

2023 Adelaide Park Lands Art Prize

Project Report

Inspire



From the Chair

2023 was the fifth iteration of the Adelaide Park Lands Art Prize, continuing biennially since 2014. The Adelaide Park Lands Art Prize is the cornerstone of APA "Inspire" activities.

The Art Prize has a single-word theme: "Inspire"

Inspiration flows in two directions:

- The artists featured in this exhibition have found inspiration in Adelaide's Park Lands, crafting their works in homage to these natural treasures.**
- In turn, we hope their artistic interpretations of your Park Lands will spark inspiration in you, forging a deeper connection with the beautiful landscapes that define Adelaide.**

This event is more than just an art competition.

It is a celebration of our collective love and appreciation for your Adelaide Park Lands, and a reminder of the vital role they play in our lives and our community.

I want to express my gratitude to all the talented artists who participated in this year's competition. Your works have brought new levels of creativity and beauty to our already stunning Adelaide Park Lands.

The community's positive response has overwhelmed us, and this success wouldn't be possible without our partners, sponsors, judges, volunteers and artists. We're grateful for your willingness to share your talents and passion, and for your dedication to helping us promote and protect these natural treasures.



**Nataliya Dikovskaya
Chair of the Art Prize Sub-committee,
Adelaide Park Lands Association (APA)**

We look forward to continuing our collaboration with artists and the community in the years to come.

Introduction

Biennial, Non-Acquisitive, International, All Art Media Ten years to establish the industry-recognised Art Prize

Your Adelaide Park Lands is a cherished site that is part of the traditional lands of the Kaurna people.

They are unique. No other city in the world is garlanded entirely by Park Lands.

Your Adelaide Park Lands are listed on Australia's National Heritage Register, and there is growing bipartisan support to pursue the UNESCO World Heritage listing.

We were proud to present the fifth iteration of the biennial Adelaide Park Lands Art Prize in March 2023 to inspire love for your Park Lands. To the theme of 'INSPIRE,' artists were invited to create artworks that capture the essence of your Park Lands.

A record number of 480+ entries were submitted, and after careful consideration, the judges selected 80 artworks that were exhibited as finalists.

The exhibition provided diverse and awe-inspiring aspects through the eyes of the artists. The community had an opportunity to engage with the artists' passions and uncover how your Park Lands inspired them. Using a range of mediums, the artists reveal the vital role of nature in sustaining life and its delicate fragility. Each artwork showcases a unique perspective of your Adelaide Park Lands, from wildlife to the beauty, shelter, fun and sites for contemplation.

Prize Pool \$50,000

First Prize	\$20,000
Young Artist (u25)	\$2,000
School Student	\$2,000
Digital Category Prize	\$2,000
Emerging Artist	\$2,000
People's Choice	\$2,000
Photography Prize	\$2,000
First Nations Artist	\$2,000
Judges Commendations	
8 prizes, each	\$2,000

Organised by

The Adelaide Park Lands Association (APA)

APA has four streams of activities:

- Explore
- Inspire
- Protect
- Restore



**Adelaide
Park Lands
Association**

The Art Prize is the cornerstone and feature of our Inspire range of activities.

Learn more at: adelaide-parklands.asn.au

**Love your Park Lands
Get into your Park Lands and Explore the hidden corners
you haven't visited!
Be involved to Protect and Restore your Park Lands.**

Entries

The 2023 Adelaide Art Prize has seen remarkable improvements across all facets of the event, from record-breaking artist submissions to elevated exhibition quality, marking this year as a milestone in the event's history.

Record number

In 2023 we received a record number of entries, with 484 submissions from South Australian, interstate, and international artists. This represents a remarkable 35% increase from the previous record entry numbers.

Geography

Entries came from local, interstate, and international artists, showcasing an incredibly diverse range of artistic perspectives. The exceptional quality of the entries presented the judging panel with a significant challenge in selecting the finalists and winners.

Exceptional quality

With the increased number of interstate and international entries, 96% of the finalists were South Australian artists, reflecting a strong local connection to your Park Lands.

The entry fees generated \$23,700, which funded the promotion and the execution of the event.



Judges

The diversity of the judges elevated the competition, assuring its credibility and appeal within the artistic community.



Jane MacFarlane
CEO, Helpman Academy

"Artists are our storytellers, who help share important messages to make our voices heard. They help us see and reflect on the world in different ways."



Angela Valamanesh
Artist, Leading Australian Ceramist

"An art prize in the Park Lands can draw attention to the huge importance of maintaining our Park Lands. Artists can draw inspiration from the botanical world around us and hopefully lead to an increased reflection on climate change."



Leigh Robb
Curator of Contemporary Art, ASGA

With twenty years of experience in the arts, Robb's previous roles include Curator at PICA – Perth Institute of Contemporary Arts, Associate Director at Thomas Dane Gallery, London, and Head of Internship Program at the Peggy Guggenheim Collection, Venice.



Loene Furler
Ex-Adviser to the Minister for Arts, Ex-CEO, Jamfactory

"[The] Park Lands are very important to me. They keep me healthy, and I find much pleasure in observing them. Our Park Lands around the CBD are particularly important because these days, it is so rare to have Park Lands around a major city. They are often called the lungs of the city".

*Congratulations to you and the Park Lands Association - it's just such a fantastic initiative for our beloved park lands.
What an honour to receive one of the awards - I'm ever so thankful and glad I could present my work to such an esteemed group of judges. Very very grateful.
Blake Griffiths*

VIP Opening Night

The VIP Opening night was an unforgettable event that left a lasting impression on all attendees.

The atmosphere was electric, with a diverse mix of special guests, renowned artists, their loved ones, and delighted art collectors all coming together to celebrate the occasion. The sense of camaraderie and communal joy was palpable throughout the evening, making it a truly exceptional gathering.



Guests and Artists



The President of APA, Shane Sody, welcomes all attendees to the exhibition



Guests and Artists



John Foubister and The Lord Mayor of Adelaide, Dr Jane Lomax-Smith



Scruffy Scandi Band



Gregg Mitchell, Sandy Verschoor, Marsha Matthews, Paul Turley



Shane Sody, The Lord Mayor of Adelaide, Daryl Austin, Claire Belfrage, Blake Griffiths, Alison Arnold, Deb McKay, and James Elsby

The Exhibition

The exhibition featured 80 exceptional finalists, a rich tapestry of artists who have stretched their creative horizons to contribute remarkable works.

Our broad range of mediums and artists underlined our commitment to inspiring love and appreciation for your Adelaide Park Lands, demonstrating that inspiration can truly come in all forms.

All Artworks Are For Sale

This vital aspect fortifies artists economically and integrates their inspiring creations into our community. When these artworks find their new homes, they continue to touch hearts, spark dialogues, and share the unique inspirations conceived by their creators. They endure beyond the scope of the competition, fuelling a continuous cycle of inspiration and artistic appreciation within the community.

80 Finalists' works were presented to a wide community during 6 weeks exhibition at the iconic city venue

Adelaide Festival Centre  



Marketing Highlights

Our success is fundamentally measured by the degree of community engagement.

This includes artists entering the competition, art sales, exhibition attendees, sponsors' contributions, partners' support, and the wider professional and public audience we've reached.

Social Media Strategy

Leveraging social media was the key to the success of the communication campaign, enhancing promotion and partner collaborations while amplifying outreach and engagement.

We leveraged partnerships with industry organisations and organic methods for promotion.

Our active posting of artists' works provided great opportunities for their promotions.



@adl_parklandsart
1200+ followers
gained in 6 weeks



@parklandsart
35,000+
organic reach



250+ posts
500+ stories

Website & Email Marketing

Our website proved vital in managing a record number of registrations, while our long-established email list served as a crucial link to the artist community.



parklandsart.com
484 entries
90% processed in 7 days



artist community
1500+ emails

Sales Platform

Integrated with website and social media, Shopify retail facility boosted visibility, simplified the buyers' experience, and enriched the overall experience.



\$40,500 of sale
in 6 weeks

The Art Prize was among the TOP10 most popular art prizes on the art-prizes.com website as at May 2023 (in 12 months overview).

Sponsors & Partners

The surplus from the previous Art Prize significantly enabled us to enhance the prize pool, thereby providing greater opportunities for participating artists.

We extend our heartfelt thanks to all sponsors and donors, including those who have generously supported our cause from the inception of the Art Prize and the new contributors who joined in the last year.

Their collective commitment is nurturing and advancing the arts, ensuring a bright future for the Adelaide Park Lands Art Prize.

Sponsorships played a vital role, with a grand total of \$38,138 raised from various sources.

Key industry and media partners



The Advertiser



Major Sponsors



Kadaltilla

Restore



Protect

Hero Weston
David and Emma Robinson
Sandy Verschoor
Kirsteen Mackay
Royal Adelaide Show
Anonymous

Wine Sponsor



Some sponsors and donors prefer to remain anonymous.



Explore

St Aloysius College
David Donaldson
Diana Jaquillard
Walter Brooke & Associates
James and Jackie Hahn

Team of Volunteers

The project is executed by a small group of volunteers

The tremendous success of the Art Prize is attributed to the dedicated efforts and time of past and present professionals involved.

2023 Organising Sub-Committee

As a newly-formed committee, we embarked on uncharted territory. Our collective experience in this field was modest, but despite the steep learning curve, we rallied together, continually learning and growing through the process.

Nataliya Dikovskaya	Chair of the Sub-Committee	Julie-Anne Whitehead	Exhibition
Shane Sody	APA President	Jacqui Hunter	Curators
Henry Davis	Sponsorships and Donations	Bruno Zeni	Treasurer
Marina Ritchie	Head of Marketing	Sandra Lindemann	Secretary
Eden Dickin	Community Communication		



2025 Art Prize

The Adelaide Park Lands Art Prize is set to make an exhilarating return in 2025.

We are brimming with anticipation for what promises to be a more expansive reach than ever before.

What to expect in 2025:

- A substantial prize pool of \$50,000 or more provides a powerful competitive incentive.
- A carefully selected panel of judges brings fresh perspectives and expertise.
- An upgraded website to streamline participant registration and submission processes.
- An online gallery to beautifully showcase the artworks, enhancing their visibility.
- A premium venue to exhibit the Finalists Exhibition, ensuring an impressive presentation.
- A robust social media presence aimed at fostering community engagement and excitement.
- New collaborations have been established with local and national art organizations, enriching our network.
- International outreach efforts to expand awareness and knowledge about the unique Adelaide Park Lands on a global scale.
- Artist workshops and masterclasses designed to nurture creative talent.
- Art talks and panel discussions featuring renowned artists and experts.
- Guided art tours exploring your Park Lands' rich artistic history and significance.
- Charity art auctions or fundraisers dedicated to supporting your Park Lands.

We welcome and seek your support, whether as a volunteer, sponsor, collaborator, or in any other capacity you're willing to contribute to this invaluable community event.

Your assistance is greatly appreciated.

Adelaide Park Lands Art Prize

2025



We Welcome Your Support

Contact

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