

Case Studies April - June 2023

Showcase: ROCKAMORA

Creativity Stimulated

Kaspar Schmidt Mumm's first major gallery exhibition ROCKAMORA was a triumphant celebration of empathy over cruelty. Harnessing the power of Schmidt Mumm's vast creative network, Adelaide Contemporary Experimental Gallery was transformed into a giant interactive, animated puppet. Rockamora, the puppet, is based on the artist's mother's schoolyard bully. Instead of attacking the bully, Rockamora invites audiences to guide tasks such as eating, brushing its teeth, cleaning its ears and other daily habits to soothe its anger and build rapport. Audiences flocked to experience the interactive multidisciplinary artwork, the culmination of Schmidt Mumm's Porter Street Residency, with the 8 weeks of the exhibition filled with interactive performances featuring live music, dance, workshops and much more. The project was supported through City of Adelaide's Arts and Cultural Grants program, with funding contributing to public programs and promotion of the exhibition, enabling broader audience participation and awareness. ROCKAMORA was also successful in receiving the City of Adelaide Incubator Award. The award winner is chosen by SALA in recognition of an artist whose work explores and celebrates the experience of the City during SALA Festival.

When you control a puppet, there's this massive act of empathy and impersonation involved in the process, and there's an autonomy that's created for that object. When you give people an opportunity to interact with something like that, and actually control it themselves, they have to take themselves out of their body and put themselves in another thing, or another person's shoes. - Kaspar Schmidt Mumm.

[ROCKAMORA on ABC Art Works](#)

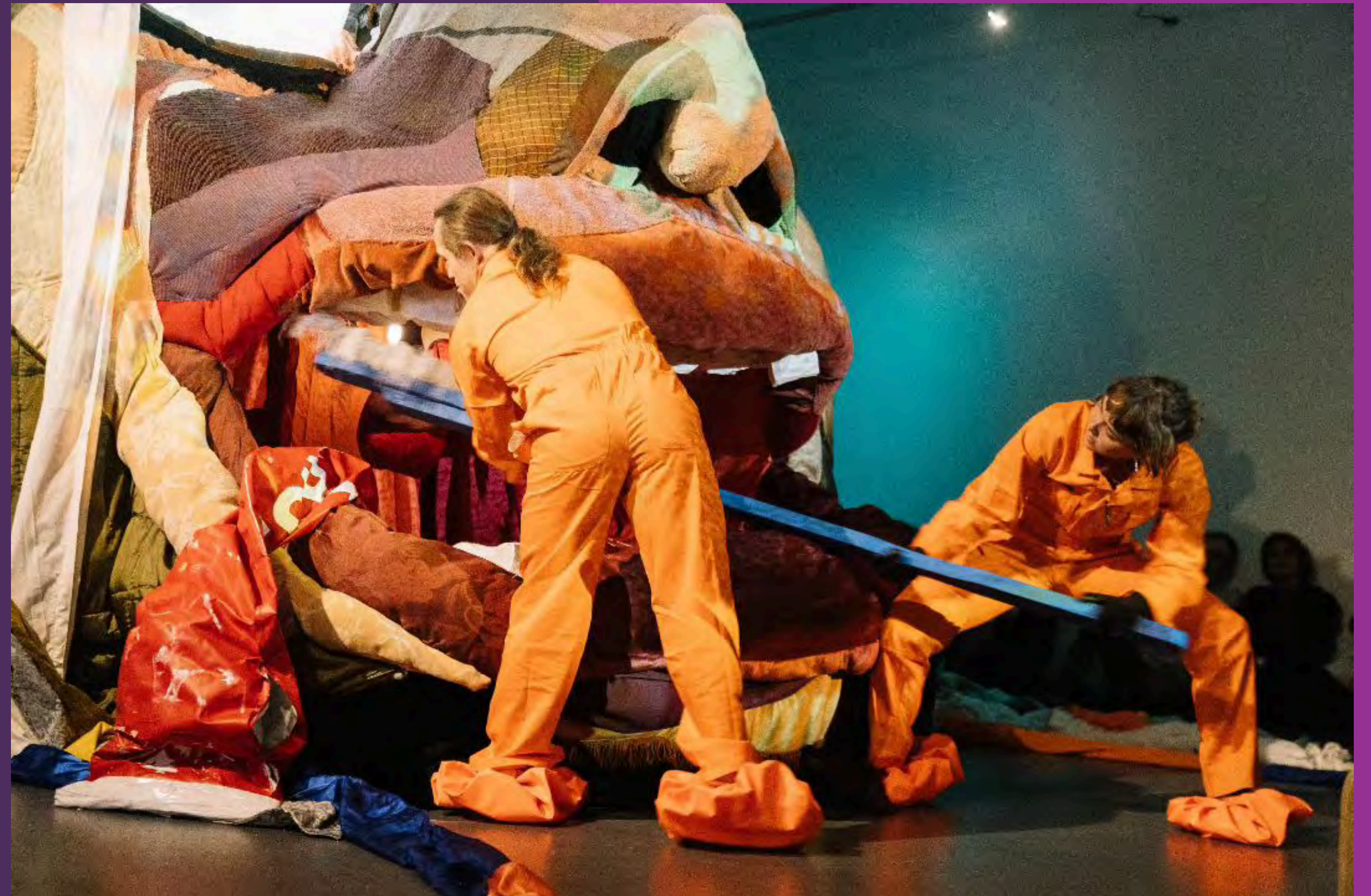


Image: Opening night event for Kaspar Schmidt Mumm's ROCKAMORA exhibition, 2023. Photograph: Thomas McCammon. Image courtesy Adelaide Contemporary Experimental.

Showcase: UnSeen Winter Solstice Activation

Aesthetic Enrichment

UnSeen Winter Solstice was an ambitious new theatrical work by local creative fire art company Dragon Mill. Celebrating sun, fire, light and rebirth, UnSeen lit up Adelaide's West End with creativity and warmth in the depth of winter, activating a historically quieter time of year for the precinct. UnSeen featured a small cast of fire artists with a strong theatrical focus, joined by contemporary dance theatre group Motus. The feature performance and culmination of each evening's activation was 'The Ritual', which creatively portrayed the story of the winter solstice. Roving fire performances accompanied the main performance to lead audiences to the show. Dragon Mill also designed and installed ambient fire sculptures in Light Square and Hindley St called 'Solace Temples'.

Over 4,200 people attended the performances with additional passers-by in the West End also experiencing the free activation. UnSeen enabled two local performing arts groups to develop their craft and reach new audiences while drawing increased audiences to the West End to support surrounding businesses and city activation.

I just want to say thank you and how amazing you were on Saturday night. You are all so talented. It was a world stage quality performance. ... Also the soundtrack to the performance was amazing. ... Thanks so much you are all so talented – Audience Member

[UnSeen Video](#)



Image: UnSeen performance. Image courtesy Dragon Mill.

Showcase: *Period.* Exhibition New Knowledge, Ideas and Insight

Menstruation often gets a bad rap, *Period.* sought to change that to normalise menstruation and bring attention to period poverty. Conceived and curated by artists Tiff Rysdale and Jade Harland the monthlong exhibition at Floating Goose Gallery featured the work of 18 local artists displaying a diversity of artistic practices exploring new ideas and creating work responding to the theme of menstruation.

The exhibition featured multiple public events and programs which stimulated engagement and attendance including a life drawing event and Q&A with artists and curators. The exhibition was bookended by an opening event with a speech delivered by the Commissioner for Children & Young People and culminated in a finissage event on 28 May to celebrate World Menstrual Hygiene Day. City of Adelaide supported the exhibition through an Arts and Cultural Grant and also supported ending period poverty through a partnership with local social enterprise Taboo to provide free period products in key City of Adelaide locations including libraries and community centres.

I think this exhibition is a beautiful, brilliant example of how we can really generate significant change and influence through art, because it's such a powerful medium. It speaks beyond just logic and common sense. - Taboo Period Products co-founder and managing director Eloise Hall



Image: Life drawing session featuring cabaret performer Carla Mattiazzo as model. Image courtesy Tiff Rysdale & Jade Harland.

[Working to End Period Poverty](#)

Showcase: I AM – Immersive Theatre Diversity of Cultural Expression

The City Library was transformed into a theatre, with every room utilised as a stage for I AM, performed by AJZ Productions for DreamBig Children's Festival - the oldest festival for children in the world! The performances attracted large attendances to City Library to enjoy this truly unique piece of theatre which was supported and enabled by the City Library and a City of Adelaide Community Impact Grant.

I AM was inspired by conversations between AJZ Productions theatre members with the play created in collaboration with AJZ Theatre director Alirio Zavarce and previous AJZ Theatre member and emerging writer Tahlia Hope. It explores existential questions around finding your purpose in life, aimed at young people faced with making big decisions about their futures. The performers were a combination of AJZ Productions' theatre groups True North Youth Theatre Ensemble and True Ability, an ensemble of performing artists who live with disabilities.

Loved the intro and the variety of people running the rooms. Loved the questions, the confusion & the self exploration. Along with the varied approach to the "what is the point of it all?" Loved the singing too! - Attendee

I felt encouraged to have meaning in life - worry about the ping pong balls first than the pebbles. - Attendee

[Library Multimedia Labyrinth](#)



Image: I AM performers at City Library. Image courtesy AJZ Productions.

Showcase: Celebrating Adelaide City of Music Belonging to a shared cultural heritage

City of Adelaide are proud to celebrate our UNESCO City of Music designation. Received in 2015, the designation is an acknowledgment of the breadth and vibrancy of the city's music culture. As a UNESCO Creative City Adelaide joined a global network of likeminded cities, working to progress sustainable urban development through creativity. The designation is managed by City of Music, who this year joined City of Adelaide at 25 Pirie St, moving their office to the ground floor. The move was celebrated with a packed launch party in the new office featuring a Welcome to Country, speeches and live performance by Arrernte musician Rob Edwards.

To continue to enhance and expand Adelaide's global connections and collaborations Adelaide City of Music and First Nations artists DEM MOB - the first band to rap in Pitjantjara - headed to Primavera Sound in Barcelona to showcase SA artists on an international stage. Dem Mob's career has continued to go from strength to strength with the band winning 5 awards at the 2023 South Australian Music Awards, performing for an enthralled crowd at City of Adelaide's Culture Club at Nexus Arts, and then heading off to Lincoln Centre, New York in 2024 to continue to expand their international profile.

It was a blessing to have so many people engaged with our music and with what we had to say, and with our story. - Elisha Umuhuri (DEM MOB)

[DEM MOB at Primavera Sound](#)



Image: DEM MOB performing in Barcelona. Image courtesy Adelaide City of Music.