



FIRST DUBBO ART FAIR SHOWCASES HIDDEN GEMS AND LOCAL TALENT

Artists are busily preparing for the inaugural Dubbo Art Fair (DAF), hosted by Dubbo Regional Council (DRC) at the Western Plains Cultural Centre (WPCC) from 4 – 6 August, 2021. Celebrating and highlighting visual artists from the community, the DAF will offer artists an opportunity to showcase their work to the community over an art-packed weekend – giving locals the chance to buy artwork direct from the artist, ensuring that each purchase supports the work of regional visual artists and encourages a vibrant creative sector.

Well-known local artist Laura Holland will be exhibiting some of her work at the DAF, and has been busy preparing some work to sell across the weekend. She said when she heard about the DAF, she thought it would be a good opportunity for local artists to reach a new audience.

“We ran a pop-up shop called Creative Fusion last year in Dubbo, which was full of local artworks and it really highlighted to us that people are so interested in buying local and supporting people that actually make the

product, so I think it'll be awesome to grow the Dubbo Art Fair in the future," said Laura.

Alongside the amazing opportunity to view and purchase original artworks, the DAF will also feature performances by local musicians, and offer networking opportunities with great regional food and drink. The WPCC will be opening its whole gallery space to individual artists to showcase their work to the public. Over the weekend, artists will be able to promote and sell their work, with no participation or stall fee. It means all the sales go directly to the artists.

"We know that supporting and nurturing local creatives, artistic experiences and events has amazing social and cultural benefits for region communities, events such as DAF help shine a light on the remarkable creative people in our region, and give the public a chance to see this creativity up-close," said DRC Cultural Development Coordinator Jessica Moore.

When buying original art from an artist, which is a great, affordable option, you are not only purchasing something with an inherent possibility for value-appreciation, but you are also financially supporting an artist you believe in.

"As part of our Cultural Plan, SPARC, we want to give artists more opportunities to sell and showcase their work. Most artists, particularly in regional Australia, have to work extra hard to connect with buyers, so we're pleased to be able to provide this platform for them to make it easier," said Ms Moore.

Following the DAF, the gallery will then close for a month for some

necessary upgrades, which includes a full repaint. Whenever there's a new exhibition at the WPCC space, staff re-paint the walls to suit the exhibition, and with so many layers of paint on the walls, it's time to strip it back and start from scratch.

The museum, café, and community arts centre will remain open, and other programs will continue running during this time. The WPCC gallery space will reopen on 4 September, with three exciting new exhibitions.

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