



Northern Territory Government



MEDIA RELEASE

RECORD SALES AT DESERT MOB 2007

Record sales have again accompanied the launch of the 17th annual Desert Mob Exhibition at the Araluen Galleries in Alice Springs.

More than 1800 people attended the opening on Sunday 9 September, with \$280,000 of works sold on the day. This represents an increase of nearly \$30,000 from last year's first day.

An estimated 2000 people also attended Desert Mob MarketPlace on Saturday 8 September to view and purchase artworks direct from the art centres.

"Desert Mob 2007 has proven a great success, early estimates indicate total sales from the weekend to be almost half a million dollars," said Tim Rollason, Director of Araluen Arts Centre.

These two initiatives return much needed revenue directly into the communities through the Aboriginal art centres.

Desert Mob is the most comprehensive national exhibition documenting and presenting the current activities of Central Australian Aboriginal art centres.

Desert Mob Symposium was also held prior to the exhibition on Friday 7 September. Around 250 delegates attended to hear artists and curators talk about art and the creation of artworks.

Desert Mob has been a pivotal point of contact for Aboriginal artists in Central Australia, playing an important role in the development of individual styles and arts practices across the region and assisting with the promotion and economic development of the Indigenous arts industry in Central Australia as a whole.

The annual exhibition has assisted to launch the careers of many individual artists, and assisted to raise the profile of new and emerging art centres along the way.

The Araluen Galleries has once again acquired a number of works for the Araluen Collection. These works will continue to develop the Indigenous focus of the collection.

The exhibition is on display at the Araluen Galleries until Sunday 21 October 2007.

Gallery Hours: 10am – 4pm Monday to Friday, 11am – 4pm Saturday and Sunday.

Media Note – For more information contact Rebecca Farrell on 0401 115 742

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