

SALA



South Australian
Living Artists Festival
Impact Report 2023



SALA Local and Contemporary Art Tour, 2023.
Photo by Sam Roberts.

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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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Partners



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Introduction

SALA East Side Bus Tour, 2023.
Photo by Sam Roberts.



SALA Slide Night, 2023. Photo by Sam Roberts.

SALA Festival is the largest open access visual arts festival in the Asia Pacific region and quite arguably, the world. South Australia offers a unique quality of life, which has resulted in the state being home to an exceptional community of artists. Artists thrive in South Australia. SALA Festival was founded 26 years ago to celebrate this quiet truth and to draw attention to the exceptional artists who live and create in the state of South Australia, and its unique visual arts ecology.

SALA Festival is deliberately inclusive in nature. We aim to nurture artists at all stages of their career and to encourage the timid and unsure out of their small, private spaces to engage and be part of the broader community of practicing visual artists. We want to encourage more people to create, to communicate and to connect through visual arts. We want to support more South Australian artists, because we know that to create is simply part of being human and living well.

As an open access festival, SALA understands the importance of cultivating not only artists but audiences. Audiences are integral to the visual artists community. To create within a community is to share, build, question, support and grow. Each year we plan a program that engages local artists to deliver visual arts experiences including art tours that provide insight into different corners of visual arts and practices, a range of workshops and masterclasses that provide entry into the skills and approaches used by artists and extension for those with current visual arts practices and cabaret-style events that invite the entire community to learn, enjoy and delight in our local artists.

We do this to create points of connection between artists and audiences and to deliver employment opportunities for our artists. This year, we have pushed forward with our support of economic outcomes for artists by launching the final stage of Shop SALA, our online sales platform connecting South Australian artists to audiences and buyers year-round. We will enjoy watching this line of revenue flow through and to support and develop our community of creatives.

This year over 10,895 artists created and exhibited work for 697 exhibitions across the entire state of SA the 2023 South Australian Living Artists (SALA) Festival and audiences exceeded 1,100,000.

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

We thank all of our supporters as we close the door on a wonderfully successful 2023 Festival and look in earnest to SALA Festival 2024.

SALA

History

SALA Festival celebrated its 26th anniversary in 2023. 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 educate local, Australian and international audiences about the unique culture of leading visual artists living and working in South Australia, and create opportunities for them. 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, with over 650 exhibitions and 10000 artists.



SALA Local and Contemporary Art Tour, 2023.
Photo by 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 10,000 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 1,100,000 people, and many more online.

Vision

To champion South Australia's living visual artists and draw inter/national attention to the unique and exceptional ecology of visual art in South Australia.

To support 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.

To enrich and inspire South Australian communities and audiences 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.

To embed SALA Festival as 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

10,895

participating artists

Amateur, emerging, and professional
visual artists

692

**exhibitions and events
in 627 venues**

603 across metropolitan and regional
South Australia, 24 online venues

14

art tours

289

exhibition openings

93

open studios

1.1million+

visitors

Estimated attendance at SALA exhibitions
across South Australia*

18,000+

opening night guests

Estimated attendance at SALA
exhibition opening nights

\$2,600,000+

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 2023)

Connecting artists with audiences

260,138 page views to SALA Festival online program.

203 press articles written across regional, local, and national publications including; The Advertiser, the Fleurieu Sun, The Bunyip (Gawler) and the Leader (Barossa Valley).

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

273 internet articles published across regional, local, and national websites including; InDaily, CityMag, SA Life, Arts Hub and Adelaide Now.

50 television reports broadcast across Channel 10, which included reports on Studio 10 and 10 News First in Adelaide.

Media coverage had a cumulative potential audience/circulation of
\$12.1M and an advertising space rate of **\$2.1M***

*Media coverage report 16 September 2022 – 15 September 2023 by isentia.
Restrictions apply to the third-party monitoring of social media content, and available data from Twitter, Facebook and YouTube is shown. Instagram is excluded.



SALA Local and Contemporary Art Tour, 2023. Photo by Sam Roberts.

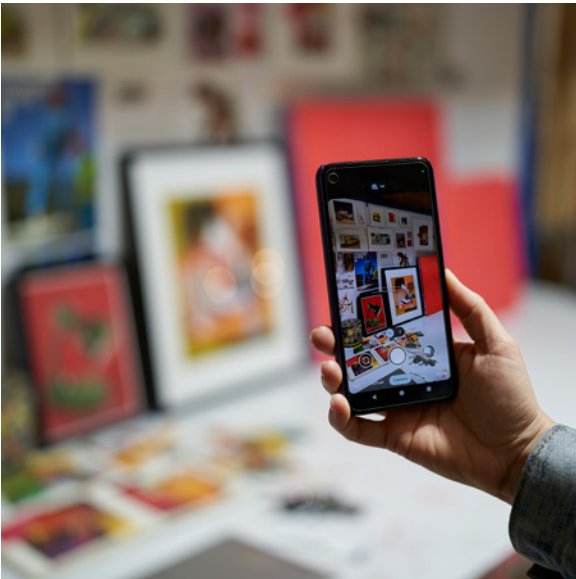
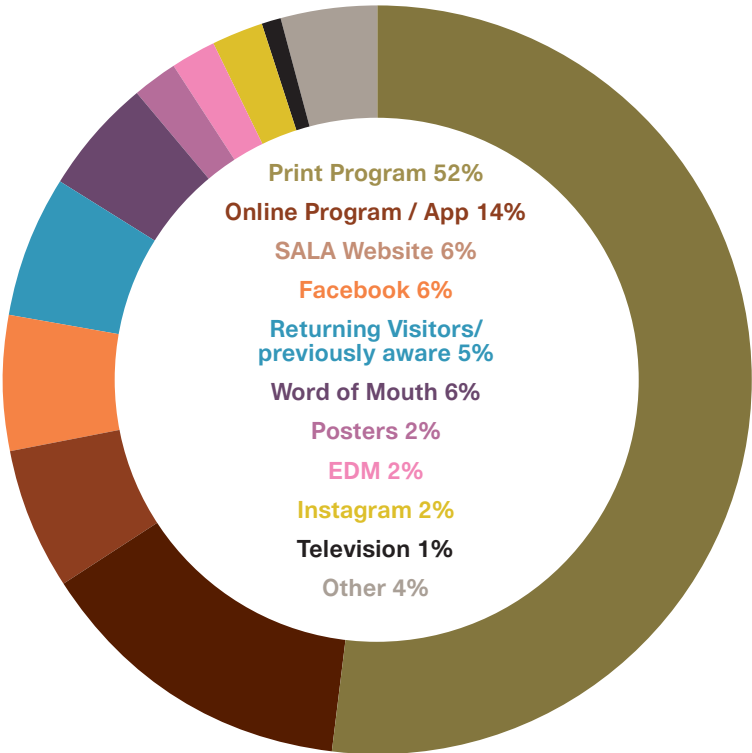


SALA Local and Contemporary Art Tour, 2023. Photo by Sam Roberts.

How did audiences discover exhibitions?

SALA East Side Bus Tour, 2023. Photo by Sam Roberts.

Source of Event Awareness



Online

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

71,000+* visits to the SALA website.

43,468 users in the lead up to and during the Festival.

Total page views **260,138**

(*Source; Google Analytics)



SALA East Side Bus Tour, 2023. Photo by Sam Roberts.

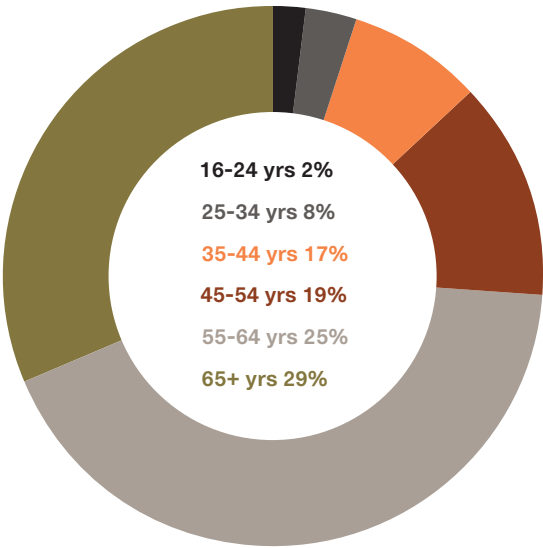


SALA East Side Bus Tour, 2023. Photo by Sam Roberts.

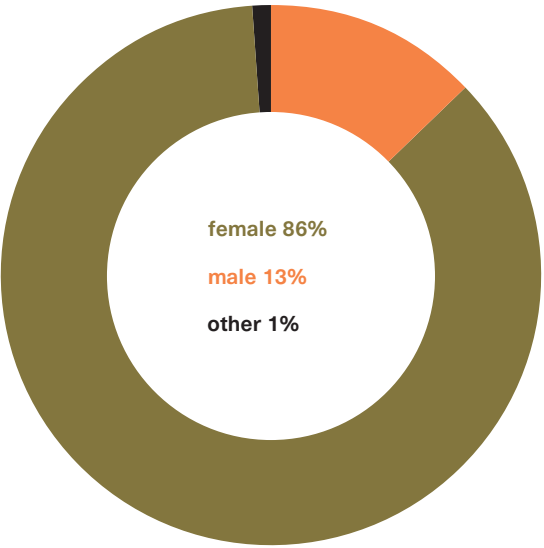
Who attends SALA?

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

Age profile



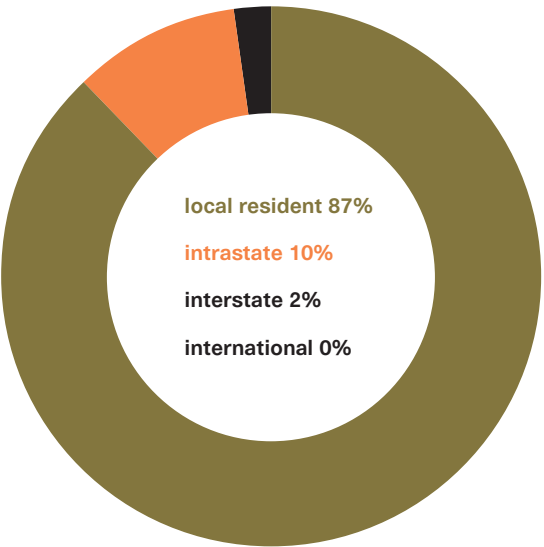
Gender profile



"SALA is great, it's such a wonderful festival and helps this state especially as August is such a dreary dull end-of-winter month. And it encourages people who would not go to galleries or other art shows to look for shows, especially as there are hardly any galleries left in Adelaide. And for people starting out in their careers it is a first stepping stone. And it gives work to framers etc."

Survey response from SALA Festival Artist and Venue Survey, 2023.

Origin of attendees



SALA East Side Bus Tour, 2023. Photo by Sam Roberts.



The SALA Drawing Marathon, 2023. Photo by 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.

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The selected artist for the publication becomes 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.

Helen Fuller was the subject of the 2023 SA Living Artist publication. Helen is a multi-disciplinary South Australian artist whose practice includes painting, ceramics, sculpture, photography and installation. A prolific artist and cherished member of the South Australian artistic community, her career began in 1978 where she studied fine art at the Torrens College of Advanced Education (now the University of South Australia). In 1994 Fuller completed a Master of Visual Arts at the University of South Australia. In 2009 she began pottery classes, making her first pinch pots. Since that time, she has produced a large body of hand-built terracotta

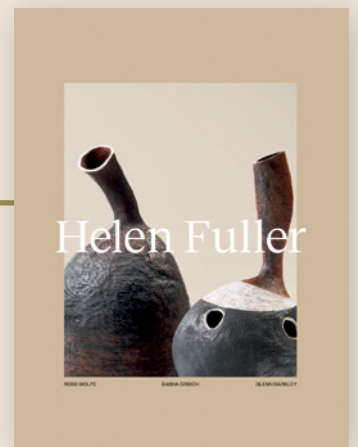
forms. Her painterly approach to surface decoration draws on her painting practice.

During the 2023 SALA Festival, Fuller's work could be seen at the Art Gallery of South Australia, where a series of newly acquired works were on display. She also held an exhibition, 'Shedding', at Adelaide Central Gallery following the SALA Festival.

A total of 25 books have been published since 2000, profiling artists Helen Fuller, 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 2024 SALA publication is Julia Robinson.

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



Helen Fuller signing her SA Living Artist publication in studio. Photo by Steph Fuller.

Helen Fuller, hand-built vessels. Photograph by Grant Hancock. Courtesy Samstag Museum of Art, University of South Australia.



Helen Fuller, hand-built vessels. Photograph by Grant Hancock. Courtesy Samstag Museum of Art, University of South Australia.



2023 SALA Festival Awards

South Australian Living Artists are invited to apply for the SALA Awards and share in \$27,000 worth of cash prizes and a total value of over \$40,000.

In 2023 the awards ceremony was held as part of the Finissage event on Friday 1 September at the SALA Hub at the Queens Theatre.



City of Adelaide Incubator Award

WINNER

Kaspar Schmidt Mumm



City Rural Emerging Artist Award

WINNER

Stephanie Doddridge

The Advertiser *We're for you*

The Advertiser Contemporary Art Award

WINNER

Susan Bruce



Award recipients Yasemin Sabuncu, Tyson Jay Brant, Stephanie Doddridge, Marian Sandberg, Kate Kurucz, Bridget Alfred (SALA CEO) and Susan Bruce. Photo by Sia Duff.



Unitcare Services Digital Media Award

WINNER

Marian Sandberg



City of Unley Active Ageing Award

WINNER

Katrina Linn



Inspiring SA Science in Art Award

WINNER

Kate Kurucz



Hither & Yon Venue Award

WINNER

Little Blue Wren Gifts & Art



Don Dunstan Foundation Award

WINNER

Tyson Jay Brant

City of Onkaparinga SALA Artist Residency

RECIPIENTS

Laura Wills & Jackie Saunders

In 2023, SALA Festival in partnership with the City of Onkaparinga presented a new opportunity to offer a practicing South Australian contemporary artist or collaboration the opportunity to undertake a twelve-week site-responsive studio-based residency at Sauerbier House in Port Noarlunga in 2024.

Laura Wills and Jackie Saunders were selected as the artist collaborators in residence. In anticipating their studio outcomes, the panel felt their collective practices, powered by support and spontaneity, would contribute to understanding the possibilities embedded in intuitive site-based explorations.

Congratulations to all the 2023 award recipients and thank you to all the organisations and individuals who invest in South Australian artists.

SALA Solo Photographic Opportunity

2023 RECIPIENT

Yasemin Sabuncu

For its second year, SALA Festival partnered with Atkins Lab, the Centre for Creative Photography and Praxis Artspace to support an emerging photographic artist in working towards creating a body of work to be showcased in a solo exhibition as part of SALA Festival 2024.

This year's recipient is Yasemin Sabuncu, who impressed the panel by the strength of her story and desire to share it in dynamic ways.

Yasemin will be assisted by Patty Chehade in presenting the exhibition of new work at Praxis Artspace in August 2024, with mentorship from Gavin Blake at the Centre for Creative Photography, and printing expertise from Paul Atkins of Atkins Lab.

2022 OPPORTUNITY OUTCOME

David Hume
'Fleurieu, Perceptions of
Place' exhibition

SALA Hub

2023 saw the return of the SALA Hub at Queens Theatre, a place where artists and audiences can come and sharpen skills, try something different or simply enjoy the historical Queens Theatre.

The SALA Hub program was designed for artists and art lovers – at all levels of experience.



The Drawing Marathon

Once again, SALA presented the 5-day Drawing Marathon with support from the Adelaide Central School of Art, led by Christopher Orchard.



The SALA Drawing Marathon, 2023.
Photo by Sam Roberts.

Masterclass and Workshops

This year, SALA ran two fully booked jewellery workshops led by artist Olivia Kathigitis, where participants crafted unique, personalised silver rings. The program also included a portrait drawing workshop with artist Jasmine Crisp, showing participants how to draw from observing a live model and enabling them to show their personalities through the process.



SALA Hub, 2023.
Photo by Sam Roberts.

Slide Night

The SALA Slide Night was hosted on Thursday 3 August at the SALA Hub at The Queens Theatre.

At this crowd-favourite event, 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 Luke Wilcox, and all Slide Night presenters: Gail Hocking, Sarah Neville, Gerry Wedd, Paul Gazzola, Kaspar Schmidt Mumm, Crista Bradshaw, Rebecca McEwan and Teresa Busuttil.



Luke Wilcox hosting the SALA Slide Night, 2023. Photo by Sam Roberts.

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 with support of the City of Adelaide.

Walking Art Tours

The 2023 tours included:

- First Nations Art Tour with artist Tikari Rigney
- Dog-Friendly Art Tour with artist Jenna Pippett and Zelda the Weimaraner
- Street Art Walking Tour with artist Leah Grant, which ran and sold out three times
- Local and Contemporary Art Tour with artist and educator Dr Melanie Cooper
- SALA Art Tour in Mandarin with artist Shirley Wu

SALA First Nations Walking Tour with Tikari Rigney, 2023. Photo by Sam Roberts.



Artist Studio Bus Tours

In 2023 SALA offered studio-hopping bus tours, visiting both galleries and artist studios. Attendees had the unique opportunity to engage with artists, gain insights into their creative processes and explore their work spaces.

The Eastside bus tour, supported by the City of Norwood Payneham and St Peters, was hosted by artist Oakey.

The Westside bus tour was, supported by the City of Charles Sturt, was led by artist Ida Sophia. Both tours were a huge success and once tickets were released, quickly booked to capacity.

**Total in-person
tour attendance: 203**



Artist Georgina Mills in her studio, during SALA Eastside Bus Tour, 2023. Photo by Sam Roberts.

Regional Self-Guided Art Tours

In 2023 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 and the Limestone Coast.

"I enjoyed everything I attended. Loved the two tours in the CBD, Contemporary Art and Street Art. Disappointed to miss a couple of other events, as they were closed before I arrived in SA on Aug 19. Maybe I'll need to arrive earlier. Love visiting SA during SALA, will be back in 2024."

Survey response from SALA Festival Artist and Venue Survey, 2023.

SALA Local and Contemporary Art Tour, 2023. Photo by Sam Roberts.



SALA East Side Bus Tour with Oakey.
Photo by Sam Roberts.

"I was in a pub and the young artist exhibiting there came in with a group of friends. It was lovely to see her explaining and discussing her work with them, and to see them all so engaged. Essence of SALA!"

Survey response from SALA Festival Artist and Venue Survey, 2023.



SALA Dog-Friendly Walking Tour, 2023. Photo by Sam Roberts.

Open Studios

During SALA 2023 there were 93 open studios and 56 artist demonstrations. The open studios and artist demonstrations give audiences an opportunity to meet the artists and learn more about how they work.



SALA In Schools

Every year South Australian schools and early learning centres register exhibitions of student artwork to be part of the Festival in August. This provides young people with real exhibition experience and places them in the same program as some of the state's most established artists. It also provides the wider South Australian community a glimpse at our future artists.

SALA Festival is happy to have worked with Credit Union SA to support the visual arts in schools and school participation in the festival.

- A total of **55 exhibitions** were registered by schools for the 2023 SALA Festival program, highlighting strong interest and participation.
- The program saw engagement from **5,200+** students, school staff members and community members in the exhibitions.
- 2023 SALA school exhibitions spanned **20 council areas** across South Australia.



Artwork by students from Central York School completed in workshop led by Rebecca McEwan, 2023.



Claude Portelli, 'Endless Dance', 2022, corten steel. Photo courtesy of Centennial Park.

Artwork by student from WCH School completed in workshop led by artists Laura Wills and Will Cheesman, 2023.



Create4Adelaide

This year, SALA Festival partnered with Adelaide Festival to introduce Create4Adelaide, a project aimed at empowering young artists and thinkers.

Create4Adelaide spans an entire year and provides a unique platform for individuals, groups, and entire classes to channel their creativity and contribute to the conversation about climate change and its impact on communities. Individuals, groups and whole classes were asked to submit entries and the top-voted projects were linked with an artist to undertake workshops to further develop the work.

Artists: Laura Wills and Will Cheesman, Oakey, Emmaline Zanelli, and Rebecca McEwan led workshops in schools across South Australia.

Create4Adelaide will culminate in an exhibition of young people's work presented in the 2024 Adelaide Festival.



SALA Curated Exhibitions

In 2023 SALA curated the 10th consecutive SALA in the Park 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 new context to works of Peter DeMaria, James Hamilton, Daniel Toonen, Matt Turley, and Lorry Wedding-Marchioro.

Brent Quilliam, "Union", 2018, Austral juperana granite, stainless steel. Photo courtesy of Centennial Park.

SALA Podcast

The SALA Podcast gives audiences a chance to hear South Australian visual artists talk about their artwork and what inspires them in their own words.

In 2023, audiences were able to tune in to interviews with artists working across glass, textiles, paper mache, concrete, performance, digital media, metal, and ceramics, as they discussed recent or upcoming projects. During the Festival, audiences were able to hear exhibiting SALA artists talk about their work while it was on display, in venues from the city centre to the Barossa Valley. The 40+ episodes of the SALA Podcast are available to listen to on the SALA website and from wherever you get your podcasts.

Downloads / listens during August 2023: 271

Downloads / listens during all of 2023: 1,864



Artist Chris de Rosa in her studio recording the SALA Podcast. Photo by Steph Fuller.

EPISODE 37

Shirley Wu

EPISODE 38

Anna Horne

EPISODE 39

Chris De Rosa

EPISODE 40

Kasia Tons

EPISODE 41

Kaspar Schmidt Mumm

EPISODE 42

Ian Gibbins

EPISODE 43

Monika Morgenstern

EPISODE 44

Helen Fuller



SALA & Foodland shopping bags.
Photo courtesy of SALA.



SALA & Jarvis Škoda art car, featuring artwork by Crista Bradshaw. Photo courtesy of SALA.

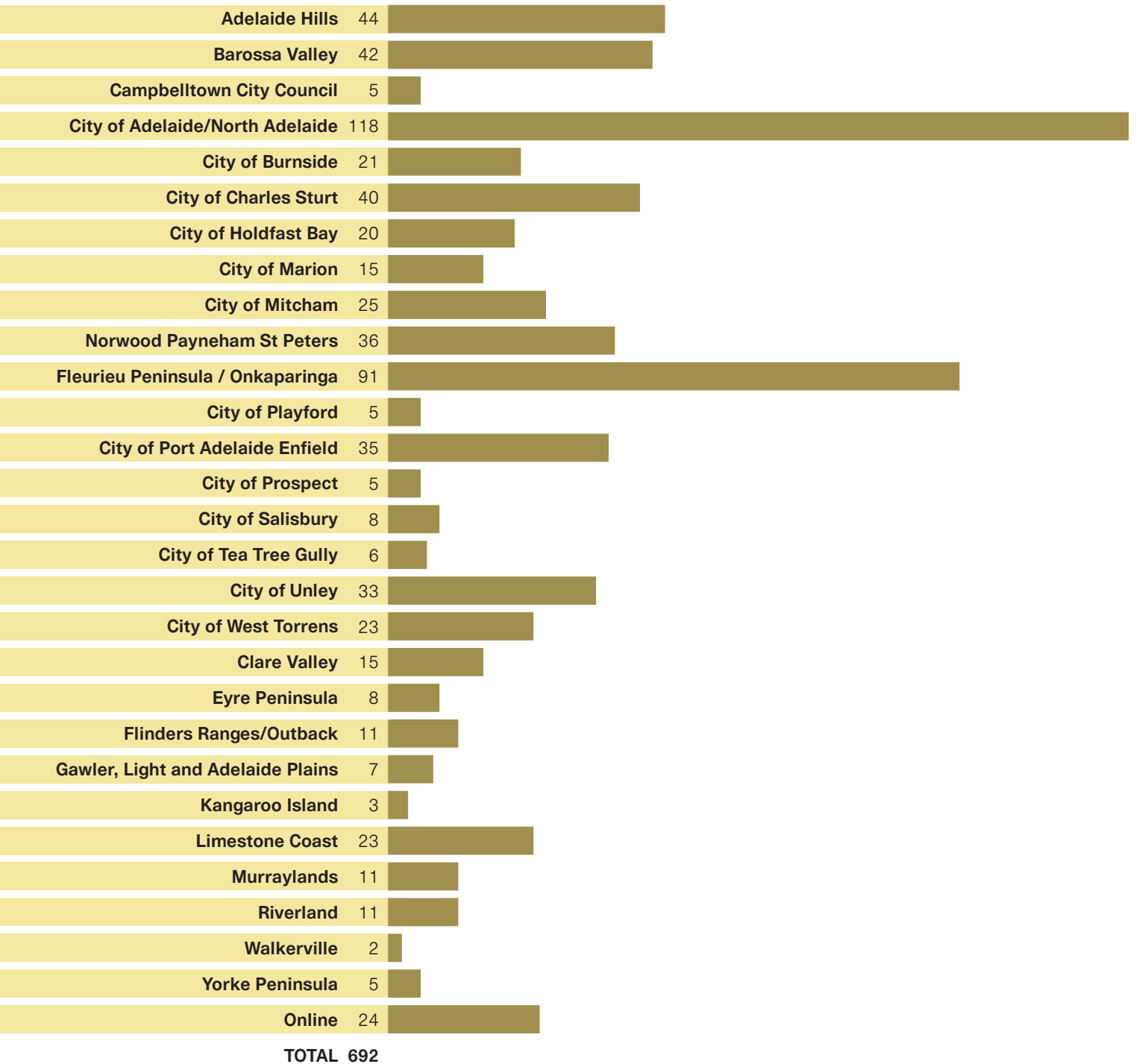
Foodland shopping bags

Limited edition SALA and Foodland branded shopping bags were available to purchase from all 92 Foodland supermarkets across the State. South Australian artists Pia Kuykhoven, Hero Moller and Cedric Varcoe had their work printed on these sought after reusable cotton bags, a great accessory to carry the SALA print program in!

Jarvis Škoda art cars

Two Jarvis Škoda cars became moving art galleries, on the road during SALA. In 2023 the cars featured the work of artists Crista Bradshaw and Michael Carney.

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.

Current partnerships align with interests in:

- Social equity
- Education
- Insurance
- Food and beverage
- Government
- Major industry
- Tourism
- Retail

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 not-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).

Scan here to make a donation to SALA



Industry Recognition

SALA is a proud member of;

- Festival City Adelaide
- Creative Communities Network (CCN)
- Arts Industry Council of South Australia (AICSA)
- Arts Hub

For further information contact

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(08) 7077 0011
bridget@salafestival.com

SALA Festival Office
Karna Country
35a Whitmore Square, Adelaide

2023 SALA Festival 1-31 August SA Living Artists Inc board

Alexandrea Cannon (Chair)
Sarah Boucaut (Deputy Chair)
Gino De Gennaro (Treasurer)
Gill Hicks
Jenna Pippett
Elizabeth Close
Peter Stevens
Lauren Mustillo
Cathie Brown

First Nations Subcommittee

Elizabeth Close
Thomas Readett
Dominic Guerrero

Artist Advisory Group

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

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 past, present, and future.