

Press release

**An Art Exhibition with Underground concept
"Rise & Grind!"**

Jakarta, 19th August 2016. Artotel Thamrin - Jakarta presents an art exhibition with theme: "Rise & Grind".

"Rise & Grind" exhibition is the first art exhibition that held by ARTOTEL Thamrin – Jakarta with underground art concept, which has element of edgy and something extreme. The exhibition involves a group of emerging artists named Studio Asylum, which is a group of art enthusiast from professional muralist, tattooist, to musicians in Jakarta. The touch of their work contains elements of rebel, beyond the imagination, unconscious but still has a strong contemporary urban art.

Studio Asylum mostly uses bright colors, eccentric, as well as expressive patterns on their artworks. Their work is inspired from some overseas artists, which are William Blake, Alex Grey, Alfred Kubin, Zdislaw Beksinki, also Dan Mumford, Carlos Torres, Francisco Goya and Edgar Allen Poe.

About the artist:

- Safrie Effendi (@safieffendi)

Safrie Effendi or commonly called Saf graduate of Savannah Colleger of Art and Design (S1) and Lasalla College of The Arts (S2) is Art Manager for ARTOTEL Indonesia and an emerging urban artist with a unique character. Besides his profession as an Art Manager, Saf usually become a curator in some of exhibition, and he's also organizing exhibitions and art discussions. Saf together with Studio Asylum has also conducted some exhibitions in various places, making murals and illustrations.

- Danang Prihantoro (@Unboundkill)
a.k.a Unbound is a vocalist of the bands Speedkill and Petaka from Jakarta. He's Also known as a tattoo artist, and illustrator. Most of his Illustrations are images of skulls, animals and trees, and his color mostly displaying black and white. Currently, Danang has main job in making of art design cover for music CD and tattoos.
- Mikhaela Cherry Virginia (@mikhaelacherry)
Born and raised in Jakarta, She received her Bachelor of Arts in Fashion Marketing in Shanghai and decided to pursue her dream to be a visual artist in Central Saint Martins, London back in 2013. Her passion on art was developed when she draw a few murals around Vietnam and Thailand for two months. Her current projects is preparing a group art exhibition with International artists in Rotterdam International Fair, September 9th - 10th, 2016 at De Laurenskerk.

"Through "Rise & Grind" exhibition with Studio Asylum, We expect people is able to see that art is not only has beautiful visuals. However, underground works of art and street art is different each other becoming two major genres of painting. More, We wanted combining various forms of art through the eyes of a group emerging talented local artists," said Safrie Efendi vigorously.

“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 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 7th 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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