



DRAFT

MEDIA RELEASE

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SA's iconic Popeye to launch its second Ramsay Art Boat

Adelaide's iconic Popeye will launch its second floating work of art, building on the success of its first commission.

With a hugely-positive public response to the first Ramsay Art Boat, the James and Diana Ramsay Foundation and partners are proud to announce the launch of a new South Australian artwork on Popeye I today, on Karrawirra Pari/the River Torrens (Friday, 18 October).

In 2023 the James and Diana Ramsay Foundation was inspired to find a unique way to celebrate the 100th anniversary of James Ramsay's birth, which led to the commissioning of a South Australian artist to adorn an iconic Popeye Boat with an artwork for the first time in its 88-year history.

Working in conjunction with Guildhouse, this significant gift resulted in the inaugural Ramsay Art Boat entitled *Good Job*, by local artist Carly Snoswell, providing the community with a floating artwork cruising daily on the Karrawirra Pari/River Torrens

The design of sequined stars, sparkles and reflections of the Milky Way celebrated simple daily pleasures and accomplishments as it basked in the nostalgia of the Popeye, with Snoswell working themes and references to Kaura language and culture into the artwork in consultation with Kurna and Narungga man Jack Buckskin of Kuma Kaaru Cultural Services.

Foundation Executive Director Kerry de Lorme said the commissioned works celebrated James and Diana's special relationship with South Australia and the visual and performing arts throughout their lives, a connection that continues through the Foundation's work.

“James and Diana were highly regarded benefactors to the arts community and to South Australia in general,” Ms de Lorme said.

“Diana and James liked to take a risk in promoting the arts, and they would have loved to see these local artists supported with such a prominent piece of art, which all South Australians and visitors to the state can enjoy.”

Artist Alice Lindstrom's new Ramsay Art Boat, *River Tapestry*, celebrates the Torrens as a place where people, animals and plants co-exist, as a vital part of the history and culture of South Australia.



As a place of cultural significance for the Kurna people for thousands of years, Karrawirra Pari/ the River Torrens, is a place of deep meaning and contemporary recreation.

The artwork incorporates bronze metallic vinyl, neon tubing, collages and flags to highlight the Red Gum River Forest.

Lindstrom said the design worked as an eye-catching pattern from a distance, while revealing a more detailed narrative on closer inspection.

“The color palette for the boat’s artwork was inspired by the rich, warm hues of golden hour on the river. As the sun sets, the sky glows with soft pinks, deep oranges, and vivid reds. I carried these tones throughout the design to evoke the beauty of that moment as well as contrast with sage and silvery greens of the riverbank,” Lindstrom said.

“The artwork was also deeply influenced by the topographical lines of the river, capturing its winding, serpentine form. I wanted to convey movement in the design and subtly reference the journey of the Popeye up and down the river. By incorporating flowing lines into the design, the artwork reflects not only the physical geography of the river but also the journey that water takes as it moves, twists, and ripples along the Torrens.”

She said it was a privilege to have been selected to create the work.

“I remember being very excited as a child when I’d go on Popeye rides; now I’ll be able to take my own children along and show them my artwork on the boat. I hope that the artwork reads as a celebration of the life on the Torrens and enlivens the cityscape around.”

As Carly Snoswell’s *Good Job* sails its last journey, the James and Diana Ramsay Foundation, Popeye, Guildhouse, Arts South Australia, the K&S Langley Fund and Visualcom are proud to unveil the next artist and Ramsay Art Boat, *River Tapestry*. **at 10am today on the Riverbank Lawns, in front of the Convention Centre. The best access for vehicles and car parking is via Festival Drive.**

About the James and Diana Ramsay Foundation

The JDRF was established in 2008 by Diana Ramsay AO to continue the philanthropic work of James and Diana throughout their lifetimes. The JDRF aims to impact the lives of many people by fostering excellence in the arts, health innovations and programs for young people. To date, the JDRF has awarded more than \$20 million in grants to non-profit organisations for the benefit of the community.

About Guildhouse

Guildhouse is South Australia’s leading organisation for visual artists, craftspeople, and designers, creating opportunities for artists at all stages of their careers to be sustainable and build the connectivity, capacity, and profile of the arts community. Guildhouse is a dynamic for-purpose organisation with a 58-



year history, supporting a thriving visual arts, craft, and design ecology by working directly with practitioners to develop their practice and work with ambition.

About Popeye

The Popeye boats are State Heritage icons and represent one of the best known and enduring symbols of Adelaide. Popeye boats have been plying Karrawirra Pari/River Torrens since 1935, when Captain Gordon Watt launched his first Popeye. The boat was constructed on the banks of the river using jarrah, measuring 7.6m and accommodating 20 people. In 1977, Popeye V was converted into a Royal Barge for the Queen's visit that March. Five years later in 1982, three new fibreglass Popeyes replaced the existing fleet of five boats, and officially unveiled by Prime Minister Malcolm Fraser. The Popeye and Captain Jolley's Paddle Boats are small, family-run businesses owned privately by the Shuman family.

About K&S Langley Fund

The K&S Langley Fund supports South Australians. It is passionate about helping local emerging artists build their careers because its team knows that art positively impacts every community.

About Arts SA

The Department of Premier and Cabinet leads initiatives and programs that showcase and cherish the state's treasures, culture and artistic talents. Within arts and culture, the Department of Premier and Cabinet's role ensures the state capitalises on the artistic, cultural, economic and social opportunities arising from the diverse arts and cultural capabilities and activities in the state. Arts SA promotes the growth and development of the arts sector by providing advice on arts policy and strategy to the government; encourages cultural and creative industries to thrive by providing targeted financial support to artists, arts organisations and events and conducts research and analysis, monitor developments, issues, opportunities and emerging trends in the arts sector and their implications for South Australia.

About Visualcom

Visualcom is a leading Adelaide-based creative, advertising, and marketing agency with more than 25 years' experience partnering with the arts, working with events, activations, installations and artists to make their ideas become a reality. From ideation to final creation, Visualcom handles every step, ensuring unmatched consistency, quality and efficiency. Its unique fusion of strategic vision, creative ideation, digital innovation, print perfection, and impressive production, all under one roof, ensures unparalleled results. Visualcom is the definitive partner for brands, artists and events seeking a holistic, integrated approach from concept to captivating.



The media is invited to take photos and video of the new Ramsay Art Boat, *River Tapestry*, at 10am today. The photo below is of the inaugural Ramsay Art Boat, *Good Job*.



Image: Carly Snoswell, *Good Job*, 2023. Photograph Sam Roberts.

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