



Media Release

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Adam Giles  
Chief Minister of the Northern Territory

Lia Finocchiaro  
Parliamentary Secretary

### **Korea develops new taste for Aboriginal Art**

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A group of Central Australian Indigenous painters are in Korea as part of the first ever artist exchange to the country.

“China and Korea are fast developing a taste for Australia’s aboriginal art and we’re keen to make the most of this emerging market,” Chief Minister Adam Giles said.

“The Government is pleased to be supporting this international art exchange as part of its Asian engagement program by providing export marketing advice and financial assistance.”

It’s another example of the breadth of the Giles Government’s Northern Australia Development agenda.

“Over the past two years, Desart has been working with the Territory Government to test the arts markets in Korea and China,” Parliamentary Secretary Lia Finocchiaro said.

“The Arts sector is an important part of the Territory economy and this first ever artist exchange to Korea will raise awareness of Central Australian art and artists in an increasingly affluent part of the world.”

The artists are from Pupunya, Haasts Bluff, Yuendumu, Amata, and Ernabella.

“The artists are very excited by the opportunity to travel to Korea and share their arts and culture. One of the artists has been involved in a previous international exchange with China but most have never done anything like this before,” Desart CEO Phil Watkins said.

“Securing opportunities in these emerging Asian export markets is critical given the challenges of a decline in traditional art markets in Europe and North America.

“The assistance from the Territory Government has been critical in allowing Desart to pursue new market development opportunities in Korea, establishing key relationships with Korean arts organisations, as well as private galleries and collectors.

“The assistance received to date has been essential in establishing a foundation from which art centres in our region can maximise opportunities.”

In 2013, Korean artists visited Ikuntji (Haasts Bluff) and Papunya as part of the initial artist exchange program.

It is expected that the relationship with the Korean artists involved will be reignited when the Territory artists meet up with them in their home country.

**Media Contact:**

**Danielle Parry 0413 081 801**