



## MEDIA RELEASE AUGUST 6 2020

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### DESERT MOB MARKETPLACE MOVES ONLINE IN 2020

The annual Desert Mob Marketplace will take place online providing a global platform to one of the country's most anticipated marketplaces for Central Australian Aboriginal Art and Craft work.

Each year thousands of visitors from across the country attend the marketplace held over four hours as one of three events in the Desert Mob suite. This year buyers will be able to attend the Desert Mob Marketplace over seven days through Desart's digital channels.

*Unprecedented times calls for unprecedented action and we are very excited about the opportunity to provide those interstate visitors who would normally travel to Mparntwe (Alice Springs) to attend Desert Mob with a unique opportunity to again engage with the Art Centres. Being able to target the Desert Mob Marketplace to a global audience takes Central Australia, the home of the Aboriginal Art movement to the world.* Philip Watkins CEO Desart.

The annual Desert Mob Marketplace is one of three events in the Desert Mob suite of events. The much anticipated Desert Mob Exhibition will have both a physical and online presence this year. Online sales will open at 9am on Friday September 11 with the gallery open as a free ticketed event at Araluen Arts Centre. The Desert Mob Symposium, which normally plays to a packed house, featuring artists presenting stories about their work and the work of their Art Centres, will also be online with a series of short films produced by Desart from Friday 4<sup>th</sup> September – Friday 11<sup>th</sup>. The announcement of the annual Desart Photography winner will close the Symposium.

Desart member art centres have been navigating this current health crisis with resilience and adaptability and we are proud to be bringing a dynamic and innovative program of online events to art lovers everywhere.

The Desart website is the portal for this year's Desert Mob Symposium 4 – 11 September and Marketplace from 12 September – 19 September 2020 at [www.desart.com.au](http://www.desart.com.au) Desert Mob Exhibition 11 September – 25 October [www.araluenartscentre.nt.gov.au](http://www.araluenartscentre.nt.gov.au)

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## Notes to Editors.

### About Desert Mob Exhibition

Presented in partnership with Araluen Arts Centre Desert Mob Is a wonderfully unique and vibrant event where all works exhibited are chosen by Aboriginal artists. It is a nationally significant celebration of Aboriginal art and culture and is a key platform for what is currently happening in the contemporary Aboriginal art movement. The exhibition presents paintings, sculpture, weaving, wood carving, prints, photography and works on paper by established and emerging artists.

2020 is the 30<sup>th</sup> year presenting the Desert Mob Exhibition however due to the current pandemic celebrations of this milestone will be postponed until 2021.

Sales online from 9am Friday 11<sup>th</sup> September at [www.araluenartscentre.nt.gov.au](http://www.araluenartscentre.nt.gov.au)

### About Desart

Desart is the peak body for 35 Aboriginal Art and Craft Centres in Central Australia. The Desart membership covers the central desert region of Australia and encompasses three state borders South Australia, Western Australia and the Northern Territory this is an area of 1.221 million square kilometres.

### About Art Centres

Art Centres are a vital part of community life in remote Central Australia. As well as providing much needed income and employment opportunities they support the maintenance of culture in communities by providing a focus for family connection, social and cultural activities and the means to celebrate Aboriginal identity.

### Economics of Desert Mob

The Exhibition and Marketplace have an annual turnover of \$1 million dollars. The event supports Aboriginal Artists and their communities through the promotion of ethical art buying. Purchasing artwork through the Desert Mob Exhibition and Marketplace and Art Centres ensures your work has outstanding provenance with fairness and transparency at every level of the commercial transaction

Presenting partner

