



**Press Release**

**Art Moments Jakarta Appoints Flame Communications as  
Official Public Relations Partner**

SINGAPORE/JAKARTA, 25 February 2019 – Art Moments Jakarta, an art fair founded by Leo Silitonga, has appointed Flame Communications as its public relations partner.

The partnership sees Flame Communications provide public relations support to Art Moments Jakarta and its participating galleries for its inaugural art exhibition that will be held at the Sheraton Grand Jakarta Gandaria City Hotel from 3<sup>rd</sup> May to 5<sup>th</sup> May 2019.

Leo Silitonga, Founder and Fair Director of Art Moments Jakarta commented, “Flame Communications has a strong reputation in arts public relations since 2005, and this makes them an ideal partner to work with on raising awareness and excitement on the fair in Jakarta, and the region. Greater publicity of the fair is important, so that everyone can better appreciate the vibrant culture and diversity of the art scene. We look forward to working with Flame Communications to create extraordinary moments for our artists, galleries and visitors.”

Additionally, Flame Communications will look to drum up excitement in the Indonesia art scene as well as internationally. Art Moments Jakarta 2019 composes to bring international galleries to meet the discerning requirements of art collectors and aficionados.

“We are honored to be selected as a strategic partner of Art Moments Jakarta,” said Florence Fang, CEO of Flame Communications. “As a firm supporter and promoter of the art scene in the region in the past decade, we are glad to be part of the Art Moments Jakarta team to develop the growing arts potential and market in Indonesia.”

Art Moments Jakarta aims to be an annual destination and networking event for the international art fair circuit, including Indonesian and international galleries, artists and collectors. It also will invite highly qualified galleries to promote works from Indonesian artists. The venue is specially selected as it has been a reputable venue for major international art events in Jakarta, and many important museum class art works are on permanent display to public.

Flame Communications has been instrumental in promoting many arts and cultural events, working with many artists, galleries and art fairs in the region. The team provides strategic counsel including media outreach and partnership management, sponsorship and content development.

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# ART MOMENTS

## **About Art Moments Jakarta**

Art Moments Jakarta is set up by a team of art professionals and experienced fair organizers in Jakarta and Singapore. Art Moments Jakarta 2019 composes to bring together Indonesian and international galleries to meet the discerning requirements of art collectors and aficionados. Art Moments Jakarta 2019 will create an additional event and destination for the international art fair circuit with a better platform and networking opportunities for Indonesian and international galleries, artists and collectors to network, educate, exhibit and engage. It will also invite highly qualified galleries to promote works from Indonesian artists. For more information, visit [www.artmomentsjakarta.com](http://www.artmomentsjakarta.com)



## **About Leo Silitonga**

Leo Silitonga is the founder and fair director of Art Moments Jakarta. A graduate from Bandung Institute of Technology (ITB, Architecture) with an MBA in Finance from Southern Illinois University, Carbondale, USA, Leo started as a passionate art collector in 2004 and ran Umahseni Gallery in 2007-2011. Using his background as banker and art collector, he has arranged more than 10 art shows and collaborated with Indonesian and international galleries including Richard Koh from RKFA. He has participated in art fairs in Jakarta (Bazaar Art Jakarta 2010, 2011, 2012), Singapore (Art Stage Singapore 2011-2012), Sydney (Sydney Contemporary Art Fair 2013) and London (London Art 2014). Leo was the fair director of Bazaar Art Jakarta 2014 (now Art Jakarta) and was instrumental in growing its presence from a local fair to an international art fair.