

## **ARTOTEL GROUP OFFICIALLY OPENS NEW PROPERTY IN SEMARANG, ARTOTEL GAJAHMADA - SEMARANG**

**Jakarta, April 2019** – ARTOTEL Group is proud to announce the opening of ARTOTEL Gajahmada – Semarang, featuring world class Indonesian architect, Andra Matin and renowned Indonesian contemporary artist, Eko Nugroho.

ARTOTEL Gajahmada – Semarang is located in Jl. Gajahmada No. 101, Miroto, Central Semarang and offers 80 art inspired design studios with choices of Studio 25, 30, and 55. The daring bold façade building of 12 stories has 2 F&B outlets, Fat Elephant Restaurant, opens 24 hours featuring exquisite artwork from Eko Nugroho, serving Fusion Asian Food along with Buka Mata, official coffee blend from ARTOTEL Group on Ground Floor Level, as well as 11/12 Rooftop Bar, located in the 12<sup>th</sup> floor of ARTOTEL Gajahmada – Semarang serving various light bites, soft drink, wine, and cocktail with 360 degree of city view. Finally, ARTOTEL Gajahmada – Semarang is completed with ARTSPACE, a mandatory art gallery at every ARTOTEL and MEETSPACE, a stylish meeting room that can cater up to 20 pax. During the celebration of hotel opening, ARTOTEL Gajahmada – Semarang is also exhibiting some artworks from Eko Nugroho and KRACK! Studio on ARTSPACE until July 31, 2019.

This time around, ARTOTEL Gajahmada – Semarang boasts “Semarang Re-imagined” as the art concept for all the featured Indonesian contemporary artists, including Eko Nugroho’s massive artwork on public area of the hotel and other 5 talented artists such as Diela Maharani, Umami Damas, Horestes Vicha, Bunga Jeruk, and Zaky Arifin inside the rooms. Architectural wise, Andra Matin conceptualised this building with his signature flow allure combined with chosen colours of bold dark and aquatic blue, making ARTOTEL Gajahmada – Semarang as one of the iconic buildings in the heart of Semarang.

Erastus Radjimin, CEO ARTOTEL Group, says “We are very proud to open ARTOTEL in one of the capital cities in Indonesia, Semarang, with its abundance of Culture and Culinary scenes. ARTOTEL Gajahmada – Semarang will be the first art inspired design hotel in the city featuring exquisite designed building and original masterpiece artworks Indonesian maestro of architect and contemporary artist. We are hoping

that ARTOTEL Gajahmada – Semarang can be the newest tourism icon of the city, attracting the local and international tourists to visit Semarang. More, we believe that ARTOTEL Gajahmada – Semarang will be a breath of fresh air, infusing a new lifestyle trend to local young edge people through its two F&B outlets and ARTSPACE as melting pot for local’s creative hub.”

“The last but not least, allow us to thank the hotel owner, PT. Humana Demiatry that has been trusting ARTOTEL Group to operate ARTOTEL Gajahmada – Semarang as the first art inspired boutique hotel in Semarang.” Erastus Radjimin adds.

*-Live as if you were to die tomorrow. Learn as if you were to live forever-*

## **About Andra Matin**

Andra Matin is known for his clean and modern approach to architecture. Andra's works has been a constant reflection of contemporary take on traditional values, that are based on its context and its sensitivity to the environment. Aside from his architectural projects, he has been a part of the progress in Indonesian architecture through his books, lectures, seminars and participation in architectural events. His works and his activism have won awards and has achieved international recognition. Andra Matin recognizes the hotel's use of spiral in ARTOTEL previous installments and interprets it in ARTOTEL Gajahmada - Semarang - but with a twist. The hotel's first two floors use a continuous ramp that is reflected in its form, while its facade traces its imaginary ramp lines up until its rooftop. With a dark and dynamic expression Andra has created a bold yet subtle building that stands among in its cityscape.

## **Artist Profiles of ARTOTEL Gajahmada – Semarang**

### **Eko Nugroho**

Eko Nugroho (b. 1977 - Indonesia) is an internationally-renowned contemporary artist based in Yogyakarta, one of the major arts centres in Indonesia. Having graduated at the Art Institute in the same city, his background in street art and community-based artwork is the quintessential aspect of his expanded body of works. From paintings, drawings and embroideries, to murals, sculpture, or video, his works are deeply anchored in both local traditions and urban environment. His trademark consists of a new visual language where political messages are playfully intertwined with appropriated aesthetics of street art, graffiti and comics.

Nugroho has held numerous solo exhibitions among which: On Site: Eko Nugroho/ Wayang Bocor, Asia Society, New York, USA (2017), WAYANG BOCOR, University of North Carolina at Chapel Hill, NC, USA (2017), LOT LOST, Art Gallery of New South Wales, Sydney, Australia (2016), WE ARE CONCERN ABOUT NOTHING, Arario Gallery, Seoul, Korea (2013), at the Singapore Tyler Print Institute, Singapore (2013), Musée d’Art Moderne de la Ville de Paris, France (2012), Peking Fine Art, Beijing, China (2009), Kiasma Museum of Contemporary Art, Helsinki, Finland (2008), and Artoteek, The Hague, The Netherlands (2005).

His works are collected in major International institutions such as: Musée d’Art Moderne Paris, The Guy & Myriam Ullens Foundation, Singapore Art Museum, Musée des Beaux- arts de Lyon, Artnow International A3 Collection San Francisco USA, Tropen Museum Amsterdam Netherland, Arario Collection Cheonan Korea, Queensland Art Gallery | Gallery of Modern Art Brisbane Australia, Asia Society Museum New York USA, and many more.

## **Bunga Jeruk**

Born in Solo in 1972, Bunga Jeruk studied fine art in Institut Seni Indonesia in Yogyakarta. Since 1995, she actively exhibited her works not only in Indonesia but internationally as well. Her personality and strong character are reflected in her works which consistently shown in her style of paintings. She interprets the world. A colourful world that she composed passionately to become a pleasant place to live in. Her painting gives variety of characters, compositions and choice of colours. Not just merely making a painting but telling a story where the audience immerses into her imagination. Bunga's painting give the impression of a simple children book story, however, has layers of meaningful mystery, irony and unusual perspective that make her identity cannot be underestimated.

## **Horestes Vicha**

Born in Magelang 1993, Horestes Vicha graduated from the Modern School of Design in 2015 and Art Faculty of STSRD Vision, communication of Design in 2017, in Yogyakarta, where he lives and works until now. He works as a graphic designer, owns and manufactures art merchandise on his own brand called Horst. His visual art are depictions of a symbolic relation from various life settings from daily experience. They are presented in a series of collages to show the diversity of elements, which are united to translate everyday reality through symbols and visual icons. Through this art, he hopes it can stimulate or at least give some imagination or enlightenment to the audience by freeing anyone to interpret, imagine and give meaning to the visual art.

## **Ummi Damas**

Born in Kalimantan in 1995, Ummi Damas graduated from Universitas Negeri Yogyakarta in 2013, where now she lives and works. Her artworks tell the story of the human concept & expectation toward their private home, where there is a natural attachment between a comfortable space and a place to rest in order to have a better tomorrow. An everyday life of human effort and works on a daily basis with the anticipation of achievements.

## **Zaky Arifin**

Born in 1983, Zaky Arifin started working as a graphic designer in 2006, for designing identities, typeface, typography experiment, custom lettering, and chalk mural. He is known by his strong identities to imply lines with adding textures and shapes that guide the eye through to an imaginative artwork. Using acrylic pen to draw his artworks, Zaky visualize water-like shape and figure drawing in each room. His passion, consistency and interaction lead him to develop his visual art. Zaky involved in several interior projects for offices, hotels, stores, restaurants & cafes in Jakarta while also did some exhibitions. He is now working and living in Jakarta.

## **Diela Maharani**

Diela Maharani is a dreamer who loves to make illustration drawing. When she starts drawing, she will fantasize and letting her mind drift to create her works by using digital Wacom and traditional water color. She began her professional career as an illustrator in 2006. One of her illustration drawing was chosen, through DeviantArt, a creative content site, for the South East South West (SESW) exhibition in Austin, USA in 2010. Her illustrations show a specific character depicting female figure in vibrant colors. This became an attraction to her works. In 2010, Diela participated in a group exhibition with 13 world illustrators in Paris, Marseille & Toulouse, in France, and recently involved in 'Unknown Asia' exhibition in Osaka, Japan in 2016.

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## About ARTOTEL Group

ARTOTEL Group is an Indonesia's hospitality company with 4 integrated pillars of Hotel, F&B, Event Management and Curated Merchandise. As a lifestyle brand, ARTOTEL Group offers selection of accommodations, from boutique designed hotel up to premium level, from the mass market accommodation to the luxury. On Hotel industry, ARTOTEL Group offers some hotel brands such as **BOBOTEL, ARTOTEL, CURATED COLLECTIONS, ARTOTEL CASA, ARTOTEL VILLA, & ARTOTEL SUITES**. On Food & Beverage industry, ARTOTEL Group offers an independent management of restaurant, Bar, and Beach Club.

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.

**Property:** ARTOTEL Surabaya, Thamrin – Jakarta, Wahid Hasyim – Jakarta, Sanur – Bali, Yogyakarta, Gajahmada – Semarang & Haniman – Ubud. **Curated Collections:** de Braga by ARTOTEL – Bandung, Alpines by ARTOTEL - Batu, & Goodrich Suites by ARTOTEL - Jakarta .

**F&B Outlets:** DOUBLECHIN, BANG BANG, LIDAH LOKAL, ROCA, BART, ARTOTEL BEACH CLUB (ABC), BISTRO DE BRAGA, B10 CAFÉ, FAT ELEPHANT, 11/12 ROOFTOP BAR, SANGKAR, OUT OF THE BLUE, SIXTY.

**Pipeline:** ARTOTEL : Setiabudi – Jakarta, ARTOTEL CASA : Kuningan – Jakarta, **BOBOTEL** : Gatot Subroto – Medan, Poris 88 – Tangerang. **Curated Collections:** Riz Condo by ARTOTEL – Medan, Huni Huna – Nusa penida, Amber by ARTOTEL – Lombok, Mandalika Beach Club by ARTOTEL - Lombok.

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