

Press Release

## #ARTOTELFORHOPE 2018 FOR KALIMANTAN'S RAINFORESTS CONSERVATION

**Jakarta, 30 November 2018** - ARTOTEL Project Series (APS) presents #ARTOTELforHOPE for the 3<sup>rd</sup> time, a social program held every year at each ARTOTEL Group property as parts of the tradition in welcoming the Christmas and New Year festivities. This year #ARTOTELForHope carries the theme to conserve Kalimantan's rainforests in with the support of **YKAN** (Yayasan Konservasi Alam Nusantara) or Indonesian Nature Conservation Foundation.

APS is determined to raise awareness and concern for the community, especially the guests of the hotel and ARTOTEL Beach Club, in an effort to preserve Indonesia's rainforests through art activities by hosting two Indonesian contemporary artists, **Andang Iskandar**, photography artists from ART Space Humanika Bandung and **Bayu Widodo**, contemporary painter from Survive Garage Yogyakarta, to visit Merabu Village, located in Berau, East Kalimantan, to take a closer look at the struggles of the communities around the forest to support conservation efforts in Kalimantan. The trip was carried out at the beginning of October for 5 days, where the two artists responded to the natural surroundings of the Merabu Village resulting in several stunning artworks that will be displayed at the ARSPACE of ARTOTEL properties in Jakarta, Bandung, Yogyakarta, Surabaya and Bali.

In addition to exhibiting art works from Andang and Bayu in #ARTOTELForHope 2018, APS also invites guests to write down their hopes for Indonesia's rainforest conservation on a leaf-shaped recycled paper which can then be affixed to the Wall of Hope featuring a picture of a tree branch creating a leafy appearance thus bringing it back to life. Guests can write their hopes simultaneously from 1 - 31 December 2018 at the Lobby Area of each ARTOTEL. Furthermore, through #ARTOTELforHOPE, APS also carries out fundraising from hotel guests for the entire month, from 1 - 31 December 2018, through these various efforts:

1. To set aside Rp. 10,000, - from each room transaction for FIT / Individual guests.
2. Sales of postcard packs featuring artwork of Bayu and Andang highlighting the beauty of Kalimantan's rainforest for Rp. 10,000, - each.

3. Sales of artists' works on display at ARTSPACE, both in the form of photos and paintings. The profits from the sale of artwork and postcards will proceed to support Kalimantan's rainforest conservation efforts.

Erastus Radjimin, CEO of ARTOTEL Group explained, "This year marks the third year of #ARTOTELForHope as parts of the ARTOTEL Group's commitment to partake social responsibilities for the community. Each year we try to raise awareness of people to care about social matters through art activities, such as caring for children with special needs and those with mental health problems by channeling their aspirations through canvas or paintings on display at ARTOTEL's ARTSPACE. This year we invite guests to partake in conserving rainforests in Indonesia to prevent further climate change. Kalimantan's rainforests are very well known as the lungs of the world, therefore, ARTOTEL with YKAN's support wants to help in preserving them."

-STAY TRUE-

## Mengenai Yayasan Konservasi Alam Nusantara

Yayasan Konservasi Alam Nusantara (YKAN) is an organization with mission to conserve the lands and water on which all life depends. YKAN is a local partner of The Nature Conservancy (TNC), a science-based organization with more than 27 years of experience in advancing conservation in Indonesia. Though YKAN and TNC have adopted joint program to achieve their missions in Indonesia both remain as separate and independent entities.

## Mengenai ARTOTEL Group

Adalah manajemen operator hotel yang mengintegrasikan 4 unit bisnis, Hotel, *Food & Beverages*, *Event Management*, & *Curated Merchandise*. Dengan mengusung konsep brand Gaya Hidup, ARTOTEL Group menawarkan berbagai pilihan brand di industri hotel dari hotel budget, butik, hingga hotel mewah untuk memenuhi kebutuhan akomodasi dari semua target market, terdiri dari **BOBOTEL**, **ARTOTEL**, dan **CURATED COLLECTIONS**. Di bidang Food & Beverage, ARTOTEL Group menyediakan jasa pengelolaan Restoran, Bar, dan Beach Club, seperti **BART & ARTOTEL BEACH CLUB (ABC)**.

Melalui *Event Management*, **ARTOTEL PROJECT SERIES (APS)** dan *Curated Merchandise* dengan brand **AOL (ART of Life)**, ARTOTEL Group memiliki visi memajukan industri kreatif Indonesia dengan mendukung para seniman muda untuk berkarya melalui kolaborasi yang diciptakan berupa kegiatan pameran, pertunjukan, *workshop*, dan produksi merchandise berkarakter seni yang dapat dipakai sehari-hari dengan harga terjangkau.

Properti: **ARTOTEL** Surabaya, Thamrin – Jakarta, Sanur – Bali, Yogyakarta, & Haniman – Ubud. **ARTOTEL Beach Club** - Sanur. **Curated Collections**: de Braga by ARTOTEL – Bandung.

# artotelgroup:

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

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