

ARTOTEL GROUP ENDS ODYSSEY 2019 WITH FOUR DAYS "DAY FESTIVAL" IN BALI

Jakarta, October 2019 - After being held in three major cities in Indonesia such as Jakarta, Bandung and Yogyakarta, now ODYSSEY, an art and music festival initiated by the Creative Event Management ARTOTEL Group, ARTOTEL Play, is closing its series of art and music event in Bali through 4 days event.

The last ODYSSEY art & music festival of 2019 will be held at ARTOTEL Sanur - Bali and ARTOTEL Beach Club on October 10 – 13, 2019 by presenting two activities with a purpose to elevate Indonesian contemporary art and music to an International scale, which are **Art & Music Conference** on 10 October 2019 at ARTOTEL Sanur - Bali and **Day Festival** on October 11 – 13, 2019 at ARTOTEL Beach Club. ARTOTEL Play will be inviting Indonesian contemporary art and music activists as well as international musicians from several countries to join the event.

At the Art Talk, ODYSSEY presents some Indonesian contemporary art activists to be speakers such as Amalia Wirjono, founder of Art Dept. ID, Monika Irayati Irsan, Founder of the Erudio School of Art; and Abenk Alter, young Indonesian artists; and Jeong Ok Jeon, a curator and art consultant, as the moderator. On the Music Talk section, ODYSSEY presents some Indonesia music activists to be speaker such as Ali The Beat, Fadi & Mikey Moran (Bali Praia), Ibam Adam & Hudi Ardianto (Sonar Inc.), Halim Ardie (Rainforest Pavilion), Harvy Abdurachman (Double Deer), Johny Grim (Tantra Bali / Socasora), and Muztang (JavaBass / Goodfellas). The Art & Music Conference will also enlivened by an art exhibition from I Putu Adi Suanjaya that will take place at ARTSPACE ARTOTEL Sanur - Bali and Art Performance from Kezia Alyssa Sandy & Dua Studio. The Art & Music Conference will be open for public and free of charge.

Then Odyssey activities continued to ARTOTEL Beach Club (ABC) on October 11 – 13, 2019 with the concept of a Day Festival featuring International and local musicians. The international musicians who will perform consist of Bolier from the Netherlands, Tob Tok from Sweden, Wehbba from Brazil, Noir from Denmark, and many others while local musicians who enliven ODYSSEY are Wake Up Iris, Asteriska, Fadi Mickey Moran, Tantra, and several Jakarta-Bali based Collective Events such as Calypso, Dekadenz, PNN, Sunset People Project, and Tech on Sunday. The Day Festival also features art installations from Indonesian

contemporary artists and designers, namely Nus Solomon, Jessica Auditama & OUAUI as well as Live Mural art performances by Zent Prozent.

ODYSSEY music festival will occupy two stage areas with different concepts from each other, starting from the ABC playground area with a Tropical Garden theme, as well as at the ABC beach area with the Dream Beach theme. The event will start from 12.00 to 23.00 WITA every day, with ticket prices for October 11 and 12, 2019 starting from Rp. 150,000 ++ / day up to Rp. 300,000 + - / day. Especially for October 13, 2019, visitors can enjoy the ODYSSEY event for free.

Yulia Maria, Assistant Director of Marcomm ARTOTEL Group mentions, "Through Odyssey, ARTOTEL Group, particularly the ARTOTEL Play pillar that engages in the Creative Event Management, has a goal to show their ability to hold an integrated art & music festival that are different from general music festivals in Indonesia. Every music festival which is organized by ARTOTEL Play, it involves contemporary art activity, whether in the form of art exhibitions, art installations, or art performances. In addition, Odyssey will be a place for local artists and musicians to gather and discuss trends that are happening in the Indonesian arts and creative industry through the Art & Music Conference. Odyssey will be an annual agenda of ARTOTEL Play, starts from a series of activities in several cities in Indonesia and ended with a peak event in Bali by inviting International musicians, in order to create a synergy and cross exposure between Indonesian contemporary art activists and musicians with some International talents, so as ARTOTEL Play is able to elevate Indonesia's arts, music, and creative to be better known in the International arena. With this goal, the Odyssey event receive a full support from the Indonesian Ministry of Tourism, through the Wonderful Indonesia program."

"After the closing of ODYSSEY in 2019, ODYSSEY 2020 will be back in several cities in Indonesia, starting from Semarang, continuing to Jakarta, Bandung and other cities," Yulia adds.

-STAY TRUE-

About ARTOTEL Group

ARTOTEL Group is an Indonesia's hospitality company with 4 integrated pillars of Hotel (Stay), Food & Beverages (Dine), Event Management (Play), & Curated Merchandise (Shop). As a lifestyle brand, ARTOTEL Group offers selection of accommodations, from budget hotel, 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 BY ARTOTEL, ARTOTEL PORTOFOLIO, 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 **ARTOTEL Play** dan Curated Marhandise with brand **MART**, 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 exhibitions, performances, workshop, and the production of merchandise with artistic characters that can be used everyday at affordable prices.

Property: ARTOTEL Surabaya, Thamrin – Jakarta, Wahid Hasyim – Jakarta, Sanur – Bali, Yogyakarta, Gajahmada – Semarang & Haniman – Ubud. **Curated by ARTOTEL:** de Braga by ARTOTEL – Bandung, Alpines by ARTOTEL – Batu. **ARTOTEL Portfolio :** Goodrich Suites - Jakarta. **ROOMS INC.:** Semarang. **BOBOTEL :** Gatot Subroto – Medan. **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 :** Poris 88 – Tangerang. **Curated by ARTOTEL:** Riz Condo by ARTOTEL – Medan, , Mandalika Beach Club by ARTOTEL - Lombok. **ARTOTEL Porfolio :** Huni Huna – Nusa penida,

Contact:

ANDRI MEILANI
Marketing Communication Manager
ARTOTEL Group
T: +62 21 3900 399
M: 081283212251
E: andri@artotelgroup.com

YULIA MARIA
Asst Director of Marcom
ARTOTEL Group
T: +62 21 3900 399
M: 08129982567
E: yulia@artotelgroup.com

www.artotelgroup.com/ artotelplay.com