

2021

▲▼▲ Association
for Visual Arts



DID YOU KNOW

this year the AVA celebrates 50 years of operation from 35 Church Street?

Arguably South Africa's oldest arts organisation, the Association for Visual Arts is a non-profit, artist-focused organisation whose primary aim is the advancement and promotion of contemporary art and artists.

1850

South African Fine Arts Society is founded in Cape Town.

1851

The Society arranges the first-ever exhibition of fine art in South Africa.

1871

The Society becomes the SA Fine Arts Association. Members resolve to establish a permanent gallery & art collection for the residents of the Cape Colony.

1872

The National Collection is founded in part by a bequest of paintings by the art patron Sir Thomas Butterworth Bayley.

1875

The Association purchases premises on Queen Victoria Street, which temporarily house the collection.

1945

The Association becomes the South African Association of Arts (SAAA), embracing existing art societies all over the country.

1971

SAAA headquarters, in the Western Cape, move into the current location at 35 Church Street.

1995

SAAA headquarters in the Western Cape transform into the Association for Visual Arts (AVA), an independent and autonomous organisation.

2001

AVA forms a partnership with Spier who, through the donation of premises, becomes AVA's major sponsor.

2021

AVA celebrates 50 years of operation from 35 Church Street, 20 years of partnership with Spier & 170 years since the first association of artists.





Metropolitan Life Gallery - South African Arts Association, pre-1994



DID YOU KNOW

AVA hosts NPO programmes alongside exhibitions?



Archives

Five decades of archives are stored in the AVA's attic. The archive is currently being digitised, in partnership with A4 Arts Foundation, to increase public access and research around it. Contents include photographs, notes, correspondence, exhibition documents, financial data, letters, minutes of board meetings and AGMs, media communications, architectural plans, visitors books, membership details and other paraphernalia.

"The Archive is a kind of time capsule that offers an intriguing aesthetic window on an institution's journey into post-apartheid society. More than a gallery [the AVA] is a collective members' association with a long and auspicious history that played a lively role in expanding the public sphere."

- Dr. Kim Gurney.

Kim Gurney is working on a publication that brings to literary life the AVA's 50-year document archive. The research phase has been supported by the Centre for Humanities Research at University of the Western Cape.

ArtReach co-productions

Shared decision-making, experimentation and collaboration are at the heart of the AVA. In line with these principles, ArtReach support extends to offer curators co-production packages that include aspects of marketing, programming, artist liaison and/or fundraising.

Lounge+

Lounge+ turns AVA's salon space into an optimal brainstorming-laboratory. Answering a longing for connection, mutuality, and the holding of one another in community, Lounge + has sociality at its heart. Activities will extend beyond the physical space of 'lounging' into the virtual, as seamlessly as possible, with a series of talks, screenings and audio activations taking place, in situ and online, that address a range of current arts eco-system issues.



DID YOU KNOW

that the AVA is owned and governed by its members?

Members' benefits

- A right to vote at annual general meetings
- An opportunity to nominate board members
- Invitations to all exhibition private views and openings
- Invitations to artist and curator walkabouts and Lounge+ conversations
- Opportunity to show a work on the Members Only wall in the (online) AVA Salon
- Discount of 5% on all artwork at the AVA Gallery
- Discount of 10% on art supplies acquired from Artland
- Discount of 10% on selected photographic printing at Cameraland
- Discount of 10% on art supplies acquired from The Deckle Edge
- A negotiated discount on venue rental for functions, events and exhibitions
- A complimentary glass of wine from Spier on First Thursdays
- A complimentary coffee or tea at Mozart on Church with your breakfast or lunch
- 15% discount on any PDF art report produced by Corrigall & Co.

Circle - AVA 50 Collectors

Limited to only 50 members, Circle provides art collectors with an opportunity to connect over their shared love of art while participating in a number of exclusive art events.

Circle commemorates 50 years since the AVA moved into its premises on Church Street in central Cape Town. Circle membership fees go towards the establishment of an endowment fund that will ensure the AVA's ongoing sustainability in the rapidly growing and commercialising Cape Town visual arts eco-system.

To find out more visit www.ava.co.za/join.





Bokomoso, a mural by King Debs, 2020
Image courtesy of Irene McCullagh



DID YOU KNOW

that every winter we publish an open call for exhibitions by professional artists and curators?



Igshaan Adams, *Cloud III* detail, wire, beads and mixed media, 2019

In its choice of artists, the AVA selection committee endeavours to promote the discursive and experimental nature of contemporary art. By doing so, the AVA seeks to make important contributions to the 'open texture' of South Africa's art community.

The archives attest to the AVA having been host to numerable artists' first solo show, some of whom have gone on to achieve (inter)national success, notably Kemang wa Lehulere, Maurice Mbikayi, iQhiya (including Bronwyn Katz, Asemahle Ntlonti and others), Igshaan Adams, and Lady Skollie. Many artists in their early careers have also benefitted from the AVA's ArtReach fund (since the 1980s).

Artists or curators interested in having a solo or group exhibition at the AVA need to submit an exhibition proposal. An open call for submissions is sent out in June, the AVA selection committee reviews all proposals in August, and the exhibition programme for the following year is announced in September. Make sure to subscribe to our mailing list for announcements regarding the open call. Details on www.ava.co.za/faqs.

The AVA Gallery is made up of four gallery spaces, each with a distinctly different character. In addition, Lounge+, the outdoor stoep and the rooftop are used for talks, performances and events.

All spaces can be hired for events and film shoots. Please enquire via sam@ava.co.za.





We're better together, Cameron Platter, 2014



January

21.01.21 - 25.02.21

Main Gallery

Tangeni Kambudu- *More meaningful in your absence*

Long & Mezzanine Gallery

Greatest Hits - curated by Mirjam Asmal

March

03.03.21 - 15.04.21

Main Gallery

Male Discourse: stories about boys- curated by

Luvuyo Equiano Nyawose & Kopano Maroga

An ArtReach co-production

Long Gallery

Elske Henderson - *Lost expectancies*

Mezzanine Gallery

Songezo Zantsi & Ayabonga Machata

New Media Room

Ayesha Mukadam & Graham Geiger-Krige - *Exquisite ink*

April

22.04.21 - 27.05.21

Main Gallery

Past Present Currents - curated by Re-curators

An ArtReach co-production

Long Gallery

Yoshiteru Hagiwara - *A life of Zanzibar*

Mezzanine Gallery

Lindeka Qampi- *Inside my heart*

An ArtReach co-production

New Media Room

AFRO ROUTES - Selim Harbi & XPERIMENTA, curated by

Beathur Mgoza Baker

June

02.06.21 - 08.07.21

Main Gallery

Jean Brundrit - *Over the horizon*

Long Gallery

Nicholas Hester- *LIVE BEES!*

An ArtReach co-production





Please be okay today, a mural & performance by Brett Charles Seiler & Luvuyo Nyawose, 2017



June

02.06.21 - 08.07.21

Mezzanine Gallery

Claudia Gurwitz - *Interrupted*

New Media Room

Joseph Kalango - *Mzansi bora*

July

22.07.21 - 26.08.21

Main & Long Gallery

Circle: AVA 50 Collectors Exhibition

Mezzanine Gallery

The cultural life of space(s) - curated by Carlyn Strydom in collaboration with Meta Foundation & August House.

An ArtReach co-production

September

02.09.21 - 07.10.21

All Galleries

Christian Nerf - *before four and after two*

AVA Alumni in partnership with A4 Arts Foundation

October

14.10.21 - 25.11.21

Main & Mezzanine Gallery

Nando's Creative Exchange 2021

Long Gallery & New Media Room

After medium: towards a new aesthetic - curated by

Michele Rolstone & Henrieta Sholtz

December

02.12.21 - 13.01.22

Main Gallery & New Media Room

A line beyond - curated by Olga Speakes

An ArtReach co-production

Long Gallery

Art, memorials and monuments - curated by Steven Sack

An ArtReach co-production

Mezzanine Gallery

Isabelle Kuijers - *Acts of translation*



Become a member

Complete the form below or visit www.ava.co.za to become a member, receive discounts from our partners (detailed on our website) and have a voice in the Association.

Membership types

Single membership:	R 150
– Two years:	R 280
– Five Years:	R 550
Couple:	R 280
Organisation:	R 300
Pensioners & students:	R 75
Circle membership:	R 25 000

Name: _____

Address: _____

Postal code: _____

Email: _____

Telephone: _____

Banking details:

<u>Account name</u>	Association for Visual Arts
<u>Bank</u>	First National Bank
<u>Branch code</u>	250655
<u>Current account</u>	628 3313 6733

VAT, NPO and PBO Details

<u>VAT registration</u>	483 025 1536
<u>NPO registration</u>	035-161
<u>Public Benefit Organisation</u>	930 002 912



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We adhere to



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