

Press Release

### **The Art Exhibition of “The Faces of Life”**

**Jakarta, March 2017** – *Faces of Life* is an exhibition from Soni Irawan and Dedy Sufriady. This exhibition is showcasing the deeper meaning of someone profiling through their face. Face perception is a basic foundation of a human social interaction. Many different types of important information are visible in faces and the processes and mechanisms.

Here in the exhibition, the two stunningly artists; Soni and Dedy are visualizing how the different types could illustrate and see one’s soul with his/her personalities through the surface of the face. This is in order to extracting the complex information. The importance of faces has long been recognized by a wide range of scientists to determine and to study behaviors and so on. However on this case, the art itself would be the medium to determine how one face could give so much information such as the personalities, behaviors, traits, characters, etc.

Dedy and Soni will illustrate this matter into so awesomely contemporary art exhibition. We welcome you to the opening reception and press conference that will take place at ARTOTEL Thamrin – Jakarta on Wednesday, 15<sup>th</sup> of March 2017 at 6.30 PM. The work from both artist will be presented in the exhibition, in which many of the works are for sale. The exhibition will be held until 15<sup>th</sup> of April 2017.

Kusnadi as an Executive Assistant Manager of ARTOTEL Thamrin - Jakarta said, "This exhibition is our commitment to continue support the development of contemporary art in Indonesia, especially to talented young artists. We expected through the art exhibition "Faces of Life" can pass the good spirit to other young artists to continue creating works that can inspire a lot of people”.

**“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

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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 & ARTOTEL Beach Club – Bali (2017), ARTOTEL Semarang, Daan Mogot – Jakarta, and Haniman - Ubud (2018).

## About Artsphere:

ArtSphere is a distinct gallery that serves as a hub for artists, collector, curator, art lovers and art associates. It provides space for artists to present their artworks to the public. The highlight of ArtSphere is modern, contemporary artworks from young emerging Indonesian and foreign talents. Yet, it also showcases some of the older generation of modern Artists. The objective is to promote nationally and internationally the artworks of our artists.

ArtSphere was founded in 2006 by Maya Sujatmiko, an art professional with an extensive academic and professional background in art. An art lover since her childhood, she had developed great devotion and passion for arts. She was inspired to establish an art gallery that would contribute to the development of the modern Indonesian art scene. ArtSphere also provides services in art activities and will be available to assist any art related inquiry. The services include: framing, restoration, art design and printing as well as consultancy on art for private and commercial space.

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