

artotelgroup:

Press Release

ARTOTEL GROUP IS “HUMMING” AROUND LABUAN BAJO AND RAJA AMPAT

Jakarta, July 2019 – ARTOTEL Group is proudly to announce its newest hospitality expansion to phinisi yacht with the official management agreement signed between ARTOTEL Group and PT Siji Sysstima.

Due to the change of the real usage of phinisi sailing boat as a traditional sailing boat to carry local goods back in the days for Bugis and Makassar people from South Sulawesi, nowadays phinisi has been transformed into a commercial sailing boat or yacht with luxurious interior design, equipped with advance diving technology and well trained instructors. ARTOTEL Group has been appointed by the phinisi owner, PT Siji Sysstima, to provide one of a kind hospitality experience throughout the guest stay in their phinisi called **MALAILLO**, the never-ending humming, taken from the ancient word of Bugis.

MALAILLO, a 45m long phinisi yacht is powered to cater 45 people, consisting of exclusive 18 guests and the rest are phinisi sailing crews, complete with facilities such as 8 Guest rooms, Restaurant, Lounge, Sun Deck, Internet Connection, and Diving Equipment. With its elegance and sophistication in every inch of the phinisi, Malaillo was made straight from Tanjung Bira, South Sulawesi, where all the phinisi sailing boat is originally made. Malaillo is expected to sail across Labuan Bajo and Raja Ampat in March 2020, can be exclusively rent for family, corporate, or wedding purpose.

Eduard Rudolf Pangkerego, COO ARTOTEL Group adds, “It is such an honor for ARTOTEL Group to be appointed by Basha G Himawan, CEO PT Siji Sysstama, to operate Phinisi Malaillo. The signed management agreement has made ARTOTEL Group not only operating property in land, but also in sea. As a phinisi operator, we will create one of a kind sailing experience in ARTOTEL style, from the interior with art infused from emerging local artists, 24 hours Food & Beverage experience, and art inspired activities from art exhibition, workshop, and music performance. Not forget to mention that Phinisi Malaillo is using unlimited advance internet connection that makes its passangers are still able to connect with their world easily. Last, We hope with all specialities that Malaillo has, it can be a chosen and most favorite sailing boat for both local and International tourists.

-STAY TRUE-

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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- 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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