

SALA

2024 SCHOOL PARTICIPATION RESOURCE

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ABOUT SALA FESTIVAL

The South Australian Living Artists (SALA) Festival is an annual celebration of visual art that takes place across South Australia. It is the largest festival of its kind in Australia, allowing audiences to discover and engage with the work of SA artists every August.

The open-access model means that SALA does not choose artists to participate in the Festival. Visual art students and artists working across a range of media are encouraged to register exhibitions or events - such as painters, sculptors, photographers, ceramicists, digital artists, textile artists, aerosol artists, jewellers, weavers, and more.

SCHOOLS IN SALA

Every year, South Australian schools and pre-schools register exhibitions of student artwork to be part of SALA Festival in August.

WHY PARTICIPATE?

Participation in SALA Festival offers many learning opportunities and can foster a sense of school pride and community. It is a chance to engage with key aspects of the Australian curriculum, including displaying and presenting work. Working towards a public outcome can be exceptionally motivating for students and adds real-world relevance to the work. Students can be involved in various capacities; not just making the art, but assisting in planning, curation, marketing and photography.

Registering for SALA Festival means participating in a statewide celebration of the arts, affording students exposure and proximity to professional arts practices in South Australia, promotes the visual arts as culturally important and a viable career path and It also provides the wider South Australian community with a glimpse at our future artists.



THINGS TO CONSIDER

Think about **how many students** you would like to include in your exhibition. It could be a small group, whole class or even the whole school!

Think about **what to exhibit**. You may choose to present artwork that students make in class as part of the school curriculum. There may be a subject or technique that they are focusing that can tie the exhibition together. Alternatively, you may invite students to submit personal artworks completed outside of class - this may be especially appealing if you will not be teaching the same students for the entire year. Past teachers have suggested having a smart system of collecting the artwork that doesn't rely on students not losing it / remembering to bring it back in to school.

Think about whether your SALA exhibition will be presented **on campus**, **off-campus**, or **online**.

We recommend visiting other school exhibitions during the Festival to see what themes are being explored and how exhibitions are being presented. This is a great way to get inspired for future years.

A SALA exhibition does not have to run for the whole month. The minimum requirement is that your exhibition must be viewable to the public at least once during August.



PHYSICAL EXHIBITION

Your exhibition could be presented on-campus or off-campus.

Hosting an **on-campus** exhibition means that there is no need to transport the artwork, and students are already on-site and able to participate in the preparation and installation of the work. Think about when/how the exhibition can be accessible to the public (a single open night will suffice).

You may also look at other vantage points on school grounds. In 2019, Westbourne Park Primary School recycled colourful bottle caps to create a series of animals and insects to decorate their playground and garden. It was registered in the 2019 SALA Festival and was viewable 24/7 (pictured).

You may also consider holding an exhibition **off-campus**. There may be a local cafe or library space that is interested in hosting student work. One of the benefits of this approach is that it often means that you won't have to supervise the exhibition when it is open, and can possibly be open to the public for a longer time than if on school grounds.

You can register any space as long as all parties involved are in agreement, and it is accessible to the public within State Government restrictions. Check out the Available Venues list in our Artist & Venue Noticeboard for help in finding a venue, and check out the 2020 SALA Education Exhibitions Image Gallery for inspiration.

ONLINE EXHIBITION

There are some great perks to holding an online exhibition - no messing around with blutack and spirit levels, no gallery sitting, open 24/7, and no pack-up at the end!

Your online exhibition could take the form of an online gallery, perhaps using a free portfolio website-builder like Wix. You could curate one page full of student work or students could have a page each if they have various projects or want to include individual artist statements.

It could take the form of a virtual gallery, like Adelaide High School's exhibition (pictured). You can create a virtual art gallery using Google Slides or use a platform like Artsteps.

Physical artworks can be scanned or photographed in order to be exhibited online. See SALA's **How to Photograph Your Work** resource for helpful tips.

Whether the exhibition is hosted on the school's website or somewhere else, it needs to be publicly accessible and the URL needs to be functional when provided in the registration form.

'It felt like it paid off seeing [my art] on the walls. Seeing it on the wall of an actual exhibition was really nice and it seemed like maybe I could do more things like this and see myself on other walls of maybe bigger things.'

Student, Adelaide High School,





HOW TO REGISTER

Once you have decided on the logistics of the exhibition (who will participate, what will be exhibited, and where the work will be hosted), you simply need to complete and submit a registration form through the SALA Online Portal between 1 March - 8 May, midnight. SALA staff will be available to support registrations from Monday to Friday up until 5pm.

This form is where you provide the details that will be published in the SALA program.

With the support of our education partner I-Nex, we are able to offer all

REGISTRATION FORM

The SALA registration form is accessible via the SALA Online Portal. It is divided into 7 sections and allows you to save your draft and return to it later as many times as you need to before it is ready to submit. Here are some notes about each section:

Registration - Contact details for the main organiser of the exhibition.
Artist Information - You are welcome to simply enter an Artist Collective/Group Name such as '(School Name) Year 9 Art Class'.
Exhibition Information - Title, description and other details of exhibition.
Venue Information - Name, address, contact details for the venue. (If your exhibition is online, you'll only need to enter the URL)
Dates and Times - The date range, and also the days/times that your exhibition will be open. If your exhibition is online, you can select 'viewable 24/7' in the times section.
Images - If you don't yet have any images of student work, consider uploading a work in progress, small detail shot, or similar work from past students. Logos, school emblems, and posters will not be accepted.
Donation - Optional.

PRE-REGISTRATION CHECKLIST

PLEASE NOTE: each exhibition requires a separate registration form (and fee).
Please make sure you have all the points below checked off before starting your registration.

VENUE

□ **Book and confirm a venue** (whether it's a space on campus, off-campus, or online).

□ Venue details - the venue name, address, phone number, and an email address and phone number for your venue contact person.

□ Accessibility - find out whether the venue is wheelchair accessible (and, if applicable, if the venue accepts Companion Cards).

ARTISTS

□ Determine (or estimate) the overall number of students (artists) participating in the exhibition/event.

□ Determine the name of the artist collective. (e.g. Year 6 students at Example School)

□ Determine (or estimate) the number of participating students who identify as: an Aboriginal or Torres Strait Islander person, child (up to 12 years), young person (12-25 years), student, living in regional or remote communities, disabled or living with a disability, older South Australian (over 60 years), and culturally and linguistically diverse.

□ Note the mediums included in your exhibition (e.g. photography, painting)

EVENT

□ Prepare an exhibition title and a 15-word description. Consider whether there is a theme or motivation to your work that deserves to be communicated here.

□ Confirm the start and end dates of the exhibition (minimum 1 date within August).

□ Confirm the open hours that the exhibition will be publicly accessible without making an appointment to see it.

□ Optional - Opening Event date and times.

IMAGES

□ Images - have 2 jpeg image files ready to upload to the registration form which will accompany your listing in the online program. Images of work you plan to exhibit are ideal, but previous student work or work-in-progress are also acceptable.
Logos / event posters will not be accepted.

OTHER

□ Contact details for the main organiser of this exhibition. (Name, email, phone number). This person is expected to pass on all relevant communications to the venue.

□ A delivery address for the poster, program and venue stickers to be delivered. Delivery to the venue is preferred but not always practical.
(PO boxes not accepted)

□ Sales - determine if there will be any work for sale at your exhibition.

It is up to registrants to ensure all information is correct. Ensure names, addresses, phone numbers and dates are carefully checked. SALA is not responsible for checking such details.



STUDENT INVOLVEMENT

There are many opportunities to involve students in the exhibition and encourage pride and ownership of the event. Here are some areas where students can contribute:

- **Curation:** choosing artworks and where they are placed, creating a blurb about the exhibition for the registration form.
- **Marketing:** create flyers, posters and invitations.
- **Floor sheet:** numbering the works and designing the floor sheet of exhibition information (or equivalent). See the SALA website for a Floor sheet template students can follow and adapt.
- **Photography:** documenting the creation or installation of the work.
- **Public Speaking:** giving an opening night speech.
- **Tours:** giving guided tours of the exhibition.
- **Music:** students can provide ambient music to accompany the exhibition.

MARKETING

An exhibition registered with SALA Festival will receive a listing in the printed and online program. Images submitted in the registration form will appear in the online program listing, which is accessible via the SALA Festival website and the FREE SALA app (available from the App Store and Google Play). All registered venues will receive a venue sticker, posters, and a supply of printed programs.

Due to the number of registrations that SALA receives, we market the Festival as a whole. You might like to consider promoting your exhibition further with:

- Flyers, posters or postcards
- School newsletter
- School website
- Notice boards
- Social media (#SALAFestival)
- Word of mouth
- Contact with local radio stations/newspapers

SALA

Use the SALA logo in your marketing to strengthen your association with the Festival.

AGREEMENTS

If you choose to host a physical exhibition off-campus it may be necessary to write an agreement between your school and the venue. Once you've registered your exhibition it is important that the school organiser and venue keep in regular contact with each other to ensure you're both on the same page. Make sure you document all communications in case a dispute arises down the track. The most common dispute is over who is paying for various elements of the exhibition (such as installation costs and opening night expenses).

You can download an agreement template from the Resources page of our website, salafestival.com

'I think [SALA] really highlights the role of visual art in the community – that it's not just something you do for fun but it's something that has a role to play in community life. [Jeeez Louise is] a local café that's a 2 minute walk from the school, a place that our students would go to regularly with their families; to see the work there exhibited and really part of that community space really shows that there's a role for the artist.'

Natalie Castree,
Walkerville Primary School





SALA Festival is proud to have I-Nex and Artfuel as our Education Partner, supporting the visual arts in schools and student participation in the Festival.

SALA

KEY DATES FOR 2024

1 March	Registrations open
8 May	Registrations close
1-31 August	SALA Festival
10 - 11 August	Open Studios Weekend

Deadlines close at midnight.
Staff will be available to support up until 5pm on weekdays.

IMAGE CREDITS

- Student at Woodcroft College exhibition. Supplied by school
- Walkerville Primary School student art at Jeeez Louise cafe, 2020. Photo Steph Fuller
- Urrbrae student exhibition, 2022. Supplied by school
- The Elements of Nature, West Lakes Shore School at Westfield West Lakes 2020. Photo: Steph Fuller
- *LA LA SALA-LAND - Kids flipping their lids!* at Westbourne Park Primary School, 2019. Photo: Steph Fuller
- Adelaide High School SALA Exhibition 2020, screenshot
- Glossop High School art room, 2019. Photo: Steph Fuller
- USASA exhibition, 2019. Photo: Steph Fuller
- Urrbrae student exhibition, 2022. Supplied by school

CONTACT

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