April 17 - 19, 2020
SHERATON GRAND JAKARTA
GANDARIA CITY HOTEL

EXHIBITOR PROPOSAL & RESERVATION FORM

ARTMOMENTS

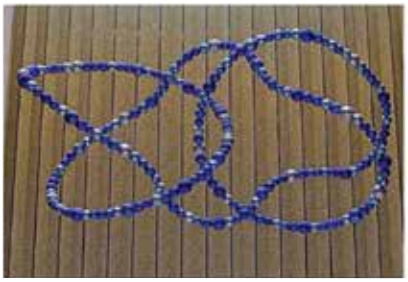
ABOUT AMJ

Indonesian art scene is expanding. Indonesian artists & galleries have always been involved within global art scene, albeit on a smaller scale. In the recent years, the art scene in Indonesia has been flourishing & receiving increasingly bigger spotlight from the public's eye.

Art Moments Jakarta is a platform that aims to foster the growth of art in Indonesia, making Jakarta a worthy international art destination.

ARTMOMENTS

VENUE



SHERATON GRAND JAKARTA GANDARIA CITY HOTEL

Backed by Pakuwon Group as our partner, Sheraton Grand Jakarta Gandaria City Hotel and Mall is the **perfect venue**.

Beside its strategic location, they are the only Mall and Hotel in Jakarta that publicly showcase a series of museum-level art pieces. From the works that could also be found in MOMA New york, Centre Pompidou Paris, to Museum MACAN - all selected and provided for a free public viewing to satisfy the public's' desire for art education.

ARTMOMENTS

OVERVIEW 2019

Total Visitor :
>10.000 visitors.

Collector Participation :
Mr. Rudi Akili, Mr. Deddy Kusuma, Mr. Haryanto Adikusumo, Mr. Iwan Lukminto, Mr. Michael Widjaja, Dato Noorazman, Mr. Pakhruddin, Mr. Hans Sy, Mr. Axton Salim, Mr. Arif Suherman, Ms. Susan Santoso, Ms. Christina Lim, Mr. Irwan Pean, Mr. Kwee Leong Keng, Ambassadors from Japan, Philippines, and Australia, and many others.

Total Transaction :
US$ 6 million.

PR Value:
US$ 500,000

Artworks Sold, include:
MR., Kongo, Li Chen, G. Sidharta, Banksy, Handiwirman, and Agus Suwage.

Total Galleries Participated :
35 Galleries

Countries Participated :
Indonesia, Singapore, Taiwan, Vietnam, China, Malaysia, France, Hong Kong, U.S.A, and South Korea.

Estimated Artworks Exhibited:
600 artworks

ARTMOMENTS

OVERVIEW 2019

ARTMOMENTS

HIGHLIGHT ARTWORKS 2019

PERROTIN

There, in Some Corner of Saitama
162 x 130 cm
2018
Acrylic Paint and Silkscreen Print on Canvas

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PHILLIPS

Banksy
Abe Lincoln
2008
Spray Paint and Acrylic on Cardboard

ART AGENDA S.E.A.

Li Chen
Sky
2012
Bronze

LAWANGWANGI - ARTSOCIATES

Gregorius Sidharta Soegijo
Lingkaran Pesan dan Perdamaian
230 x 230 x 66 cm
2003
Bronze and Brass

ARTMOMENTS

HIGHLIGHT ARTWORKS 2019

KOHESI INITIATIVES
(PART OF SRISASANTI SYNDICATE)

Heri Dono
Dinosaurs Spirit
183 x 158 x 110 cm (3 pcs)
2018
Art Installation - Multimedia

D GALLERIE

Kongo
Donut Rose
200 x 300 cm
2019
Mixed Media on French Linen

Mochtar Sarman
Balance
120 cm diameter
2019
Mixed Media on canvas

ARTMOMENTS

MEDIA GATHERING NOVEMBER 2018

ART MOMENTS JAKARTA RECEPTION NOVEMBER 2018

ARTMOMENTS

AUCTION DINNER

AFTER PARTY

ART MOMENTS

PESTA ART MOMENTS x IFI x YELLO HOTEL

VIP PROGRAMS 2019

Visiting Deddy Kusuma's
Private Collection

Visiting Alex Tedja's
Private Collection

Visiting
Museum Macan

ARTMOMENTS

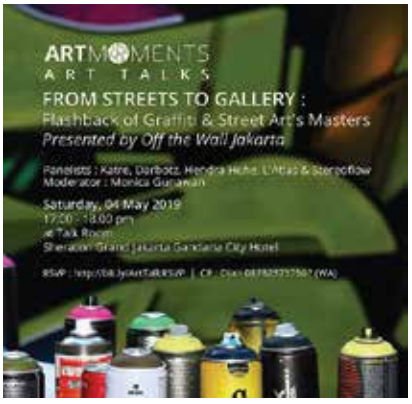
GALLERY SPECIAL PROGRAMS 2019

Visiting Susan Santoso's
Private Collection

Visiting Rudi Lazuardi's
Private Collection

Visiting Art:1
Museum

SPECIAL PROGRAMS 2019



ARTMOMENTS

SPONSORS AND PARTNERS

Sheraton Grand JAKARTA GANDARIA CITY HOTEL

Gandaria City

PAKUWON GROUP

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SAMSUNG

vivre les cultures INSTITUT FRANÇAIS INDONESIA

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PARTNER MEDIA 2019

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WHAT'S NEW Jakarta

BUSINESS LOUNGE JOURNAL

April 17 - 19, 2020
SHERATON GRAND JAKARTA GANDARIA CITY HOTEL

ART MOMENTS

Khai Hori Appointed Artistic Director of Art Moments Jakarta 2020

Art Moments Jakarta proudly announce the appointment of Khai Hori as the Artistic Director of Art Moments Jakarta 2020 that will be held in Sheraton Grand Jakarta Gandaria City Hotel from April 17-19, 2020.

Khai Hori, an internationally renowned curator, was Deputy Director of Artistic Programming at Palais de Tokyo in Paris, Senior Curator at the Singapore Art Museum, overseeing Singapore's national collection for contemporary art, and was also Senior Curator at the Curatorial Development department of the National Heritage Board, Singapore. Khai has been known for his multidisciplinary and unconventional approach to curating, influenced by his past experiences in theatre and art creation.

His extensive ongoing and previous projects include Entwine – Maybank Women Eco-Weavers meet Southeast Asian Artists (2019), National Museum of Singapore, Singapore; Atypical Singapore (2018 – 2020), Moscow, Yangon, New Delhi and Bangkok; D/SINI (2018) Gillman Barracks, Singapore, LOCK ROUTE (2017), Gillman Barracks, Singapore; In Praise of Shadows (2016) a sustainable light art festival at the Marina Bay precinct, Singapore; The Light of the Light (2016) by Quistrebert brothers; Tianzhuo Chen (2015), Palais de Tokyo, Paris; Sous la lune (2015), Institute of Contemporary Arts, Singapore; Secret Archipelago (2015), Palais de Tokyo, Paris; Open SEA (2015), Museum of Contemporary Art, Lyon; Welcome to the Jungle (2013), Yokohama Museum of Art and Contemporary Art Museum Kumamoto, Japan; If the World Changed, Singapore Biennale (2013); Lucid Dreams in the Reverie of the Real, Retrospective of Lee Wen (2012), Singapore Art Museum, Singapore; and Negotiating Home, History and Nation (2011), Singapore Art Museum, Singapore.

Leo Silitonga, Fair Director and Founder of Art Moments Jakarta, said this appointment will increase the fair quality, as well as to bring world class public programs to the fair, such as art conversations and more engaging programs. Commenting on Khai Hori's new role, Leo stated "As our main goal is to promote South East Asian artists globally, we have to come together as a region and not to stand only as individual countries. This becomes an important consideration of why we appointed a Singapore based curator with an international reputation in assisting us to achieve our objective."

ART MOMENTS

ART MOMENTS JAKARTA 2020
YESTERDAY SINCE TOMORROW

Artwork by Tutugraff. "Through Time". Spray paint on found wood panel.

Art marks each significant moment in the history of ancient and modern societies. It lives and breathes amongst us. From worship and rituals, governance and commerce, architecture and fashion, art informs the ingenuity of our human culture. Today, with the assistance of advanced technologies, we are more connected than ever, and art has grown alongside these technologies. Along with traditional paintings and sculptures, the sphere of art and culture is now complemented with creations in sound, film and video, augmented and virtual realities, and on public streets, online, other fashionable platforms. With art, we are able to travel back and forth in time without the need of a mythical timemachine. We have found our histories and identities by studying iconic civil monuments of the past. We invent and envisage our futures with creativity and artistry like those before us.

Art Moments Jakarta, Yesterday Since Tomorrow is a co-existence of the young, the emerging, and the established, the traditional and the contemporary, and of art and craft, all mingling on a unified platform in a dynamic landscape.

Yesterday Since Tomorrow is TODAY, Yesterday Since Tomorrow, is US.

Khai Hori
Artistic Director,
Art Moments Jakarta 2020

ART MOMENTS

ART EDUCATION

The second edition of Art Moments Jakarta recognizes the importance of instilling the understanding of diversity and the value of tolerance in the younger generation. For this reason, AMJ's venue in Gandaria city will expose the visitors to artworks that may challenge their current perspective and the way they see art. To enhance this experience, AMJ 2020 will also be conducting tours for up to 2000 visitors to aid them in learning and appreciating the diverse artworks displayed.

SPIRITUALITY IN ART

The inaugural edition's Public Program on Islamic Art and the shared values of peace, love, and tolerance have inspired Art Moments Jakarta 2020 to bring the theme of Spirituality in Art. AMJ 2020 will hold a special project exhibition on artworks related to the theme of spiritualism as part of the human experience. AMJ 2020 is inviting galleries representing artists whose artwork/s display the theme of faith and spirituality to participate in these project booths.

ART MOMENTS

CONTEMPORARY AND MODERN ART

Fadjar Sidik

Handrio

Popo Iskandar

AMJ 2020 will feature a more extensive collection of Modern artworks to match the collection of Contemporary artworks. As Indonesia marches to its 75th anniversary of Independence in 2020, AMJ will be exhibiting the best contemporary and modern artworks that both Indonesian and International artists from top galleries across the Asian region has to offer. Visitors will be able to enjoy and even collect these important, quality artworks available during the exhibition.

STREET ART

After the warm reception for the works of several street artists in the 2019 exhibition, Art Moments Jakarta will also bring more works from street artists in our 2020 exhibition. WIth street art, AMJ2020 will also to reach out to the young generation (millennials) through street street art, a form of art that is proven to be closer to them. Additionally, the works of Indonesian street artists, in particular, have gained more acknowledgement from both local and international audience.

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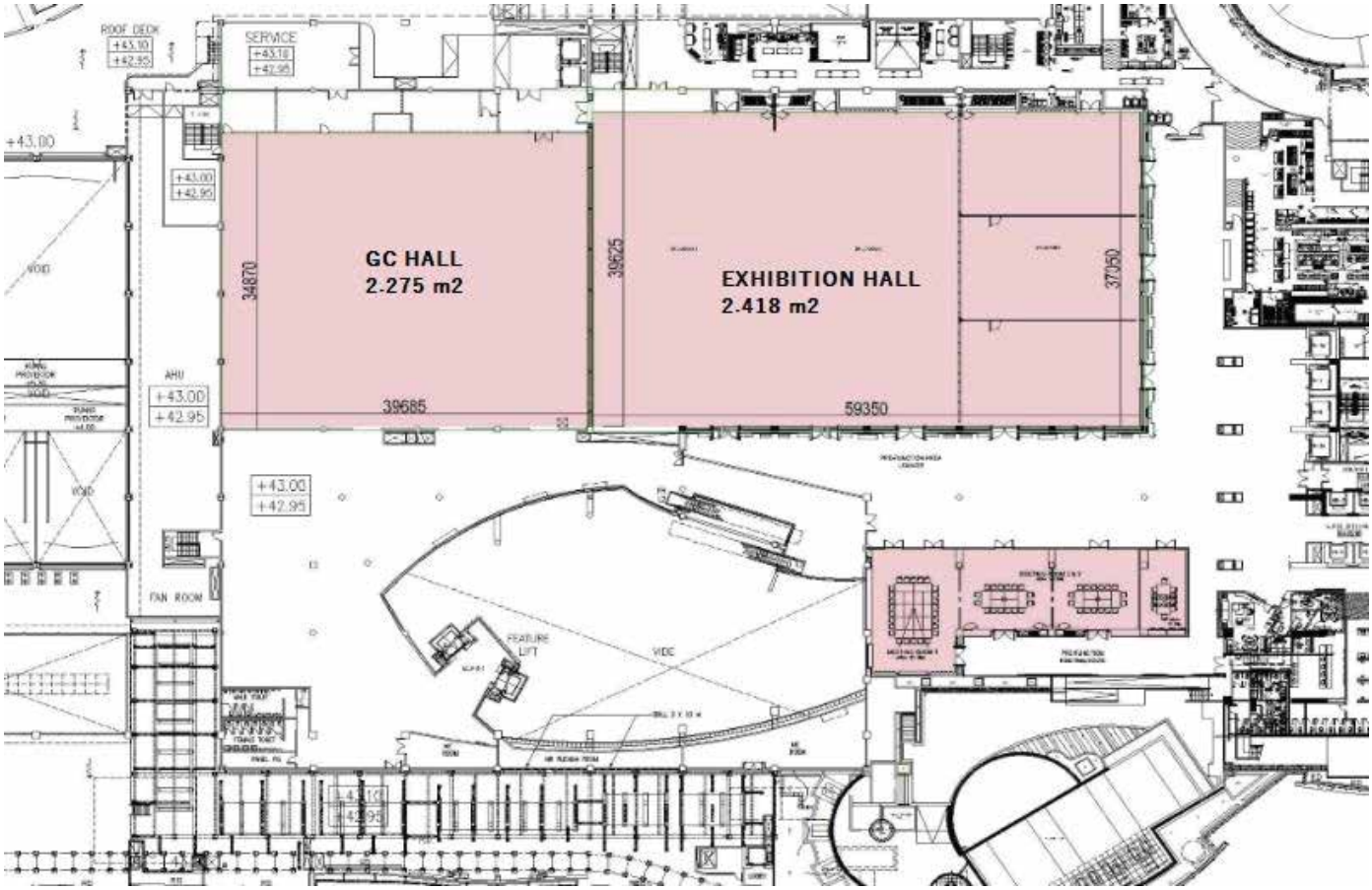
PROGRAM PLAN

SHERATON GRAND JAKARTA
GANDARIA CITY HOTEL



ARTMOMENTS

PR VALUE TARGET

PR Value estimate : USD 1,000,000.
Total Transaction Estimate : USD 4,000,000.

AUDIENCE SEGMENTATION

POTENTIAL BUYERS

From Art Collectors, Aspiring Artist so Socialities - this is the audience that knows art, is active in the art community, and has the power to purchase what galleries offer.

MASS

This is the Hype - seekers, the young Family, the Students to Goventment Officials. They are the currency of perception - one that eventually shapes a brand's image in public's mind. They want to be educated in art and always looking to be in-the-know.

TARGET OVERVIEW

Galleries Expected to Participate :
50 Galleries

Countries Expected to Participate :
Indonesia, Singapore, Taiwan, Vietnam, China, Malaysia, Philippines, Thailand, Hong Kong, South Korea, Japan, Australia, France, United States, and United Kingdom.

Artworks Expected to be Exhibited:
1000 artworks

ART MOMENTS JAKARTA
17 – 19 APRIL 2020

Reservation Form for Indonesian Exhibitors
GENERAL BOOTH

Gallery name :
Address :
Email :
Telephone :

We hereby confirm our intention to participate in Art Moments Jakarta 2020 which will take place at the Sheraton Grand Jakarta Gandaria City Hotel from 17 to 19 April 2020.

We would like to reserve the following booth(s), subject to formal acceptance:
Regular Price

- ☐ 25 sqm General Booth (Rp 120.000.000,- + 10% PPN)
- ☐ 50 sqm General Booth (Rp 240.000.000,- + 10% PPN)
- ☐ 70 sqm General Booth (Rp 336.000.000,- + 10% PPN)
- ☐ 90 sqm General Booth (Rp 432.000.000,- + 10% PPN)

Deadline for Regular reservation form is January 31, 2020.

Note :

We undertake to submit the official Application Form immediately once it's made available.
Date :

Signature :

Name, Designation :

Gallery's stamp / seal

Acceptance to the fair is subject to written confirmation by the organizer Art Moments Jakarta). Terms & conditions apply. Please refer to the Application Form for further details. The organizer reserves the right to decline or limit acceptance.

Please return by email to: Distry@artmomentsjakarta.com

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