

Press Release

The interpretation of integrated and dynamic art inside hotel rooms. #UniverseBehindTheDoors

Jakarta, 29 Agustus 2016 – "#UniverseBehindTheDoors" is an art exhibition that will be held inside the hotel room. As a collaboration between **ARTOTEL Indonesia** and **Art Dept Id**, and also supported by **Generetion-G** which has the same vision and mission in supporting emerging contemporary artists in Indonesia.

Mostly an art exhibition takes place on public space or gallery, but now "#UniverseBehindTheDoors" exhibition will take place in 5 private hotel rooms involving 27 Indonesian emerging contemporary artists, and 5 couples of hosts. The hosts whom we picked are some public figures from various professions who have same interests in art, consisting of:

1. Dian Sastrowardoyo & Maulana Indraguna, a film actress and her spouse.
2. Andien Aisyah & Ippe Wahyudi, a Jazz Musician and her spouse.
3. Adhikamaxi & Karen Carlotta, a *Chef* couple, owner of Union Brasserie.
4. Leonard Theosabrata & Irene Yuliana, a Founder of Indoestri creative space and his spouse.
5. Diaz Parzada & Wilsen Willim, a fashion observer and designer.

The series of "#UniverseBehindTheDoors" exhibition started from Press Conference and Raffle Night that was held on Monday, August 29, 2016. On the night, 5 couple of host were raffeled to get a group of artists who will collaborate to set up a concept and production process of art works that will be placed in each room.

Each group of artists consists of five to six emerging artists who have been selected by curator Sally Texania, along with Art Dept Id team. With a total of 27 emerging artists involved in this exhibition, the concept of the artwork that will be displayed by each group will be unique. The twenty-seven emerging contemporary artists is consist of:

Room 1: Adi Dharma, Erwin Windu Pranata, Muchlis Muklay, Muhammad Vilhamy, Bayu Widodo.

Room 2: Diela Maharanie, Kendra Ahlmsa, Adit Sarkodit, Puji Lestari Ciptaningrum, Sarita Ibnoe, Deya Ayu.

Room 3: Argya Dhyaksa, Antonio Sinaga, Sekarputri, Tara Astari Kasenda, R. Yuki Agriardi.

Room 4: Yusuf Ismail, Keke Tambunan & Indra Amenk, Faisal Rahman, Narpati Arwangga, Nurrachmat Widyasena "ito".

Room 5: Evelyn Pritt, Zia Fauziana, Endira F Julianda, Patriot Mukmin, Ibadiou Piko, Rega Ayundya Putri.

Erastus Radjimin, CEO of ARTOTEL Indonesia said: "The idea of this exhibition came up when I was in a meeting with Amalia Wirjono, we thought that why don't we hold an art exhibition in a private room at our hotel. Meanwhile, the theme of "#UniverseBehindTheDoors" was created referring to the exhibition concept that will create a "new world" behind the 5-door rooms. You have to get inside the room, to feel the real world," he said.

Amalia Wirjono as founder of Art Dept Id explained Art Dept Id has a vision to introduce the stages of collecting objects of art at an early stage collect, therefore we believe by holding the #UniverseBehindTheDoors exhibition, it would be able to minimize the gap between artwork and a new audience.

"#UniverseBehindTheDoor" Exhibition is officially will be launched on October 21st, 2016, as well as remarking a celebration of the 3rd anniversary of Artotel Thamrin - Jakarta. Furthermore, this exhibition will be open to the public starting on October 22, until November 20, 2016.

"THIS WORLD IS BUT A CANVAS TO OUR IMAGINATION"

About ARTOTEL Thamrin – Jakarta

ARTOTEL is a play on the words “ART” and “Hotel”. “ART” refers to the contemporary art-influenced design of the lobby, public areas and hotel rooms. These designs are created by local artists as part of ARTOTEL's efforts to directly support and promote Indonesian contemporary art.

ARTOTEL Thamrin - Jakarta has 107 Studios (rooms), 1 Restaurant & Bar under the brand ROCA (Restaurant of Contemporary ART), 2 meeting rooms, MEETSPACE, with capacity for 10 – 200 pax, an ARTSPACE, Business Center and BART (bar at the rooftop) at 7th Floor.

About ARTOTEL Indonesia

ARTOTEL Indonesia is a Hotel Management Company that focuses on hotels with ART inspired DESIGN, led by business professionals with has experience in property, hotel industry, as well as design & branding.

ARTOTEL Indonesia currently has 3 (three) properties in operation since 2012, namely ARTOTEL Surabaya, ARTOTEL Thamrin – Jakarta, and ARTOTEL Sanur - Bali. Going forward, ARTOTEL Indonesia will expand to other cities such as ARTOTEL Yogyakarta & Semarang (2017), ARTOTEL Beach Club – Bali & VOIR by ARTOTEL (2018).

About Art Dept Id

Welcome to the Art Department, an independent exhibition space which will become a tool to introduce the stages of collecting objects of art at an early stage. The gallery operates independently, where you can enjoy the art on display, discover an explanation of the artwork and then choose and buy. Art Department presented to showcase the artwork of the artists, as well as connect with spectrum of new markets.

About Generation-G

Generation - G is a youth and contemporary lifestyle platform that serves as a platform for the urban youth that focuses on four pillars: Art, Lifestyle, Music and Hobbies. Generation - G has the objective to inspire and motivate the young people to dare to show off in work because Generation - G is sure to creativity that continues to grow in the present era. This objective is based on the conviction Generation-G will be the trend of today's young people who like trying new things and this generation is the future generation aware of the importance of enjoying the day - their day as a celebration of youth. Therefore Generation - G felt obliged to take part in their journey to support the spirit of this leading to a more positive direction

Reason Generation - G sponsoring #UniverseBehindTheDoors for Generation-G see event "#UniverseBehindTheDoors as an event that has the same vision and mission with Generation - G pillar of Art, where the event is to maximize the spirit and creativity of young people towards a positive direction. The hope is that Generation - G always able to accommodate and be a forum for the young generation who likes to explore for creativity. For more information about us, please visit the website Generation G in www.generation-g.id or follow instagram in [@_generation_g](https://www.instagram.com/_generation_g).

Contact:

RATU TRIAMARSHIDA
Public Relations Officer
ARTOTEL THAMRIN JAKARTA
T: +62 21 3192 5888
F: +62 21 3192 5999
E: ratu@artotelindonesia.com

YULIA MARIA
Corporate Marcom Manager
ARTOTEL INDONESIA
T: +62 21 3900 399
F: +62 21 3900 499
E: yulia@artotelindonesia.com

WWW.ARTOTELINDONESIA.COM

ARTOTEL THAMRIN-JAKARTA

Jl. Sunda No. 3 p. +62 21 3192 5888
Jakarta Pusat, 10350 f. +62 21 3192 5999
Indonesia e. happening.thamrin@artotelindonesia.com