

Press Release

## **ARTOTEL CONDUCT A SOCIAL ACTION NAMED #ARTOTELFORHOPE**

**Jakarta, December 2016.** In the spirit of welcoming Festive Season and New Year of 2017, ARTOTEL Indonesia proudly present #ARTOTELforHOPE program which will be held at all unit hotels of ARTOTEL on 1st - 31st December 2016. It is a social action to care about people's HOPE in coming new year, as well as an action to contribute back to local community.

By hosting #ARTOTELforHOPE program, ARTOTEL team in Jakarta, Surabaya, and Bali will invite all hotel guests to express their HOPE in coming new year on a post it and then they stick it to our Wall of Hope located at lobby hotel. Aside of the engagement with customers, ARTOTEL team is also engaging a social awareness to the local community by giving donations to a local charity foundation. Each of written post it has a value for Rp. 5000,- (Five Thousand Rupiah) and each unit of ARTOTEL is targeting to collect 1000 written post it and donate the value of all collected written post it to an appointed local charity foundation. Last, ARTOTEL team in Jakarta, Surabaya, and Surabaya is also welcome for any donations from hotel guests as much as they want.

### **ARTOTEL Thamrin - Jakarta**

ARTOTEL Thamrin - Jakarta will give out all the donations to a Dyslexia Socialization Movement, a local movement to raise awareness towards Dyslexics and helping dyslexic children to channeling their potentials to be useful someday.

Dyslexia Socialization Movement (Gerakan Peduli Dyslexia) was founded by a mother with two dyslexic children, Mrs. Amalia Prabowo. One of her children, Mr. Aqil Prabowo has a huge potential in ART. Thanks to Ms. Andrea Juwono, a passionate high school student who wanted to conduct a solo art exhibition of Aqil Prabowo, ARTOTEL Thamrin - Jakarta in collaboration with Andrea Juwono present A solo art exhibition by Aqil Probowo named HOPE For DSYLEXIART. It will be held on December 1st - 7th 2016. During this art exhibition there will be a silent auction and all the revenue from the art exhibition and sticky notes will be given to Gerakan Peduli Dyslexia.

#### **ARTOTEL Indonesia**

Plaza Permata #07-23, Jl. M. H. Thamrin 57, Jakarta 10350

**T:** +62 21 3900 399 **F:** +62 21 3900 499 **E:** [corporate@artotelindonesia.com](mailto:corporate@artotelindonesia.com)

## ARTOTEL Surabaya

ARTOTEL Surabaya will give out all the donations to a Foundation of Childhood Cancer Awareness (Yayasan Peduli Kanker Anak Indonesia/YPKAI) Surabaya, a local community established since 2014 that focus on health issue, especially kids with Cancer. By the rapid growth of Cancer Patients in the early ages, ARTOTEL Surabaya determines to work with YPKAI under #ARTOTELForHOPE campaign. ARTOTEL Surabaya and YPKAI work together collecting donations for these kids' chemotherapy expenses. Besides that, on December 16th, 2016 ARTOTEL Surabaya is organizing an Art Bazaar along with local craftsman, 10% of total revenue will also be given to Yayasan Peduli Kanker Anak Indonesia (YPKAI) Surabaya.

## ARTOTEL Sanur - Bali

ARTOTEL Sanur - Bali will hand out all the donations to Yayasan Pembina Anak Cacat Khusus Tuna Grahita (YPAC) Jimbaran, a dedicated local's community for deaf people. The kids from YPAC Jimbaran are making ethnic bracelets throughout the years, but since the instability of local's economic, market demands are sinking down, therefore ARTOTEL Sanur - Bali is handing out the donations as an appreciation for these kids creativity' through #ARTOTELForHOPE.

Erastus Radjimin, CEO ARTOTEL Indonesia said "by hosting #ARTOTELForHOPE program We would like to create intimate customer engagement by asking all guest participations to express their HOPE in 2017 as well as their social awareness to local community. #ARTOTELForHOPE will be our annual event at December.'

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## 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, ARTOTEL Semarang, and ARTOTEL Beach Club - Bali (2017), and VOIR by ARTOTEL - Bali (2018).

### Contact:

**ANDRI MEILANI**  
Corporate Marcom Officer  
ARTOTEL INDONESIA  
T: +62 21 3192 5888  
F: +62 21 3192 5999  
E: [andri@artotelindonesia.com](mailto:andri@artotelindonesia.com)

**YULIA MARIA**  
Corporate Marcom Manager  
ARTOTEL INDONESIA  
T: +62 21 3900 399  
F: +62 21 3900 499  
E: [yulia@artotelindonesia.com](mailto:yulia@artotelindonesia.com)

[WWW.ARTOTELINDONESIA.COM](http://WWW.ARTOTELINDONESIA.COM)