

MEDIA RELEASE

Karoonda Silo Art Officially THE BEST Public Art in Australia

Karoonda's Silo Art has taken out the top gong at the Australian Street Art Awards, a national art tourism program.

After being announced the Gold Winner in the Best Mega Mural category at the 2020 Australian Street Art Awards on Queensland's Sunshine Coast last night, Karoonda then went on to win the **very top gong - the 2020 Best of the Best Award**.

The Best of the Best is handed to the nominee that impressed the judges the most, as determined by the highest cumulative score from all category winners.

Karoonda nudged out Flinders Ranges Council's *Quorn Silo Light Show*, which took the Silver Award in the Best Mega Mural category, and Bronze Winner, Yelarbon Graincorp Silo Art, nominated by Queensland's Goondiwindi Regional Council.

The Australian Street Art Awards encourages Australians to explore the world-class street and public art that is safely accessible all year round and found in every corner of the country.

With rigorous judging by tourism leaders from across Australia and abroad, plus second-tier auditing and due diligence, District Council of Karoonda East Murray's win has the credence of the art tourism sector.

The judges said, "This mural by day and light show by night project is contributing significantly to making Australia a more vibrant, creative and interesting country – somewhere visitors will want to explore more keenly".

Arts tourists from within Australia are high value visitors – they stay 42.8% longer and spend 55.9% more when travelling than domestic tourists overall, according to the Australia Council for the Arts' Domestic Art Tourism: Connecting the Country 2020 Report.

Awards Director, Liz Rivers, added "Australia has a long history of creating superlative public art that captivates visitors. Until these Awards were launched in 2019 though there had never been a way of rewarding and supporting places like Karoonda that created these art-related experiences for travellers".

"The Australian Street Art Awards remedied that shortcoming," she said.

"Public art has now come into its own with the World Health Organisation (WHO) confirming there is less risk of coronavirus infection in open outdoor settings. That makes trips to see outdoor murals, sculptures, monuments and mega pieces like silo art the perfect holiday thrill," Ms Rivers said.

The Karoonda mural was painted by Melbourne-based street artist Heesco Khosnaran, while the digital artworks are managed by the Karoonda East Murray Council and feature themed exhibitions which change approximately once a month.

In commenting on Karoonda's wins, the judges said, "Even though this mural and projection combination is an Australian first, we love that Karoonda did not sit back on its laurels and instead continues to find exciting ways to extend, expand and promote the street art project, such joining the SA Living Artists (SALA) Festival in August".

.../MORE

-2-

Other 2020 winners are:

- Best External Mural: Kapunda Lucas Street Mural, Kapunda SA
- Best Landmark Sculpture: 'Language of the Land", Eidsvold QLD
- Best Metropolitan Art: Mindeerup Public Art, South Perth WA
- Best Monument or Memorial: Gallipoli to Armistice Memorial, Maryborough, QLD
- Best Rural Art: Yelarbon Graincorp Silo Art, Yelarbon QLD
- Best Sculpture Park or Trail: Utes in the Paddock, Condobolin NSW
- Best Street Art Trail: Heesco Town – Yarram, Yarram VIC



Media comment: Liz Rivers liz@awardsabsolute.com / 0409 071 816

High res images: 1300 88 22 59 / 07 5446 4299

- ENDS -