S@B5
SCULPTURE AT BATHERS
19 FEB - 07 MAR 2022

Sculpture at Bathers
2022 Report

Sculpture at Bathers acknowledges the Whadjuk people as the traditional owners and custodians of the greater Walyalup area. We recognise their continuous connection to culture, community and Country and pay respects to their elders past, present and emerging.

Overview

2022 saw the fifth iteration of Sculpture at Bathers run from 19 February-7 March. Since its inception in 2013 the exhibition has shown the work of over 300 Western Australian artists.

Set in the historic Bathers Beach Art Precinct in Fremantle, this year's event showcased 70 sculptures by Western Australian artists in a setting that extended along the coastline of Bathers Beach, inside the heritage listed gallery space at Kidogo Arthouse and on the grass forecourt outside the WA Shipwrecks Museum.

In a new initiative, works were installed at Victoria Quay plus an artist in focus satellite exhibition at the Republic of Fremantle in Pakenham Street, creating further engagement opportunities within Fremantle's historic West End.

Sculpture at Bathers sincerely acknowledges the generous support of all our partners. This distinctively Western Australian exhibition is made possible by:

PRINCIPAL PARTNERS

Australian Government RISE Fund · City of Fremantle · Department of Local Government, Sport and Cultural Industries · Fremantle Ports

Restart Investment to Sustain and Expand (RISE) Fund – an Australian Government initiative

2022 PARTNERS

artsource · bathers beach house · Capral · Castledine & Castledine · Kidogo · Light Application · Republic

SUPPORTING PARTNERS

City of Melville · WM · D'Orsogna · Cicerello's · Little Features · Dadaa · Town of East Fremantle · Vasse Felix · Be. · Total Construction · Little Sister · Poolman · Hoyts

'Balancing act' by Sam Hopkins. Photo: Tegan Court

Funding and Sponsorship

To deliver this uniquely West Australian event, S@B5 progressively built on the four previous free exhibitions held in 2013, 2015, 2017 and 2020.

Partnerships this year included the City of Fremantle, Fremantle Ports, Fremantle Fishing Boat Harbour Traders Association, Western Australian Museum, DADAA, Artsource, Bloom Digital, Town of East Fremantle and City of Melville.

Our catered events were generously supported by Bathers Beach House, Cicerellos, Little Creatures, D'Orsogna, Kakulas Little Sister Deli, Republic of Fremantle and Vasse Felix.

Public competition prizes were kindly supplied by WA Museum, Be.Fremantle, Hoyts, Charter1, Westcoast Jet, Fremantle Tourist Wheel and Char Char Bull.

Capral Aluminium generously supplied four exhibiting artists with material sponsorship and in-kind graphic design services were provided by Castledine & Castledine.

In an unprecedented first, S@B secured Federal Government funding through RISE (the Restart Investment to Sustain and Expand Fund) enabling: the employment of three arts professionals, payment of exhibiting artist fees, the creation of a new website with e-commerce and new digital content.

Income sources were further supplemented by two DLGSCI grants, commission from the sale of artworks, donations, merchandise sales and revenue from tours.

The City of Fremantle provided significant in-kind sponsorship and internal collaborations via the City's Arts & Culture, Event, Parks & Landscape, Economic and Community Development teams, Walyalup Visitor Centre ambassadors and Community Safety & Ranger team who again provided much appreciated parking dispensations for our volunteers.

Installation of 'Lines of communication' by Bruce Abbott. Photo: Rebecca Mansell

'Glass half full' by Gordon Mitchell. Photo: Tegan Court

Jina Lee with 'Voyager'
Photo: Tegan Court

'Whirlitunias' by Richard Hammer.
Photo: Rebecca Mansell

Curatorial Rationale and Exhibition

The impetus to create a reenergised and focussed model for S@B was in part sparked by a new curatorial approach in tandem with a COVID-19 recalibration. An open invitation for entries allowed artists to submit a written proposal and nominate their preferred site within the exhibition precinct. This attracted more than 120 applications from WA artists. A selection process held by the Lead Curator and a selection panel of WA arts professionals assessed submissions and the successful entrants comprised a multicultural, gender diverse group representing the breadth and depth of contemporary WA sculpture.

One of the tangible aspects of S@B is the embracing community spirit, it is not a reserved enclave for the few, rather it has a curatorial premise of inviting sculptors to participate, thus we have the established alongside emerging & rising artists, with a solid representation of regional artists. Artists ranged from early-career to senior, metropolitan based to regional, including a number of key Indigenous artists and a strong cohort of first-time S@B participants.

The intent was to offer an immersive experience of both large scale outdoor sculpture and intimate indoor works in Kidogo Arthouse. Of the 70 sculptures on display, 38 were exhibited throughout the Bathers Art precinct, 26 in the gallery at Kidogo, one at the WA Shipwrecks Museum, five at the Fremantle Port and seven at Republic of Fremantle. Three artist collaborations brought the total of participating artists to 73 and sculpture sales were positive with 24 artists selling works and three subsequent commissions secured.

An additional curated minor exhibition featuring the work of four S@B artists was installed at the new Walyalup Visitor Centre in Kings Square. Artists featured were Tim Burns, Susan Flavell, Simon Gilby and Valerie Schönjahn.

Complementing the popular People's Choice Award (won by Greg James) were two new artist categories of an Artist Peer Award (Sam Hopkins) and Emerging Artist Award (Valerie Schönjahn). The intention was to support and recognise our artists. Winners received Artsource Max memberships with the latter receiving a mentoring program delivered by Sandra Murray.

24 hour security measures were in place (day patrols, night time security and CCTV on site) however a number of sculptures were damaged during the event. This extended to vandalism of three works at Victoria Quay.

Article in Artist Profile 58, March 2022

City of Fremantle Mayor Hannah Fitzhardinge.
Photo: Tegan Court

Opening events

Two evening events were held for the launch of S@B5. A VIP Preview for invited sponsors, artists, exhibition partners, guests and arts patrons was held at Kidogo Arthouse with Whadjuk Balardong Noongar woman Ingrid Cumming delivering the Welcome to Country. A Welcome to Country continues to form an integral element of S@B events. Exhibition Patron Janet Holmes à Court presented the opening speech, hosted by S@B Artistic Director/Lead Curator Sandra Murray.

On the subsequent night the offical opening was held with the City of Fremantle Mayor Hannah Fitzhardinge delivering the opening speech. Barry Winmar, the first Aboriginal Councillor at the City of Kwinana and CEO of the Institute of Indigenous Wellbeing & Sport in Kwinana delivered the Welcome to Country. Both events were well attended and a highlight for the many artists, arts workers, sponsors and guests who were invited. The City of Fremantle's reputation as an arts centric city is reinforced through its funding investment and in-kind support of Sculpture at Bathers.

Barry Winmar.
Photo: Tegan Court

Public Programs

The spectacular exhibition setting was lit up at night with the atmospheric lighting installation GLOW installed in collaboration with professional consultants Light Applications. Funding support from DLGSCI and the Fremantle Fishing Boat Harbour Traders Association enabled a new focus that saw the beach illuminated for the first time and the majority of individual artworks lit. The overall effect enhanced and activated the bush setting through use of cutting edge, programmed coloured LED lighting. This helped raise the profile of the event through extending visitation after dark, increasing the audience experience and creating dynamic photo opportunities for PR, marketing and promotion of night tours.

A reinvigorated public program of educational and participatory activities was conducted, including workshops and artist tours which were bookable online, including

- Gourmet and Sundowner tours – an artist-led walk through the exhibition followed by drinks and a seafood barbeque or grazing platter
- Free daytime and torchlight artist led tours
- Kids' weekend cane workshops
- A series of three artist run workshops coordinated by Artsource and held at Customs House, Fremantle featuring S@B exhibiting artists Nalda Searles and Todd Israel, Sharyn Egan and Mikaela Castledine working with assemblage soft sculpture, weaving, and crocheting in 3D respectively
- Curator's insights tour for sponsors and invited guests

S@B collaborated with DADAA who managed and promoted free access and tactile tours for blind and vision impaired visitors. Tours were conducted by trained guides who provided visual descriptions of the artworks and free beach wheel chair access was available to enable visitors to explore works on display. Bookings were coordinated between DADAA, the City of Fremantle and WA Shipwrecks Museum.

Competitions included a People's Choice Award, Kids' Sculpture Detective activity, Instagram photo competition and a visitor survey with prize incentives promoted by our site crew and via S@B website, flyers and social media.

'The thinker' by Alessandra Rossi Photo: Tegan Court

'5 cubes' by Jennifer Cochrane Photo: Rebecca Mansell

S@B artist Mikaela Castledine leading a workshop at Artsource. Photo: Stirling Kain

Website / Marketing & Publicity / Evaluation Statistics

In 2022 a renewed focus was placed on marketing and promotion of S@B5 initiatives, including the creation of a new website offering extended e-commerce capability for sales of artwork, merchandise and events as well as booking online for events. Maintaining a dynamic and unique visual presence and branding appropriate and representative of the largest survey of Western Australian sculpture were key focii of the project. Evaluation was undertaken through visitor and artist surveys, event feedback forms and monitoring of social media feedback.

Overwhelmingly positive feedback was received as demonstrated in the attached visitor survey comments and the selected comments below.

Selected feedback – visitor survey:

> ***"Close to the most impressive Sculptures at Bathers Beach I've attended. Highly visual and engaging."***
>
> ***"Brilliant event, well run, great array of sculptures, wonderful location."***
>
> ***"It was beautiful to interact with the local community who have an appreciation of artistic, inspirational works where creative people came together and share their meaning of each art installation, so interesting and passionate stories to be told. Thank you."***
>
> ***"I loved the quality of the art works. I took my kids, brought my friends for a sundowner artist led tour by Gordon and had a great tour, yummy food and plenty of wine! Very good value for money. Brought other friends for another daytime tour with Britt which was excellent too. You get so much more out of the exhibition that way. Loved, loved loved it again, as usual and want to thank everyone for the wonderful experiences."***

Selected feedback – exhibiting artist survey:

> ***"It was wonderful to be part of such an amazing exhibition with such a high standard of sculptures exhibited. Also for me personally being able to showcase my sculpture at such a popular event. I received a lot of feedback from friends and acquaintances who viewed my work. As I was unable to attend due to isolating, it was a very rewarding experience."***
>
> ***"The exhibition has a genuine soul, the site, the people and the participating artists."***
>
> ***"After working in isolation for a long period and usually producing much larger scale "public artworks" which appear on a site but are off radar with no critical dialogue, it was unusually rewarding to know that this exhibited sculpture was genuinely appreciated. Direct public feedback about my own artwork was a real and positive outcome."***

Indoor exhibition, Kidogo Arthouse. Photo: Rebecca Mansell

Website overview

http://www.sculptureatbathers.com.au/

A new website was developed to promote S@B5 with the aid of RISE funding and in consultation with WA-based marketing business, Bloom Digital. Following a period of research and development undertaken with S@B staff and committee feedback, some content was migrated from the previous extant website and a new website was created, enabling in-house management of content, event bookings and e-commerce capabilities.

A focus on artist publicity and promotion was achieved through the creation of individual artist pages with artist headshots, biographies and links to social media as well as featured S@B work available for purchase online. The website was successful with over 40 products sold online, net online sales prior to costs totalled over $76,000.

A comprehensive marketing and media campaign in the lead up to S@B5 and during assisted with raising the event's profile, including establishing an audience database of subscribers through the website and providing regular newsletter updates to the database of 3500+ at key project intervals, including artist selection, site visits, website launch, event lead up, exhibition and post event.

Effectual marketing sponsorship support, in particular the sharing of volunteer site crew call out in the event lead up was supported through sponsor marketing networks, in particular Artsource, City of Fremantle and City of Melville. This was immensely beneficial and has potential for further outreach.

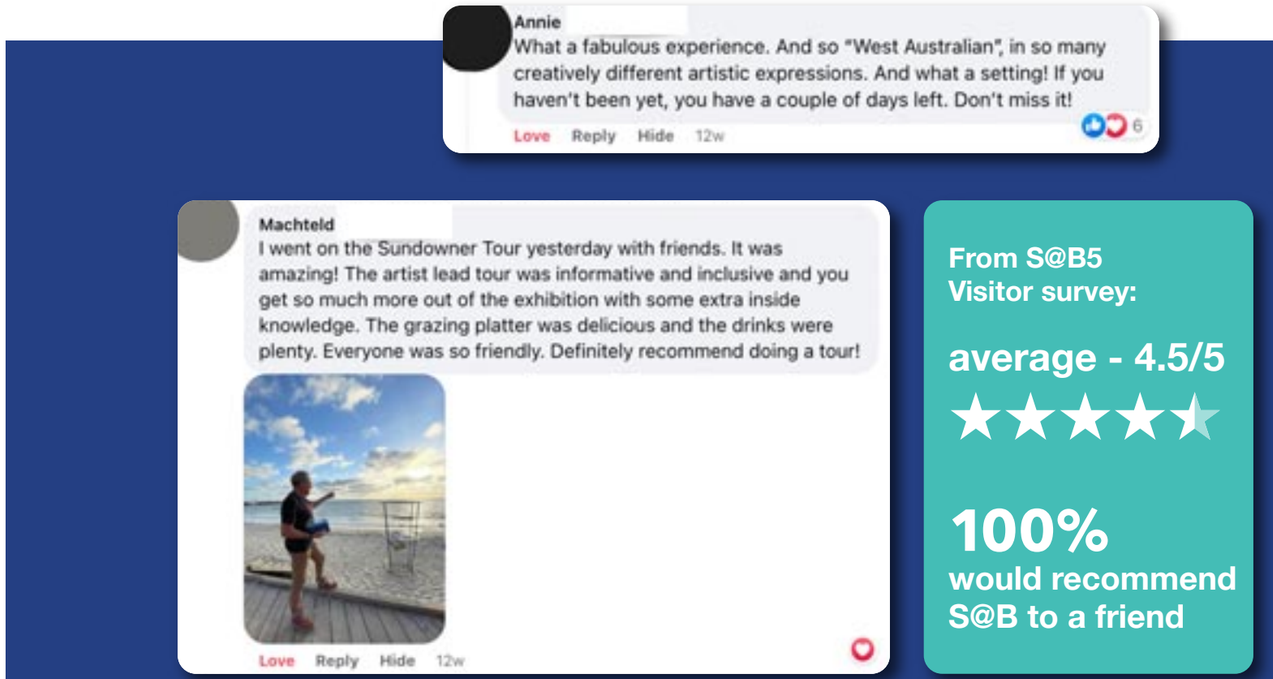
A total of 36 bookable internal public events and programs sold 965 tickets (including free and paid events) through the S@B website.

Strong media coverage during the event included eight local radio interviews with key S@B staff and over 35 external media listings during the event. Highlights included national extended coverage in industry publications Art Almanac, Artist Profile, and ArtsHub.

Engagement of a paid videographer with RISE funding assisted with connecting audiences and increasing marketing profile through creation of artist interviews with established international artist and five time S@B exhibitor Jon Tarry and first time S@B exhibitor and Fremantle-based artist Holly O'Meehan. In addition interviews with Chair and Founder Tony Jones and Artistic Director/Lead Curator Sandra Murray were filmed for S@B overview and history.

Social media:

Regular and timely social media updates sharing a variety of content with a focus of bringing audiences 'behind the scenes', attracting volunteers, promoting events, workshops, sponsors and artwork sales in the planning and delivery and conclusion of the event. Key successes included attracting over 55,000 visitors to the GLOW event and 26,000 to the main exhibition. Paid boosts assisted in diversifying audiences and increasing website traffic with over 20% of web visitors channelled through social media.



Comments on S@B Facebook page

Installation of 'Ouroboros' by Pavel Perina. Photo: Rebecca Mansell

Website visitation:

A **712.48%** increase in web traffic from the previous period (August-Dec 2021) with 13,219 website users from Jan-May 2022 - compared to 1,627 users from the previous pre-launch period.

Page views increased from 6,835 to 37,998 in the same period and new users went from a total of 1,606 to 13,101, representing a **715.75%** increase in visitation.

83.1% were new website visitors versus 16.9% returning audiences, although S@B has a unique advantage in that it maintains a local connection, with 73% of website visitors residing in the Perth metropolitan area.

Total event attendees:

People counting during the exhibition was conducted in three zones, four times a day using an established hourly average attendance figure formula. Calculated from the data collected, there were a total 40,000 visitors to the main exhibition, with an additional 90,000 to satellite exhibitions; 10,000 to The Republic and 80,000 to Victoria Quay, Fremantle Port (over an extended period). A record total of **130,000.**

The impact of Covid contributed to a dip in attendance at Bathers Beach this year with State Government measures and restrictions in place at the time of delivery. Local traders at Fremantle Fishing Boat Harbour reported lower numbers in trade during this time, backed up by foot traffic numbers in their venues.

Branding and Promotion

With the assistance of a graphic designer, S@B5 incorporated a brand refresh into the 2022 event, including an update of colour palette, style elements, and a concentrated effort to unify promotional presence online and in person.

7,000 full colour catalogues & 1,000 flyers were distributed over the event course through local outlets including galleries, art spaces and local businesses and a selection of branded merchandise offered for sale in person during the event and online through the S@B website, including limited edition S@B artist-designed T-shirts, bucket hats, tote bags and keep cups. The catalogue continues to be available for download on S@B website.

Event signage included banners at Princess May and the Rockface and strategically placed directional and pavement decals with QR codes to link the public straight through to event and exhibition info. A large billboard at Fremantle Port and digital banners on key industry promotional websites including ArtsHub, Art Almanac and Artist Profile magazine online were implemented.

An additional curated satellite display and signage was installed at the new Walyalup Visitor Centre in Kings Square. Their staff and roaming ambassadors wore our CREW T-shirts during the exhibition to further promote and raise event awareness.

Selected marketing sample

SCULPTURE AT **BATHERS**

We can't wait for Sculpture at Bathers to return in 2022! From 19 February–7 March, S@B5 will showcase the works of 72 artists at Bathers Beach, Kidogo Arthouse and Victoria Quay.

Meet Jina Lee (pictured), one of the Fremantle artists exhibiting at S@B5. You'll find her working from her J Shed art studio, putting the final touches to her sculpture ahead of the exhibition.

Describe what your sculpture is about? I have created a stone sculpture called Voyage. It is carved out of one block of marble from Carrara in Italy. I flew to Italy, chose the stone and started to carve while I was there, before bringing it back to my studio at J Shed.

Crossing the ocean can symbolise our journey through life. The waves we traverse are the ups and downs and the ship helps us to make the journey. The ship itself can represent community, family, religion or anything that becomes a part of our identity. We all have our own ships and our own waves to conquer. We are the seeds of the earth, travelling across oceans, planting our roots, and growing with the hope. Like many Australians, we plant ourselves and began to grow in this beautiful multicultural melting pot, sharing our unique stories and culture with each other.

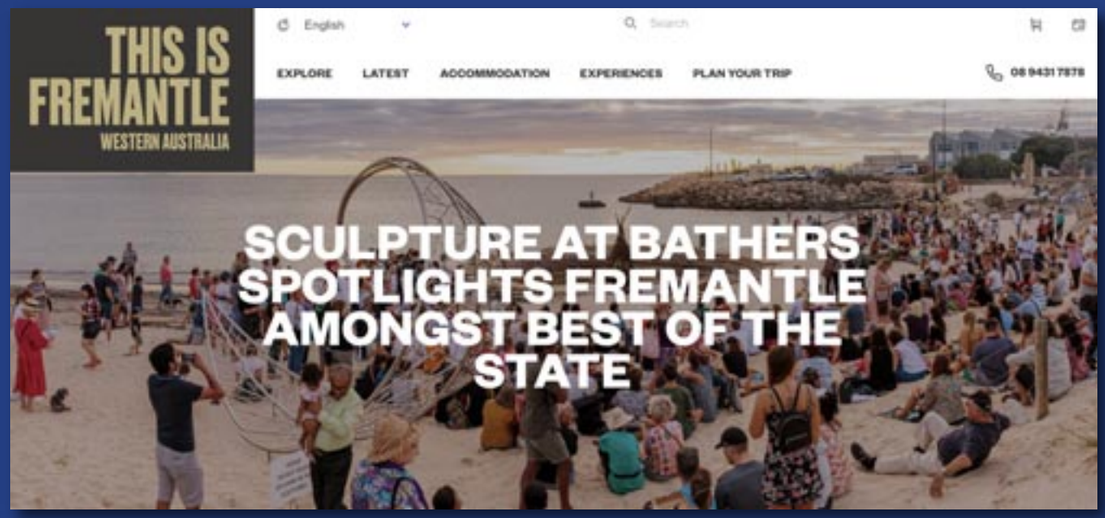
What inspires you and how do you cultivate your craft? My studio overlooks Bathers Beach and is a daily inspiration for me. Nature inspires me in my everyday life and makes me appreciate the world we live in. Everything on this earth is connected and as humans we tend to forget about the small things that make our existence possible. I remember the first time I worked with stone; I developed an instant connection with it. Since that moment, I have been working with stone. I like to develop a relationship with each piece of stone that I carve and try to get to know them. It is an absolute joy to name each piece of earth that I have reshaped with my hands.

What are you looking forward to from Sculpture at Bathers? As a Fremantle artist it is a great honour to exhibit alongside so many talented local artists that Western Australia has to offer. I most look forward to seeing the artwork that the artists have been busy working on.

Visit **sculptureatbathers.com.au**

25

Article featuring J Shed artist Jina Lee in FRE-OH! Magazine. City of Fremantle, December, 2021
Portrait of Jina Lee courtesy Peter Zuvela.
PDF: **https://www.fremantle.wa.gov.au/sites/default/files/FRE-OH%20Summer%202021.pdf**
p25



Article on This is Fremantle website:
https://visitfremantle.com.au/article/sculpture-bathers-spotlights-fremantle-amongst-best-state

Economic Impact

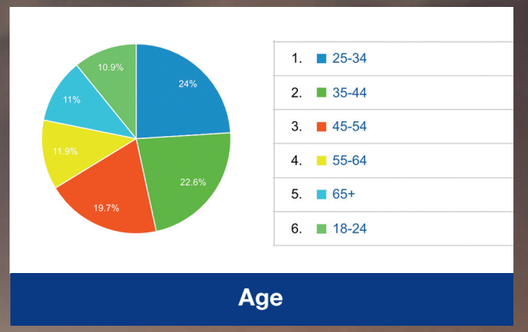
City of Fremantle's average spend per head

$70 x 40,000* audience equals

$2.8m direct economic impact

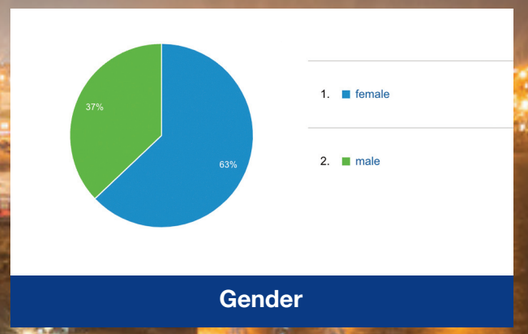
*based on 40,000 attendance at Bathers Beach Art Precinct exclusively, provided by City of Fremantle Economic Development.

Audience Overview

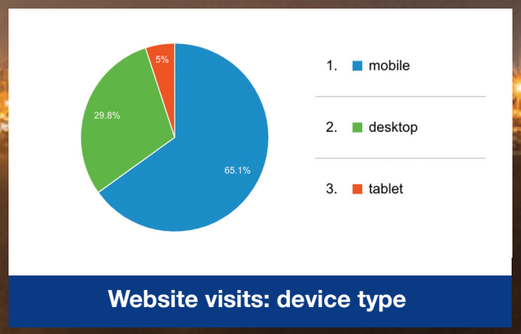


Age

New vs returning visitors



Gender



Website visits: device type

'Glow' night time illumination. Photo by Tegan Court

Committee, Staff and Artists

Federal (Restart Investment to Sustain and Expand (RISE) Fund) and State (DLGSCI) funding enabled us to employ a management team for the first time, hence placing S@B on a more sustainable footing. Janet Holmes à Court continued as Exhibition Patron. The 2022 committee comprised Tony Jones (Chair), Sandra Murray (Deputy), Liz Cartell (Secretary), Caroline Vincin (Treasurer), Ron Bradfield Jnr (Indigenous Consultant), Mikaela Castledine, Steve Castledine, Aimee Dodds, Elizabeth Goh, Pam Jones, Gordon Mitchell, Geoff Overheu, Tony Pankiw, Liz Smith, Rima Zabaneh. Committee voluntary hours were over 1,500 in total.

Exhibiting artists in 2022:

Bruce Abbott
Richard Aitken
Neda Bahremand
Claire Bailey
Megan Baker
Charmaine Ball
Gemma Ben-Ary
Tim Burns
Kate Campbell-Pope
Mikaela Castledine
Jennifer Cochrane
Nic Compton
Peter Dailey
Tony Davis
Tom de Munk-Kerkmeer
Margaret Dillon
Sharyn Egan
Stuart Elliott
Susan Flavell
Phil Gamblen
Fiona Gavino
Simon Gilby
Marian Giles
Miik Green
Anne Grotian
Richard Hammer
Patricia Hines
Sam Hopkins
Beverley Iles
Todd Israel
Greg James
Ben Jones
Tony Jones
Theo Koning
Richie Kuhaupt
Juliet Lea
Jina Lee
Anton Lord
Melanie Maclou
Janine McAullay Bott
Angela McHarrie
Lia McKnight
Britt Mikkelsen
Gordon Mitchell
Greg Molloy
Jennie Nayton
Holly O'Meehan
Geoff Overheu
Tony Pankiw
Pavel Perina
Bjoern Rainer-Adamson
Stephanie Reisch
Jean-Marc Rivalland
Helen Robins
Alessandra Rossi
Audrey Fernandes Satar
Arif Satar
Valerie Schönjahn
Nalda Searles
Helen Seiver
Tania Spencer
Sally Stoneman
Joanna Sulkowski
Yuko Takahashi
Jon Tarry
Bernard Taylor
Steve Tepper
Brett Todman
Jenni Vacca
Rick Vermey
Rima Zabaneh
Peter Zappa
Gisela Züchner-Mogall

A number of professional staff were contracted to cover the roles of Artistic Director/Lead Curator, Exhibition Coordinator, Marketing and Communications Coordinator, Volunteer Coordinator (shared role), Install Manager, Public Programs Coordinator and Publicist. An intern opportunity was created in conjunction with the University of WA for one History of Art student.

'Greetings from Fremantle' by Marian Giles. Photo: Tegan Court

Links to S@B videos

Jon Tarry interview
https://www.youtube.com/watch?v=E-d_0Us5Cz0

Holly O'Meehan interview
https://www.youtube.com/watch?v=b2slo0wivNY

GLOW highlight 90sec
https://www.youtube.com/watch?v=frez8IDxE1Y

3 min highlight S@B5
https://www.youtube.com/watch?v=KVu8laouBsY

90sec artworks highlight
https://www.youtube.com/watch?v=cm99HZyGBTA

Volunteers

Volunteers are an essential component to the success of S@B and provide a vital role both in terms of behind the scenes committee input and ‘on the ground’ patrols during the exhibition. Call outs were promoted via social media, the newsletter and through engaging with local volunteer organisations.

Our volunteer site crew were managed by two Volunteer Coordinators who held induction sessions and liaised with over 140 individuals including exhibiting artists, committee members and members of the public to ensure a continual site presence during the event. In excess of 2,000 hours were given in support of the event.

Our volunteers wore vibrant teal T-shirts with City of Fremantle and Fremantle Port logos on the back. Site shifts were three hours long during which the team greeted and engaged with visitors, handed out catalogues, promoted the sale of artworks, answered visitor questions, encouraged engagement in our tours, workshops, competitions and feedback surveys.

Volunteer sign up incentives included: the opportunity to interact and network with local WA artists, participate in a major local community event, receive a CV reference and certificate of appreciation (on request), a free CREW t-shirt, parking permit provided by City of Fremantle, keep cup and tote bag plus an invitation to the post-show get together to celebrate the event’s success.

Summary

S@B has become a much anticipated cultural event on the Western Australian visual arts calendar and in particular the Fremantle cultural events line up. It engages a diverse audience and has the ability to connect, enhance and contribute to building a strong and nurturing community whilst significantly supporting the artists of our State.

In the two years between events we have experienced unprecedented challenges to the way we as a society operate, communicate and interact. Whereas this has impacted on attendance numbers this year at Bathers Beach, conversely the potential of our online presence enables us to explore exciting new directions, engagement opportunities and audience reach.

Our creative and strategic planning is well positioned to innovate and grow, continuing to support Western Australian creativity and deliver enduring cultural experiences. A contemporary sculpture exhibition that supports and promotes Western Australian artists is vital for the longevity and sustainability of our arts.

Tony Jones, Cit WA OAM, S@B Chair and Founder
Sandra Murray, Artistic Director/Lead Curator, Deputy Chair
Liz Cartell, Exhibition Coordinator
Aimee Dodds, Marketing and Communications Coordinator

May 2022

Opening event, Kidogo Arthouse. Photo: Tegan Court

Sculpture at Bathers
2022 Report

Front cover: 'Tidal shift' by Steve Tepper. Photo: Tegan Court
Back cover: 'Remnant armament' by Tim Burns. Photo: Tegan Court