

ARTOTEL GROUP OPENS NEW HOTEL IN BANDUNG, WEST JAVA

Jakarta, August 2018 – ARTOTEL Group is proud to announce its new opening hotel in Bandung's most legendary area, Braga, on August 18th 2018, under the name of de Braga by ARTOTEL.

Located in Jalan Braga No. 10, Bandung, West Java, de Braga by ARTOTEL is the sixth hotel operated by ARTOTEL Group and would be the very first brand under Curated Collections, a series of well-curated boutique hotel managed and operated by ARTOTEL Group yet with individually hotel concept and preferred name of hotel owner or investor. Within the concept, service, and facilities of 4-star hotel, de Braga by ARTOTEL is suitable for market who wants excellence service. Wijaya Karya Gedung or WIKA Gedung (WEGE), an Indonesian state-owned enterprise that develops buildings is the owner of de Braga by ARTOTEL.

de Braga by ARTOTEL is combining **the legendary ambiance of Braga**, which famously known for its heritage soul from Dutch colonialism, and contemporary local artworks which will always be incorporated in every property of ARTOTEL Group. Residing in the renewed Sarinah Building, **one of heritage building in Braga area that used to be the first department store in Bandung**, de Braga by ARTOTEL is standing tall with 14 stories and still maintaining the old architecture look on the façade and seamlessly transforming into modern minimalism from the interior, with a touch of ART Deco. The construction started in 2016, since the signing ceremony of BOT (Build – Operate – Transfer) between PT. Sarinah (Persero) and PT. Wijaya Karya Bangunan Gedung Tbk.

de Braga by ARTOTEL features are 112 ARTmazing studios in various type, such as Studio 25, Studio 35, and de Braga Suite. Every room is facilitated with 42 inch LED TV, free wi-fi connection, Mini Bar, Safe Deposit Box, and Dolce Gusto, an instant coffee machine. 24 hours F&B outlets under the name of KUNST Bistro and Terrace Cafe, 6 function rooms or MEETSPACE, Swimming Pool, and of course Art Gallery or ARTSPACE are the facilities that de Braga by ARTOTEL has to offer.

The hotel is witty and playful with artworks from contemporary local emerging artists in its every corner, artworks from Addy Debil, Agugn, Argya Dhyaksa, Elfandiary, Erwin Windu Pranata, Radhinal Indra, and Riandy Karuniawan. Botanica, the main concept of every artworks given from the artists, a tribute to

Bandung, a city that is known as ‘‘The City of Flowers’’ and its vast lushes tea plantations.

Erastus Radjimin, CEO ARTOTEL Group said: ‘‘It is one of our milestones within our business development pipeline that ARTOTEL Group is opening a new hotel in Bandung, the biggest metropolitan city in the West Java. Within this press release, I also would like to extend my best gratitude towards WIKA Gedung that has entrusted ARTOTEL Group to manage their very first hotel and hoping that this good relationship can be continued to the future. We are sure that de Braga by ARTOTEL will create a memorable accommodation experience in Bandung and can contribute to the city’s creative economy growth, staying true to our vision as a lifestyle brand in the Hospitality Industry.

-STAY TRUE-

Biografi 7 Artists

1. Argya Dhyaksa

Argya Dhyaksa was born in 1991. Known by his nickname Gya, he is graduated from ITB majoring in ceramic craft (2009-2013). Gya has participated in several group and solo exhibitions since 2014, and get 2nd winner for REDBASE Foundation young Artist Award 2016. Gya’s ceramic work appears as a configuration of his ‘‘spamming’’ philosophy, thus its raw and see-mingly random and unfinished appearance. Often present also banal and absurd textual configuration.

2. Erwin Windu Pranata

Born in Bandung June 6, 1981, finished bachelor degree at Fine Art Department of University of Education Indonesia (UPI) Bandung, (1999 - 2005). He has participated in several group exhibitions since 2005 and solo exhibitions since 2011. In 2010 get 1st Winner the Best Artwork, Juror’s Choice, and 1st Winner, for Dago festival graffiti competition 2001. Currently active in working with various media especially 3d object. Founder and Director of an alternative space called Omnispace in Bandung. Lecturer at Textile and Fashion Design Department of Telkom University. Graphic Design Instructure at Binus Center Bandung.

3. Riandy Karuniawan

Riandy Karuniawan was born in 1984 in Aceh, Indonesia. At 15, he migrated to Bandung to finish high school. In 2007, he graduated from Parahyangan Catholic University with a Major in Architecture. After graduation Riandy started his career by creating illustrations for album covers and band merchandise. He usually uses traditional media like oil on canvas, screen print art and sometimes digital media. Riandy is a self-taught painter not having received any formal fine art training. He has participated in several group exhibitions since 2004 throughout Bandung and Yogyakarta. In 2014 he joined silkscreen print company,

Månstråle Press, to explore the techniques of hand screen printing. Inspired by Moebius, Dali, Roger Dean and Arik Roper, most of his themes are surreal works that optimize the canvas into a multidimensional field with distinctive colors. He often features 'Sathar' - a protagonist he created with antennae on his forehead and a bong in his hand.

4. Radhinal Indra

Radhinal Indra was born in 1989 in Bima, Indonesia. Graduated from Bandung Institute of Technology with Graphic Design focus. After 4.5 years working as Art director at various companies in Jakarta, in 2014 Radhinal Indra moved back to Bandung to focus on becoming an artist. Growing up in a family with an academic background, greatly influenced the process of making his work. The combination of scientific insight in the creation of his artwork has been a powerful factor that always appears in his works. The tendency in using diagrammatic compositions is an attempt to discover the formula and regularity of the relationship between humans and the universe. In general, his works try to understand various aspects of culture related to celestial bodies.

5. Addy Debil

Addy Debil is a Bandung-based street artist. Although he started off doodling in school for fun, he decided to become a more serious artist in 2011, turning illustrations into mural around Indonesia. Since then, he has been featured in multiple art exhibitions, holds design workshops and starts in live painting sessions. It has been known, since the past, that plantation plays important roles for ecosystem and humanity. Plant in its existence is beautiful it is used for decoration. Some can also be processed for food and medicine that cures. The means of plants in our life inspire me to create this artwork, in which playful monsters and colorful plants are hand in hand contributing, not only to society, but to me personally. The two-element-collaboration is supposed to be a therapeutic experience that creates a better mood, thus happiness is achieved.

6. Elfandiary

Elfandiary is an illustrator and graphic designer who often paints women as models for expression and gesture images. Graduate of Visual Communication Design of ITENAS already has a hobby of drawing a variety of small, ranging from characters to comics, from manga to American comics. Initially, Elfan just likes to draw expressions and gestures, but along with the development of drawing ability, he begins to learn to process messages in an illustration. Elfan is also very interested in drawing with the themes of the universe around the sky, sun, stars, and others because he is very amazed with the universe is very mysterious. In addition, Elfan's imagination while listening to songs also helped him gain inspiration. Currently, he also joined in a mural team named FAVE since 2011.

7. Agung Prabowo

Emerging graphic artist Agung Prabowo explored his own fears and presented them for all to see as he took his first steps into the Indonesian art scene. The artist, who prefers the moniker Agugn, won the competition for Nirbaya Jagratara (Never Fear, Always Cautious), a linocut on his own handmade paper. Agugn was praised for a technical achievement that not only resulted in a suggestive artwork but also displayed colors inconceivable by his competitors. Linocuts are a variant of the woodcut print technique. It uses a sheet of linoleum rather than a block of wood, which is later inked with a roller and then impressed on to paper or fabric.

About PT Wijaya Karya Bangunan Gedung Tbk

PT Wijaya Karya Bangunan Gedung Tbk (WIKA Gedung) is one of the companies owned by PT Wijaya Karya (Persero) Tbk (WIKA), established since October 24th 2008. WIKA Gedung is a construction based company that has been positioned as “Total Solution Contractor”, which means it is fully operated covering the whole nine yards, giving the best service, from safety to quality. WIKA Gedung is covers feasibility study, site planning engineering design, building construction, and project management for Indonesia State Owned Enterprise (BUMN) or Private Enterprise. Currently WIKA Gedung is focusing on developing the transformation of property business, precast industry, modular, and geotech. For further information, please log on: www.wikagedung.co.id.

About Sarinah

PT Sarinah (Persero) it is the only Indonesia State Owned Enterprise (BUMN) company that focuses on Retail, with localized concept, supporting and selling local products to the local and international market. Established back on August 17th 1962, Sarinah has a vision to be the modern retail enterprise selling local goods and be the first shopping center ever recorded in Indonesia.

Through its retail franchises, Sarinah is a modern medium for local creative industry players to offer their best products to the market. After a long five decades, Sarinah has successfully be shopping beacon to be visited by locals, tourists, and retailers all over the world. Sarinah is a local heritage, showcasing only the finest local products to the market, first open in Jl. M. H. Thamrin, Jakarta.

About ARTOTEL Group

ARTOTEL Group is a hotel operator company with 4 intergrated pillars of Hotel, F&B, Event Management and Curated Merchandise. As a lifestyle brand, ARTOTEL Group offers selections of accommodations, from boutique designed hotel up to premium level, from the mass market accommodation to the luxury, ARTOTEL Group has **BOBOTEL**, **ARTOTEL**, and **Curated Collections**. In F&B , ARTOTEL Group manages Restaurant, Bar, and Beach Club, such as **BART** and **ARTOTEL Beach Club (ABC)**.

Through Event Management, under the name of **ARTOTEL Project Series (APS)** and Curated Merchandise of **ART of Life (AOL)**, ARTOTEL Group has a vision to support and take part on the growth of Indonesian Creative Industry by supporting local players, collaborate with them through workshop, art exhibition, creative event, and by producing merchandise featuring artwork of emerging local artist.

Properti: **ARTOTEL** Surabaya, Thamrin – Jakarta, Sanur – Bali, Yogyakarta, & Haniman – Ubud. **ARTOTEL Beach Club** - Sanur.

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Pipeline: **ARTOTEL** Semarang, Jakarta (Wahid Hasyim & Setiabudi). **Curated Collections** : Alpines by ARTOTEL – Batu, Mandalika Beach Club by ARTOTEL.

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