



# *Waringarri Aboriginal Arts*

## *Celebrating Art and Culture*

## **MEDIA RELEASE**



### **BOAB100: A Waringarri and Wesfarmers Arts Creative Partnership**

**OFFICIAL GIFT TO TWO MAJOR PUBLIC COLLECTIONS**

**Where: Art Gallery of Western Australia**

**Date: Friday 21 November 2014 Time: 10.30 am**



A unique partnership between a Kimberley aboriginal art centre and a major Australian company has created a new art-form built on traditional skills and knowledge but which provides an exciting and enduring opportunity to reach a wider audience.

Inspired by the iconic boab tree and the traditional art form of boab nut engraving unique to the Kimberley region of Western Australia, BOAB100 is a collection of 15 boab nut casts superbly engraved by artists from Waringarri Aboriginal Arts and reproduced in white aluminum.

Commissioned by Wesfarmers for its official centenary gift, BOAB100 has been produced as a limited edition of 100 sets of each design.

As part of the official launch of BOAB100, two complete sets of the BOAB100 collection are today being gifted to the Art Gallery of Western Australia, Perth and the National Gallery of Australia, Canberra. Wesfarmers Arts Manager Helen Carroll said BOAB100 was more than a simple commission and extended well beyond the artistic output of the 15 artists selected for the project.

“The idea of the centenary gift was always two fold – to commission a gift that has wide appeal and is fresh and innovative, and one that provides a long lasting impact for its artistic creators”.

BOAB100 involved wide engagement with Waringarri’s artists and arts workers, as well as the team at Urban Art Projects, Brisbane which produced the cast aluminum editions.

Waringarri Manager Cathy Cummins said BOAB100 had already begun to achieve its objective of growing creative value. “Techniques and materials developed for the project are now being used by Waringarri on architectural-scale bronzes and small boab sculptures for the gallery market, as well as boab pod inspired jewellery for private commissions and public sale from early 2015,” Ms Cummins said.

“BOAB100 has assisted Waringarri’s objective to embrace a future with wider audience reach, support the development of new art forms and creative enterprises, as well as nurture emerging artists who will sustain the art centre in the years ahead. BOAB100 has significantly contributed to enriching the creative future for a whole community.”

Committed to building a multi-layered, entrepreneurial foundation through opportunities that engage artists in creative potential, Ms Cummins acknowledged Wesfarmers’s creative partnership for assisting this vision and “for the opportunity to build on a rich Kimberley culture through contemporary mediums.”

“Wesfarmers leads by example and continuously demonstrates an outstanding commitment to the arts by supporting the cultural and creative value of our communities,” she said.

Ms Carroll said the long association between Waringarri and Wesfarmers through the acquisition of works of art for the Wesfarmers Collection of Australian Art over the last two decades had provided a natural foundation for the development of the exciting creative collaboration that became the BOAB100 project.

Additional sets will be gifted to National Library of Australia, Canberra and Charles Darwin University Collection, Darwin and one set will be held by the Wesfarmers Collection of Australian Art and by Waringarri Aboriginal Arts.

**Waringarri in attendance at Official Launch on Friday 21 November at 10.30 am**

**Cathy Cummins**, Manager

**Dora Griffiths**, Chairperson

**Margaret Beebe**, artist BOAB100

All three representatives are also available in Perth from Wednesday 19 to Saturday 22 November 2014

Following is link to access images of all 15 boabs, along with BOAB100 brochure

<https://www.dropbox.com/sh/m3thbf5kl8ylsmY/AAAR4ANfI3WC1P5Wcudk76Gma?dl=0>

Contact for additional information, interviews, photo opportunities and images of working processes:

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