

Press Release

## **THE CONTEMPORARY ART EXHIBITION HELD IN HOTEL ROOMS** ***“Universe Behind The Doors”***

**Jakarta, 21 October 2016** - "Universe Behind The Doors" is a contemporary art exhibition which held inside the hotel room at ARTOTEL Thamrin – Jakarta. It is a collaboration program between ARTOTEL and ART DEPT Id, and supported by the Generation-G.

"Universe Behind The Doors" Art Exhibition involves 26 Indonesian emerging contemporary artists, 5 couple of hosts, and held inside 5 hotel rooms at ARTOTEL Thamrin – Jakarta where located on Mezanine Floor. The hosts who participating are some of the public figures from variety professions who have same interest in art. Room Exhibition will be open for public on 22 to 23 October 2016 and then all of the art installation moved to ARTSPACE, Mezanine floor, will be continuing open for public on 24th October to 20th November 2016.

26 artists involved in this exhibition consists of 5-6 young artists grouped under some art concept which displayed inside the hotel rooms. The young artists has been selected by Sally Texania as a curator along with ARTDEPT Id team.

Here are the artwork concept and the group of artists whose collaborated with their host respectively in each room:

1. Dian Sastrowardoyo & Maulana Indraguna, a film actress and her husband, collaborating with 5 emerging artists to display the artworks in first room. Concept of the room is urban art space where Adi Stereoflow, Bayu Widodo, Muchlis 'Muklay', Muhammad Vilhamy, and Erwin Windu brought their artworks with using the idiom, and a bit extraction different from 'visual street'.
2. Parzada & Wilsen Willim Diaz, who works as an art critic and fashion, collaborating with the group artist in second room. The artwork that filled inside the second room

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is filled by the artists who mostly occurred in Jakarta and they are known for having long struggled with the ability to merge the art sense. Aditya Pratama, Deya Ayu, Puji Lestari, Sarita Ibnoe and Kendra Ahimsa, show their uniqueness through the media that were once considered secondary, which mostly using the art of illustration and craft-based.

3. Adhika maxi & Karen Carlotta, the owner of Union Brasserie and a Chef couple whose getting a third room, collaborated with some artists who have a tendency to spend the majority of their creative process in the studio. Sekarputri, R. Yuki Agriardi, Antonio Sinaga, Tara Astari, and Argya Dhyaksa using visual code that deliberately repeated and deepening the management of certain media.
4. Andien Aisyah & Ippe Wahyudi, Jazz musician and his partner occupied the fourth room. Representing contemporary texts, fourth room contains works with special attention of a new media. The fourth room presented the artworks from Fluxcup, Narpati Awangga 'Oomleo', The Secret Agents, Faisal Rahman 'Icaldis', and Nurrahmat Widyasena 'Ito' as a form of response 'naughty' sense against cultural issues and emerging technologies.
5. Leonard Theosabrata & Irene Yuliana, a founder of Indoestri creative workshops, they got a fifth room, working with some artists like Evelyn Pritt, Zia Fauziana, Endira F Julianda, Patriot believer, labadiou Piko, and Rega Ayundya. The art concept from this room is about shades of black and white being the most basic elements to create the illusion of light and dark, managing visual compositions with these two color limitations.

Erastus Radjimin, CEO of ARTOTEL Indonesia said: "After going through the process of 6 months preparation, now we are proudly present the exhibition of contemporary art inside the hotel room which was first time held at our hotel chain, ARTOTEL Indonesia. On this occasion we would like to extend our gratitude to the parties involved, ARTDEPT Id, 26 emerging artists, 5 Public Figures, and Generation G for their utmost supports on this exhibition. Through this art exhibition,

we are sharing our interest which align with our vision and mission in the art industry. More, We would like to support the creativity for all young local artists in Indonesia”.

Amalia Wirjono as founder Art Dept Id explained that as the primary vision Art Dept Id, which is to introduced the stage of collecting art, Universe Behind The Doors could close the gap between art with a new audience.

## “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 7<sup>th</sup> 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, and connecting them with new markets spectrum.

### **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 a vision and a mission similar to Generation - G pillar of Art, where the event is to maximize the spirit and creativity of young people towards 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](http://www.generation-g.id) or follow instagram in [@\\_generation\\_g](https://www.instagram.com/_generation_g).

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