

PRESS RELEASE

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Art Indonesia 2010
Theme: Energizing Art in Asia

An Assemblage of Fine Paintings, Sculptures, Installation and Digital Art in Indonesia

There is a growing global interest in Art. Investment in Art has long travelled the world alongside gold and money. Past economic downturns have shown that art market can weather the financial storms and emerged unscathed without any real loss in value. Paintings in particular, like jewels, are valuable commodities. Suffice to say, many collectors hold the view that Art is wed to money.

The current global economic crisis is crippling the economies of America and Europe. Its expected effects on the Asian economies are believed to be relatively small and according to experts, there appears to be a likely shift in economic power to Asia. Out of the New York financial tsunami, economists are projecting that Asia should see only the farthest ripples and even come out stronger.

The history and sociology of the main Asian countries shows a continuing growth of both modern and contemporary art market. Art has become a **tradable commodity**. Incomes have grown, housing patterns have changed and a taste for fine living has scaled new heights. There is a growing bourgeoisie group that is forging long term trends of art collections as a sign of cultured wealth.

With the loss of confidence in financial instruments, collecting **good art pieces has become a viable investment alternative, part of portfolio diversification**. It has been proven that good art works appreciate in value over time and there is usually very little loss in intrinsic value. After all, the value of good art has always lasted longer than that of the best shares. There is little risk involved. Art is better than even money.

Under the present circumstances of recession with less or little focus on marketability, the art and ideas that emerge take on a more interesting character, impervious to the workings of the market. Art and lifestyle will be reflected.

There is no better time for Art Indonesia 2010. The economic climate, the creative juices that are churning, Art Indonesia 2010 offers the best with **exhibitors from local and international artists as the anchor features**.

The mission of Art Indonesia 2010 is to create a broad alliance of artists, collectors, gallery owners, educators etc to come together to promote art awareness and appreciation. It aims to attract a diverse group of visitors from industry players to those with an interest in Art. The exhibition will showcase a wide spectrum of works from **local and international artists**.

Art Indonesia 2010 is organised by an expert Indonesian Trade Fair Organiser exclusively for Indonesian artists. Amidst the economic downturn, investors' faith in the financial markets has dwindled to an all time low. The crisis has left many stranded with no option to invest. PT. Wahana Kemalaniaga Makmur (WAKENI) saw the need and realise the potential of using Indonesian Art as investment opportunities. We also recognise the need to create a platform for known artists as well as emerging new artists and talents to showcase their works.

Paintings, sculptures, installation and digital art will come under one roof in a convenient one stop visit. Known artists with huge followings and emerging new ones with potential and talent will show off their creations. Art Indonesia 2010 will avail chances to network, connect with fellow artists, art dealers, art collectors and gallery owners as well as provide a venue for exchange of ideas on the current art scene.

The exhibition is not exclusive to players in the art industry. For the enthusiastic tourist with an interest in artistic works, a feast for the eyes awaits on the latest offerings by local and international artists under one unique setting.

Jakarta is the trade centre of Indonesian since the 16th Century. Jakarta's fame as a trade centre began with the early Javanese kingdoms and was spread by the early Europeans including the Portuguese, Dutch and English traders. Almost anything that was available in the world could be found in Jakarta including the region's famous spices, seafaring equipment, Chinese porcelains, bronze artefacts, fabrics and furniture.

Modern **Jakarta**, Indonesia's capital is **a booming metropolis of twelve million people and the gateway to 235 million people.** It is the economic, political and cultural centres for Indonesia. The fast development and well designed infrastructure make Jakarta an ideal and perfect venue for **Art Indonesia 2010**.

Art Indonesia 2010 is confident of positive support from the media, strong participation of artists and collectors and high patronage of visitors.

Venue : Jakarta International Expo, Kemayoran, Indonesia

Exhibition date : 29 April – 2 May, 2010

Opening hours : 11.00 am – 8.00 pm

Exhibit Profile : Painting, Sculpture, Installation and Digital Art

Exhibitors Profile : Art Gallery, Auction House, Museum, Art Agency, Art Publisher, Art magazine & Book Store

Visitor Profile : Art Collector, Art Trader, Art Publisher, Artist, Consultant & Enthusiastic Visitor

Professional Management

PT. Wahana Kemaleniaga Makmur (Wakeni) offers more than 16 years' experience in delivering world-class events in Indonesia, providing local, regional and international exhibitors with unmatched expertise and in-depth market knowledge.

Wakeni's strong commitment to ongoing innovation within the exhibition industry has supported the rapid growth and development of a wide range of business-to-business and business-to-consumer shows. We are committed to deliver unparalleled standard of service and ensuring utmost satisfaction to both exhibitors and visitors.

For more information, please contact:

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Art Indonesia 2010 is another quality project organised by PT Wakeni.