

## **ARTOTEL WEEK**

### **AN ART, MUSIC & LIFESTYLE FESTIVAL IN KOTA TUA, JAKARTA**

**Jakarta, NOVEMBER 2017** – ARTOTEL Project Series (APS), an *Event Management* from ARTOTEL Group presents ARTOTEL WEEK, an Art, Music & Lifestyle festival to celebrate ARTOTEL Group 5th year anniversary in Indonesian hotel and creative industry. ARTOTEL WEEK will be held on 8 – 11 November 2017 at Cipta Niaga Building, Kota Tua Jakarta, fully supported by **URBAN GiGs**.

ARTOTEL WEEK at Cipta Niaga Building, Kota Tua Jakarta is also supported by Konsorsium Kota Tua, a private business entity chosen by the government to revitalize Kota Tua Area. ARTOTEL WEEK is expected to be the pioneer of young contemporary artists' movement in Kota Tua Jakarta and bring new soul in the heart of Old Colonial Area existed since 1820.

ARTOTEL WEEK covers these exciting programs as follows:

1. Contemporary Art Exhibition by 12 Indonesian young artists

With the theme of “Stance of Youth” this exhibition would like to present the artworks by 12 young artists with *residential artist* concept, making it different from other events ever happened in Jakarta. This will give the artists the freedom to showcase the art works as in their private home studio. Each working on the pieces using their own mode of expression and different styles, mixing up the visual composition with their characteristics and personal identity in one exhibition space. This contrasting fusion between an old grandeur of colonial building and vibrantly colorful work of arts adds up the uniqueness of the event.

All the curated artists are young emerging talents under age of 35, such as Arya Mularama, Atreyu Moniaga, Bernie Barto, Bunga Fatia, Cherry Virginia, Dhado Wacky, Hana Madness, Hari Prast, Mahendra Nazar, Muklay and Tomodachi Studio. The curator of this exhibition is Safrie Effendi, a rising artist and also the Art Manager of ARTOTEL Group.

## 2. Music by Urban Gigs:

ARTOTEL WEEK is fully supported by Urban Gigs giving them the opportunity to curate music performances sharing common vision and mission with ARTOTEL WEEK. This will promote talented emerging music bands with more exposures to the wider community. Urban Gigs bands are Silampukau x The Hydrant, Bitzmika, Wangi Gitaswara, Tokyolite, Witch Motor Inn, Pijar, and Peonies.

## 3. Art Market:

Thru Art Market, ARTOTEL WEEK encourages the visitor to see and collect the limited edition art merchandises. It offers various things from fashion, artwork and also food and beverage. The participants are Art of Life (Official merchandise of ARTOTEL Group), Bobobobo.com, F-Thing, Warung Kopi Batavia, Canvas Living, and Caramia Sitompul. Furthermore, ARTOTEL WEEK will also bring a garage sale by *lifestyle influencers* Reggy Alexander and Regina Raquel.

## 4. Art Talks & Workshop

Aside from exhibition, the 12 young artists will be actively interacted with visitors over *art talks*, *workshop* and *live painting*. Art talks & workshop will discuss various topics about graffiti, *pattern drawing*, Indonesian comic art, and mural, from *fun character* to mental challenge.

Erastus Radjimin, CEO ARTOTEL Group said: "we proudly present ARTOTEL WEEK, as the first program running by APS (ARTOTEL Project Series). It is an event management for art and creative, the latest business entity by ARTOTEL Group. We would like to thank to all parties, 12 young artists, 7 band musicians, and all tenants of art market, and Urban Gigs for all the support during ARTOTEL Week. We believe that APS and Urban Gigs share the same vision to support Indonesian emerging artists, from contemporary art to music, to promote Indonesian creative industry."

This festival is open from 12.00 pm until 10.00 pm. With Rp.30.000 entrance fee, all the visitor may enjoy all the program from art exhibition, music performance and art market.

**-STAY TRUE-**

### About ARTOTEL Group

ARTOTEL Group is a company with 3 intergrated business unit of *Hospitality*, *Event Management*, and *Merchandise*. With its vision to promote Indonesian local creative community to the world. In hospitality, ARTOTEL Group offers from budget, boutique

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to luxury hotel to fulfill need of all target market, located in main and secondary city in Indonesia. Consist of **ARTOTEL, BOBOTEL, and CURATED COLLECTION**. In Food and bevarage, ARTOTEL Group provide management service of Beach Club, with Brand **ARTOTEL BEACH CLUB (ABC)**. And in *Event Management (ARTOTEL PROJECT SERIES / APS)*, ARTOTEL Group offer the client to held an art and creative activities and curate Indonesian artists. Lastly from merchandise brand **AOL**, ARTOTEL Group offer an affordable art merchandises and promoting creation of Indonesian local artist all at once.

## About URBAN GiGs and GENERATION - G

Generation – G is a youth and contemporary lifestyle platform that becomes a vessel for young urban talent of the 4 pilars, Art, Lifestyle, Music and Hobbies. Generation – G want to inspire and motivate young generation to create as creativity developing from time to time. As young generation likes to experience new thing and celebrate. By means Generation G would like to take part of their journey and beam it to the positive direction.

www.UrbanGiGs.id instagram : @urbanGiGs

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