

Press release

## **THE LAUNCHING OF haRA x Madame READY TO WEAR (EddiE haRA & Jacqueline Loekito)**

**Jakarta, July 13th 2016.** ARTOTEL Thamrin – Jakarta proudly presents a fashion presentation and Grand Launching of a collaboration between ARTOTEL's featured artist, Mr. EddiE haRA and fashion designer Jacqueline Loekito at BART 7th Floor of ARTOTEL Thamrin – Jakarta. In this very special day, ARTOTEL also announcing collaboration merchandise ART OF LIFE "EddiE haRA" series.

Jacqueline Loekito is a British fashion designer lives in Basel, Swiss. She fell in love with EddiE haRA's artworks and asked him to do a collaboration involving fashion and art. "haRA x Madame" later on chosen to be a perfect title of EddiE haRA and Jacqueline Loekito ready to wear collaboration which inspired by youth of urban and sub-culture. All apparel of "haRA x Madame" have a unique design and printed with comical figure EddiE haRA's style.

EddiE haRA's comical figure also applied onto ARTOTEL's merchandise ART OF LIFE "EddiE haRA" series in t-shirt and tote bag. The Launching of haRA x Madame Ready to Wear was held during Sunset along with models rocking the runway. All the invitees were also enjoying the canapes and free flow cocktails provided by ARTOTEL Thamrin – Jakarta.

Mr. Daniel Sunu Prasetyo, ARTOTEL Thamrin – Jakarta's General Manager, said "We support this particular collaboration in line with ARTOTEL's vision and mission. We also hope the collaboration between art and fashion can bring a new fresh air in this hectic metropole city. Else, ART OF LIFE "EddiE haRA" merchandise series can be purchased at ARTOTEL Thamrin – Jakarta, ARTOTEL Surabaya, and ARTOTEL Sanur – Bali."

**"THIS WORLD IS BUT A CANVAS TO OUR IMAGINATION"**

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### About The Designer and the Artist

Jacquelin Loekito (Born in Jakarta – October 27th 1985 ) is a British fashion designer who lives in Basel, Swiss. She finished her studies at BTEC Fashion and Textile, Kingston College, UK, and BA Fashion Design UCA, Rochester UK. ([www.jacquelinloekito.com](http://www.jacquelinloekito.com) for further information).

EddiE haRA (Born in Salatiga – November 10th 1957 ) is an Indonesian Contemporary artist who also lives in Basel, Swiss. He once studied in Institut Seni Indonesia (ISI) Yogyakarta and Academie voor Kunst en Industrie (AKI) Enschede Holland. ([www.artlink.ch/hara](http://www.artlink.ch/hara) for further information).

### 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).

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