

Art Indonesia

- Launch Date Moved to October 2011

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Following the economic crisis in the tail end of 2008, it has been an eventful period beginning with an uneasy struggle during the last quarter of 2008 to an uphill task in 2009 to get the economy running. It was no mean feat when Indonesia emerged victorious with positive growth in 2009. Indonesia remains in an enviable position, one of a rare few gems who still registers healthy growth albeit a slower one. As the rest of the world economies inches forward to a slow recovery, the Asian economies appear to emerge out of recession and are surging ahead to positivity.

However, there remain hints of some uncertainty that is lurking in the background and hence, we at PT Wahana Kemalaniaga Makmur feel there is sufficient reason to rein in some element of caution for a scale of exhibition that befits ART INDONESIA. Hence, Art Indonesia has been postponed to October 2011. Rini Sumardi, the Executive Director said *"It is with reluctance that we announce the postponement of Art Indonesia. Under the current economic climate, it would be prudent to delay the staging of our show. We promise a bigger and grander show in 2011."*

Even as Asia recovers, the rest of the world is still in the midst of getting their economies on firm footing. There is no denying the intertwining effects of the businesses of the nations. Some will feel it more acutely, others may be less.

Art collection is no different. It is a market specific industry, appealing to an audience with appreciation and a keen eye for the finer things in life. Succinctly, the target audience is one that recognizes quality, knows potential and more importantly has the financial means to invest in art pieces.

We strongly feel that there is a group of art lovers that may be careful about their investment in Art pieces and are taking heed to tread carefully regarding their expenditure because the world economic climate is not as rosy as it should be. Some time is required for confidence to be regained. Suffice to say, there is still some level of discomfort in the dynamics of the world economics and how fast everyone will steer back into a safe enough zone.

Postponing Art Indonesia to October 2011 is a logical move and makes business sense. The time lag will allow confidence in this high end industry to be restored fully. It provides ample time for



ART INDONESIA 2010

INTERNATIONAL MODERN & CONTEMPORARY ART FAIR

an even better preparation for a grander show. Evidence of interest and belief in the potential and growth of the art industry is our current list of confirmed participants. They include galleries from Korea, Taiwan, China, USA, Indonesia and Japan. Efforts will be vested on marketing Art Indonesia to artists, art shops, gallery owners and art exhibitors of more countries to ensure greater variety and an even greater representation.

Art Indonesia was mooted to provide a platform where galleries of international standing from all over the world congregate in one showcase for art lovers and collectors. No effort will be spared to ensure a resounding success in this much anticipated art event.

Art Indonesia is slated for launch in the month of October, 2011. The exact date is still in discussion with the venue vendor.

The Exhibition is endorsed by the Culture and Tourism Department of Indonesia and DKI Jakarta's government.

For more information about exhibition, please contact:

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