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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

1851

1871

1872

1875

1945

1971

1995

2001

2021

South African Fine Arts Society is founded in Cape Town.
The Society arranges the first-ever exhibition of fine art in South Africa.
The Society becomes the SA Fine Arts Association.
Members resolve to establish a permanent gallery & art collection for the residents of the Cape Colony.

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

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

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

SAAA headquarters, in the Western Cape, move into the current location at 35 Church Street. SAAA headquarters in the Western Cape transform into the Association for Visual Arts (AVA), an independent and autonomous organisation. AVA forms a partnership with Spier who, through the donation of premises, becomes AVA's major sponsor.

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 postapartheid 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.



'An exhaustive catalogue of texts dealing with the orient', a mural by Kamyar Bineshtarigh, 2019

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 togther, Cameron Platter, 2014

January

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 - Mzanzi 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 <u>www.ava.co.za</u> 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 |

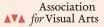
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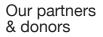
Banking details:

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

VAT, NPO and PBO Details

| VAT registration | 483 025 1536 |
|-----------------------------|--------------|
| NPO registration | 035-161 |
| Public Benefit Organisation | 930 002 912 |







Long term partners

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JOAN ST. LEGER LINDBERGH CHARITABLE TRUST

Programme partners





VISUAL ARTS NETWORK

ONAL LOTTERIES COMMISSIO Lotto funded

A4 Arts Foundation



SCHERYN ART COLLECTION



ARTAFRICA











TIMHARRIS

We adhere to



Get In Touch

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