

*Pasar Seni, Ancol Taman Impian proudly presents:*

## **International Fine Art Exhibition—Reconsidering Earth**

### **“Towards Jakarta as the World’s City of Art”**

Jakarta, 8 July 2011

**Once again, Ancol Taman Impian (Ancol Dreamland) is welcoming art lovers and curators from countries all over the world as it holds an international art exhibition, a synergy with the provincial government of DKI Jakarta in developing Jakarta into the World’s City of Art.**

Sudiro Pramono, Director of PT Pembangunan Jaya Ancol Tbk. (PJA) – the company that develops and manages the integrated tourism area Ancol Dreamland — said that this international exhibition titled “Reconsidering Earth” is an expression of the commitment that has been made to promote Indonesian fine art to penetrate the global market.

That is why Ancol Dreamland strongly supports the eagerness of the “Reconsidering Earth” artists who are also members of **Olympia Fine Arts Association (OFAA)** in exhibiting their works in North Art Space (NAS) Gallery in Pasar Seni (Art Market), Ancol Dreamland.

Indeed, “Reconsidering Earth” exhibition, which sees participants from 20 countries, including Indonesia, is held in the midst of Jakarta’s 484<sup>th</sup> birthday celebration. It also coincides with the launch of Ecopark Ancol, an area carrying the theme of environmental preservation. Therefore, according to Sudiro, the theme taken by the OFAA artists this time is perfectly appropriate to bring about the sense of environmental awareness that Ecopark Ancol tries to set forth.

“Through this exhibition, we’d also like to affirm Ancol’s continued commitment to making quality products while sustaining the environment. This exhibition aims to expand one’s horizons and references in creating artworks, which in turn would benefit the art lovers at large. These international art exhibitions are expected to become a means of knowledge and experience exchange between Indonesian artists communities and foreign artists,” said Sudiro.

During the opening ceremony of the “Reconsidering Earth” exhibition on Friday, 8 July 2011 in NAS, Pasar Seni, this commitment was again highlighted by the Governor of DKI Jakarta, Fauzi Bowo, who mentioned that this OFAA exhibition is in line with the government’s aspiration of making Jakarta as one of the world’s city of art. Moreover, since 90 years ago, Jakarta has been making its existence as a city of art known by holding various exhibitions presenting the works of international artists, including Van Gogh, Picasso, Marc Chagall and Jan Sluifster whose works had been exhibited in 1937 in Bataviasche Kunstkring (now Jalan Teuku Umar).

The idealism of “Towards Jakarta as the World’s City of Art” was also spurred in the 1970s by Governor Ali Sadikin. “Since the 1990s, as the city administrator, I have been trying to instigate this aspiration as much as possible. As a result, in recent years, many international artists came to Jakarta and held their exhibitions, from James Rosenquist to Yue Minjun. Hence, this aspiration to bring Jakarta back as the world’s city of art is not utopia,” said Fauzi Bowo. This exhibition provides a creative platform that offers an avenue for artistic interaction between international and local artists, art lovers and the broader community. As many as 35 OFAA (Olympia Fine Arts Association) artists from various countries would be exhibiting their artworks in the art exhibition titled “Reconsidering Earth” in North Art Space (NAS), Pasar Seni, from 8 July to 7 August 2011.

Showcasing the works of the artists who had previously participated together in the exhibition held to welcome the Beijing Olympics 2008, OFAA is a group of international artists from 81 countries who were selected through a

qualifier competition held by the organizing committee of Beijing Olympics 2008. OFAA Art Exhibition 2011 in NAS, Pasar Seni, Ancol, is OFAA's second international art exhibition after its first exhibition in June 2010 in Sarajevo, Bosnia and in Banja Luka, Bosnia & Herzegovina, the city that hosted the 1984 Winter Olympics.

The OFAA 2011 President, Lena Kelekian acknowledges that the spirit of the Olympic Games has encouraged them to keep OFAA in existence, including by holding international art exhibition in various countries. In addition to advocating friendship, this art exhibition also aims to be a means to enhance dialogue between nations and countries to achieve progress in fine art.

“The OFAA takes root in the spirit of the Olympic Games, where art, in all kinds of forms, has been an integral part since the first Olympic in Greece. Through OFAA, we want to promote international art, which is based on the values of peace and friendship between all the artists and nations in the world,” Lena explained.

Other than paintings, OFAA 2011 exhibition also features sculptures and video art. The exhibition curator, Rifky Effendy, praised that the theme of this exhibition is consistent with the growing concern among the artists, as the world's citizens, about the global environmental conditions nowadays. Indeed these artworks would not solve any of these problems. Yet, through these artworks at least people could reflect on what the artists try to convey. “Through this ‘Reconsidering Earth’ themed exhibition, the artists would like to invite the audience to reconsider and imagine what is happening to the earth right now,” said Rifky.

For more information:

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