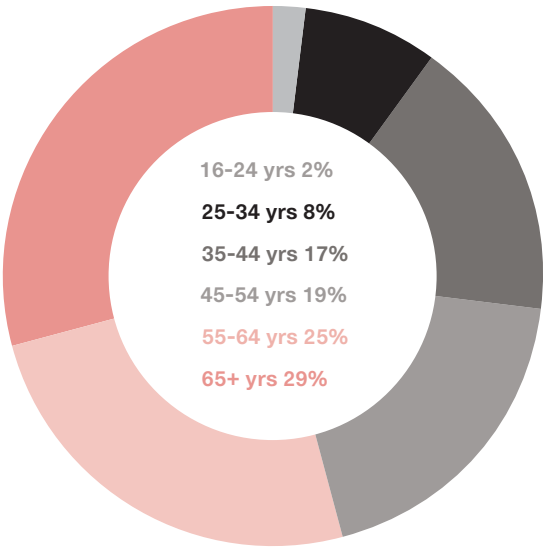
SALA Tour in Farsi with Elyas Alavi, 2022.  
Photo Sam Roberts



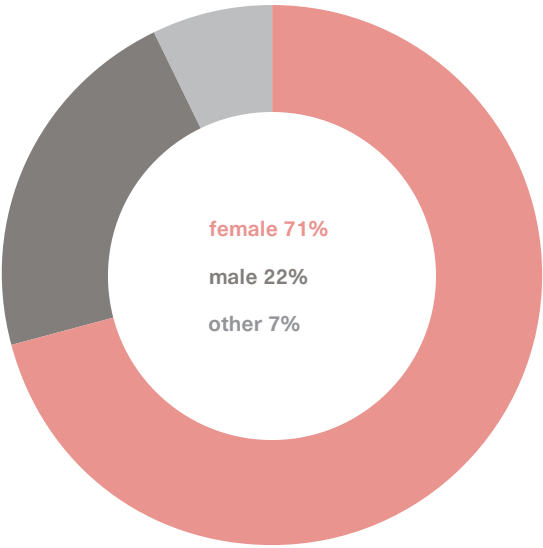
# Who attends SALA?

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

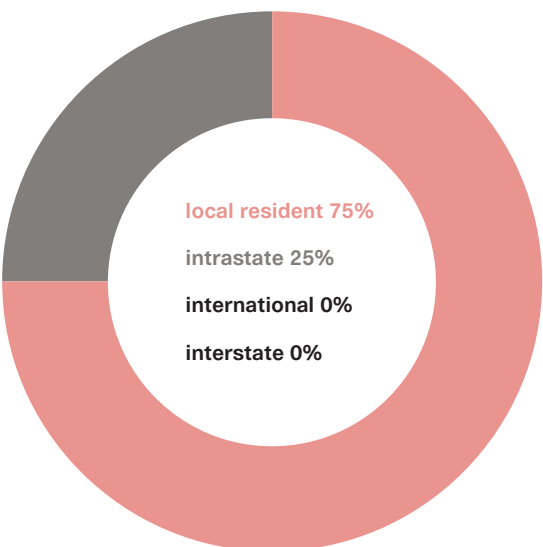
## Age profile



## Gender profile



## Origin of attendees



Skin Shade Night Day by Allison Chhorn at ACE (Winner of the 2022 Don Dunstan Foundation Award). Photo Steph Fuller

SALA 'SILVER' exhibition opening, 2022. Featuring artwork by Juanella McKenzie. Photo Juan Van Staden





# 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 practise with the wider community. The book is developed and published by Wakefield Press.

Mark Valenzuela was the subject of the 2022 SA Living Artist publication of the same name. Audiences could find his work during the festival at the Art Gallery of South Australia and 'Still Tied to a Tree' at Adelaide Central Gallery. Born and raised in the Philippines, Valenzuela moved to Adelaide as an adult and his ceramics and installation practice has since drawn on duality, oscillating geographically, artistically and politically between the two countries.

As a maker of many-pieced iterative installations, Valenzuela has spent the past two decades exploring ideas of occupation, annexation and space-making. His works address themes of conflict, dominance, resistance and rebellion, and frequently combine the personal and the political.

His monograph is the first major publication dedicated to Valenzuela's career. Informed by nearly twenty hours of studio interviews and the lived experience and up-close observation of Valenzuela's practice, the essays contained within take inspiration from Valenzuela's approach to art-making. They carve a shape-shifting path through his twenty-year career thus far, revealing a keen technician, a radically anti-object approach to ceramics and ultimately, an artist who wilfully resists categorisation.

A total of 23 books have been published since 2000 profiling artists Mark Valenzuela, Roy Ananda, 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.

The recipient of the 2023 SALA publication is Helen Fuller.

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



Andrew Purvis interviews 2022 SALA Feature Artist Mark Valenzuela at Adelaide Central School, photo Steph Fuller

**Image:** Mark Valenzuela, 'New Folk Heroes' (detail), 2016. OzAsia Festival, Adelaide Central Gallery. Photo, James Field. Courtesy of Adelaide Central School of Art.



**Image:** Installation view of Mark Valenzuela with 'Once Bitten Twice Shy', 2020. Photo, Saul Steed. Courtesy the Art Gallery of South Australia.



## 2022 SALA Festival Awards

South Australian Living Artists are invited to self-nominate for a share in prizes valued at over \$46,000.

Congratulations to all the 2022 award recipients and thank you to all the organisations and individuals who invest in South Australian artists.

In 2022 the awards ceremony was held as part of the Finissage on Wednesday 31 August at the SALA Hub at The Queens Theatre.



### City of Adelaide Incubator Award

#### WINNERS

Emmaline Zanelli, Kurt Bosecke,  
& Eloise Holoubek



### City Rural Emerging Artist Award

#### WINNER

Anna Révész

### The Advertiser *We're for you*

### The Advertiser Contemporary Art Award

#### WINNER

Deborah Prior



Kate Moskwa SALA CEO with 2022 Award recipients Saxon Rudduck, David Hume, Anna Révész, Sarah Northcott, Emmaline Zanelli, Eloise Holoubek, and Kurt Bosecke. Photo Sam Roberts





## Unitcare Services Digital Media Award

### WINNERS

**Emmaline Zanelli, Kurt Bosecke,  
& Eloise Holoubek**



## The City of Unley Active Ageing Award

### WINNER

**Saxon Rudduck**



## Country Arts SA Breaking Ground Award

### WINNER

**Gail Hocking**



## City of Onkaparinga Contemporary Curators Award

### WINNER

**Sarah Northcott**



## Don Dunstan Foundation Award

### WINNER

**Allison Chhorn**



## Hither & Yon Venue Awards

### WINNER

**Burra Regional Art Gallery**

## SALA School Awards

The SALA School Awards are presented in partnership with Credit Union SA to support and celebrate visual art in schools. Student exhibitions that showed excellent creativity and strong artistic voice were acknowledged in these awards, with the schools receiving cash prizes totalling \$12,000.

In 2022 the school awards were announced via e-news and social media. Congratulations to the winners and thank you to Credit Union SA for their support.



Valley View High School SALA Exhibition, 2022. Image courtesy Valley View High School.



Valley View High School, students preparing for their SALA Exhibition, 2022. Image courtesy Valley View High School.

### WINNERS

**Berri Regional Secondary College**  
*Berri Brushstrokes*

**Valley View Secondary School**  
*Yellow and Blue*

**Woodcroft College**  
*Science in Art – Invisible Worlds*

**Woodville Gardens Primary School**  
*Art on Show*

### COMMENDATIONS

**Christies Beach Primary School**  
*Seasonal Scenes*

**Urrbrae Agricultural High School**  
*Art at Urrbrae Agricultural High  
School Barn Market*



## SALA Solo Photographic Opportunity

In 2022, SALA Festival in partnership with Atkins Lab, the Centre for Creative Photography, and Praxis Artspace, presented a new opportunity for emerging photographic artists.

The opportunity was open to photographic artists participating in the 2022 Festival, with the successful recipient supported in working towards a solo exhibition in the 2023 SALA Festival. The inaugural recipient is David Hume, who will be supported

by Patty Chehade to present an exhibition of new work at praxis ARTSPACE in August 2023, with mentorship from Gavin Blake at the Centre for Creative Photography, and printing and expertise from Paul Atkins of Atkins Lab.

### WINNER

**David Hume**

## SALA Hub

The inaugural SALA Hub at Queens Theatre was open in the latter half of August and hosted workshops, a masterclass, an exhibition, events as well as being a pop-up bar for its duration.

SALA Hub was a place where artists and audience came to sharpen skills, try something different and connect in the Queens new arts and live music bar, with a program designed for artists and art lovers of all levels of experience.

For SALA it was a successful opportunity to test the running of a centralised program that would act as a point of physical connection for the festival and a base to establish revenue building activities.



## The Drawing Marathon

For the first time SALA and Adelaide Central School of Art co-presented the Drawing Marathon, led by SA luminary Christopher Orchard in the historical Queens Theatre. Participants took part in a 5-day drawing intensive, with a focus on life drawing.







## SILVER

To celebrate the significant milestone of SALA's 25th Anniversary we invited a curatorial circle to each propose SA artists whose work, for them, embodied the values and legacy of the State's iconic festival. 15 artists were selected and the exhibition curated to highlight the expanse and excellence across South Australia's artists.

Jingwei Bu presenting at the SALA Slide Night, photo Juan Van Staden



## Masterclass and Workshops

The masterclass in classical realism run by Rob Gutteridge was designed to continue the attraction of skilled arts practitioners with the jewellery, ceramics and portraiture workshops programmed for audiences wanting an entry level approach.

## Slide Night

On Thursday 25 August at the SALA Hub at Queens Theatre 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 our MC for the night, Arlon Hall and all Slide Night presenters:

Troy-Anthony Baylis, Frances Barrett, Ashleigh Keller, Emma Young, Denis Smith, Jingwei Bu, Celia Dottore and Grant Parke.

# 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.

During the Festival, audiences were able to tune in to weekly episodes where they would hear exhibiting SALA artists talk about their work while it was on display. Outside of the Festival, episodes were released on a monthly basis as below. In 2022 SALA partnered with Adelaide Central School of Art to record a selection of their ArtSpeak program which were broadcast as part of the SALA Podcast Series.

The SALA Podcast is available to listen to on the SALA website and from wherever you get your podcasts.

## EPISODE 22: JANUARY

Tony Kearney

## EPISODE 23: FEBRUARY

Sam Gold

## EPISODE 24: MARCH

ACSA ArtSpeak: Jess Taylort

## EPISODE 25: APRIL

ACSA ArtSpeak: Heidi Kenyon

## EPISODE 26: MAY

ACSA ArtSpeak: Tom Borgas

## EPISODE 27: JUNE

ACSA ArtSpeak:  
Rosina Possingham

## EPISODE 28: JULY

ACSA ArtSpeak:  
Catherine Truman

## EPISODE 29: AUGUST

Josh Juett

## EPISODE 30: AUGUST

2022 Feature Artist:  
Mark Valenzuela

## EPISODE 31: AUGUST

Carly Snoswell

## EPISODE 32: AUGUST

25 years of SALA

## EPISODE 33: SEPTEMBER

ACSA ArtSpeak: Julia Robinson

## EPISODE 34: OCTOBER

Ruby Allegra

## EPISODE 35: NOVEMBER

Ash Tower

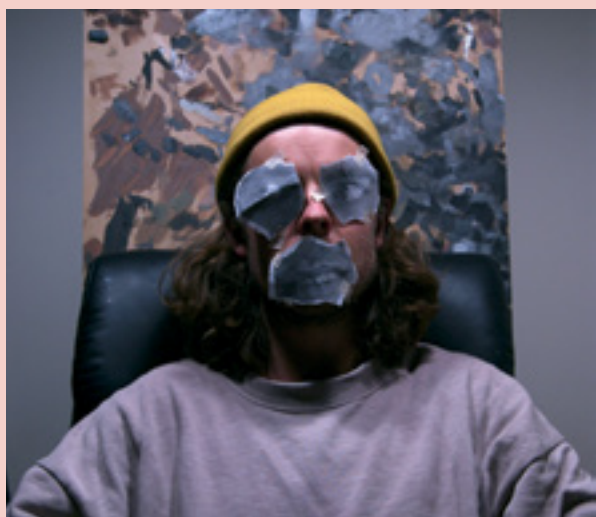
## EPISODE 36: DECEMBER

Caitlin Möhr

Downloads / listens during all of 2022: 1,779



Tony Kearney at home, photo Steph Fuller



Josh Juett. Image courtesy the artist.

Carlton students at work on a mural under the guidance of Joel Plevin, image courtesy Carlton School.





## SALA Artist-in-residence



Julia Boros, 'Capacity' (work in progress). Machine sewn original poem on hospital linen, 2022. Image courtesy the artist.

### Arts in Health at Flinders Medical Centre

#### Artist

Julia Boros

#### Host organisation

Flinders Medical Centre

#### Project

Artist Julia Boros presented her exhibition *Capacity* as an outcome of her residency in this hospital setting. Working across moving image, found hospital textiles, text, and more, Boros' work was installed in the Promenade Gallery (a long, busy thoroughfare within the hospital), and was well received by passers-by. One staff member commented on a sense of acknowledgement that the work provided of the current realities of the healthcare industry.

### 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.

In 2022, four schools were paired with four South Australian artists. Two regional schools and two metropolitan schools got the chance to learn directly from these artists, picking up skills and learning about what it means to be an artist in the present day. The mediums students worked in ranged from painting, to ceramics, to camera-less photographic processes, and the artists ranged from emerging to established. An educator from one school reported their joy at seeing a student who is usually reluctant to engage being one of the most enthusiastic participants in that day's workshop. It was also noted that being able to bring an artist onto school grounds supports the idea that art can be made anywhere – with one artist working with humble materials found in little parts of the school garden.

John Pirie Secondary School students working with clay under the guidance of Gus Clutterbuck, photo Jon Fairburn.



Artist	Host organisation	Project
Joel Plevin	Carlton School (Port Augusta)	Mural project
Gus Clutterbuck	John Pirie Secondary School (Port Pirie)	Ceramics
Tony Kearney	Keller Road Primary School (Salisbury East)	Camera-less photography
Gemma Rose Brook	Roma Mitchell Secondary College (Enfield)	Painting

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

**SALA collaborates with South Australian artists to host a range of art tours across the CBD. In 2022 these tours were presented:**

## SALA Art Tours

### Walking tours

**Introduction to Contemporary Art** with artist Dr Melanie Cooper

**First Nations Art Tour** with artist Thomas Readett

**Street Art Tour** with artist Leah Grant (walking and via Scooter)

**SALA Art Tour in Farsi** with artist Elyas Alavi

**SALA Art Tour in Mandarin** with artist Jingwei Bu

**Total in-person tour attendance 160**

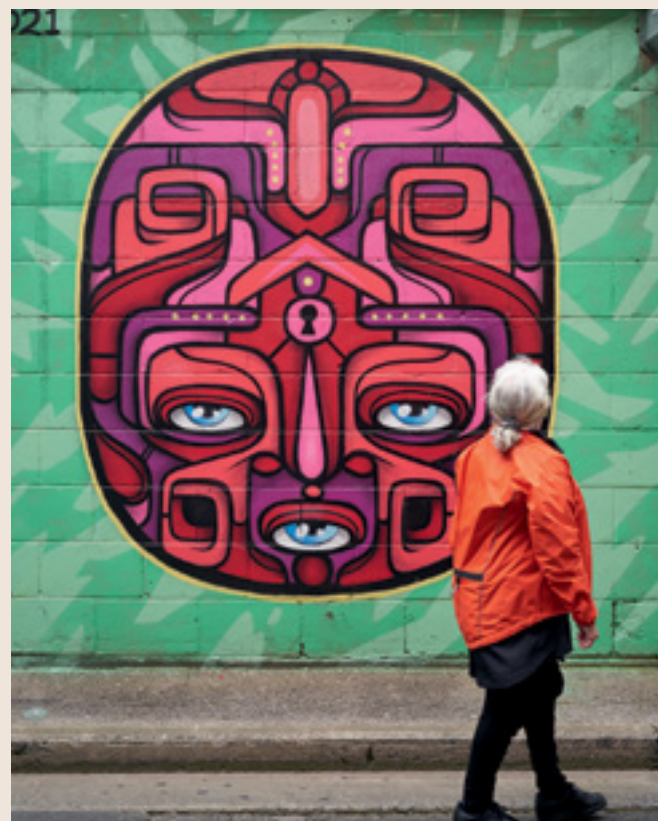
SALA Art Tour in Mandarin with Jingwei Bu, 2022. Photo Sam Roberts



## Regional Self-Guided Art Tours

In 2022 SALA offered self-guided tours that were accessible on the SALA website, complete with a customisable Google-maps route.

The tours on offer included Adelaide Hills, City of Onkaparinga, Barossa Valley, Encounter Bay, Murraylands, and the Limestone Coast.



SALA Street Tour with Leah Grant, 2022. Photo Sam Roberts



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## SALA in the Park

In 2022 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 DeMaria, Claude Portelli, Warren Pickering, Daniel Toonen, and Anna Small.

Warren Pickering, 'The Last Voyage', 2020. Reclaimed aluminium boats, mild steel, 140 x 120 x 260 cm. Image courtesy the artist.



SALA 'SILVER' exhibition opening, 2022. Featuring artwork by Sera Waters. Photo Juan Van Staden



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## Open Studios

Open Studios continued to be popular with SALA audiences. During SALA 2022 there were 82 open studios and 42 artist demonstrations. The Open Studios and artist demonstrations give people an opportunity to meet the artists and learn more about how they work.

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## 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 Dan Withey, Bianca Levai and Emma Fuss had their work printed on the reusable cotton bags, a great accessory to carry the SALA print program in!

SALA & Jarvis Skoda art car featuring artwork by Lesley Redgate. Photo courtesy of SALA.



SALA & Foodland branded shopping bags.  
Photo Steph Fuller

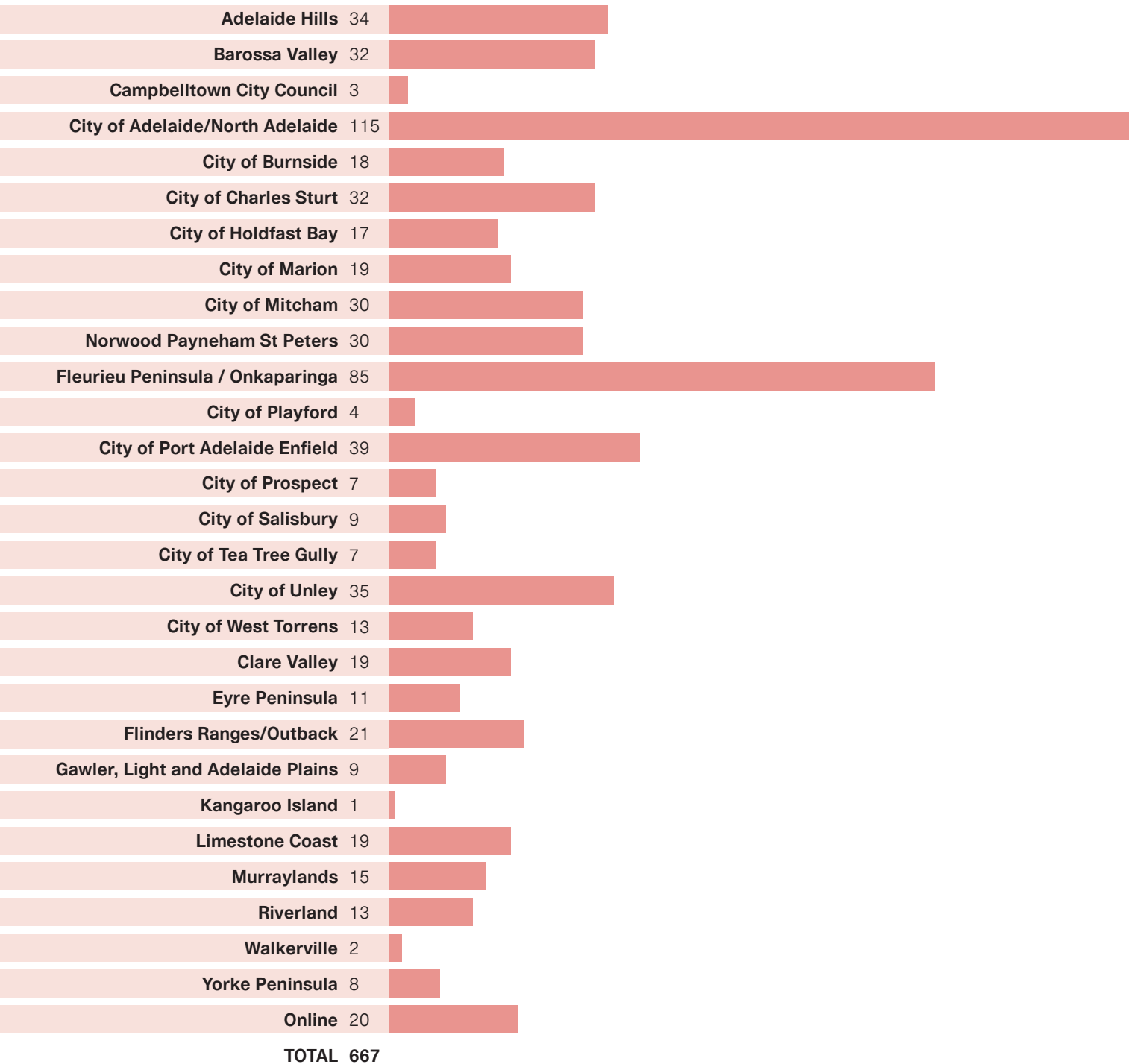


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## Jarvis Škoda art cars

Two Jarvis Škoda cars became mobile art venues, on the road during SALA. In 2022 the cars featured the work of artists Micky Barlow and Lesley Redgate.

## Exhibition by location



## 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.

### Industry Recognition

SALA is a proud member of;

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

### 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).



### For further information contact

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Kaurana Country  
35a Whitmore Square, Adelaide

**2023 SALA Festival 1-31 August**

### SA Living Artists Inc board

Alexandrea Cannon (Chair)  
Naomi Fallon (Deputy Chair)  
Gino De Gennaro (Treasurer)  
Sarah Boucaut  
Gill Hicks  
Mena Muecke  
Jenna Pippett  
Elizabeth Close

### First Nations Advisory Group

Thomas Readett  
Elizabeth Close

### 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 Kaurana 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.