

## Museum MACAN Announces Artist Citra Sasmita's *Tales of Nowhere*, the Fifth UOB Museum MACAN Children's Art Space Commission

*The latest commission brings to life the artist's imaginary world of Bali's fables of mythical animals for children, wherever they are through online platforms in Indonesia and beyond*



*Artist Citra Sasmita, 2017 UOB Painting of the Year (Indonesia) Gold Winner. Image courtesy of Yeo Workshop*

**Jakarta, 9 November 2020** – Museum MACAN announces the fifth commission for the UOB Museum MACAN Children's Art Space Commission, which will feature the work of Indonesian artist, **Ms Citra Sasmita**, Gold Award winner of the 2017 UOB Painting of the Year (Indonesia). UOB Indonesia is the Museum's Major Education Partner and their collaboration reflects strong cross-sector support for art and education.

In **December**, Ms Citra Sasmita's commission for children will be unveiled across a range of online platforms. Titled *Tales of Nowhere*, it brings the imaginary world of Bali's fables and myths to life. The Children's Art Space commission is a hybrid of physical installation and online engagement, designed exclusively for children and their families. In view of the current social distancing measures due to the Covid-19 pandemic, the physical exhibition at the Museum will open at a later date with necessary health protocols and precautionary measures to ensure the safety and wellbeing of visitors.

From a young age, Ms Citra Sasmita's passion for reading has sparked her imagination about people and places. Growing up, Ms Citra began to create her own stories that depicted the life of a modern Balinese woman facing the social and technological changes of the 21<sup>st</sup> century. Through her artworks, which incorporate *Kamasan*, a traditional Balinese painting style technique, she retells traditional folklores and adapts them for the contemporary social context.

In *Tales of Nowhere*, Ms Citra Sasmita imagines a kingdom of mythical animals, which she painted on a majestic, eight-metre-long scroll. Her painting has been digitised so it can be exhibited online. Each animal in this large painting has its own distinctive character. Among them are a slender deer, known to be wise in Balinese folklore, and a tiger as a nod to Museum MACAN (the Museum's acronym means tiger in bahasa Indonesia). All of these characters are nameless as the artist will invite the audience to help her name them through an interactive online activity. Citra Sasmita will also encourage children to create their own stories with the animals they have encountered in her stories.

Within and beyond Indonesia, children and their families will be able to listen to Ms Citra Sasmita as she reads fables from *Tales of Nowhere*. Her stories will be brought to life with the use of web augmented reality (WebAR) technology so that viewers can also experience the fables online by accessing Museum MACAN's website. In *Tales of Nowhere*, animals will come alive through a 360° virtual tour, face tattoos as Instagram filters and a WebAR feature that enables children to play with the animals.

**Ms Citra Sasmita** said, "*Tales of Nowhere* is a representation of the pure world of childhood. It provides a safe space for children to get to know a new environment and new characters, while exploring their most valuable treasure, namely their imagination. The stories will share with children the value of kindness, peace, compassion and leadership. As children, we first learned these traits through stories told by our grandparents, passed on to our parents. We then pass

them to our own children as bedtime stories and one day they will continue the legacy. These classic fables will evoke the treasured memories of our childhood.”

**Ms Fenessa Adikoesoemo, Chairwoman of Museum MACAN Foundation**, said, “This is a cutting-edge installation that transcends the many boundaries that we are facing in the art world due to the global pandemic. I am grateful that UOB, our Major Education Partner, has been very supportive to the Museum in the development of this project. I am looking forward to children and families across Indonesia and beyond to experience *Tales of Nowhere*.”

**Ms Aprina Murwanti, Head of Education and Public Progra in Museum MACAN**, said, “We have been working with Ms Citra for months, through countless online conversations between Jakarta and Bali, to bring *Tales of Nowhere* to life. We strive to present this hybrid experience to more children because we believe that they need meaningful art interaction in between hours of online learning as they stay at home more during the pandemic. In an unusual situation such as this, it is even more important for children to meet new characters, to dream up a different world and to imagine countless of possibilities through storytelling.”

**Ms Maya Rizano, Head of Strategic Communications and Brand, PT Bank UOB Indonesia**, said: “Enriching lives and strengthening societal bonds are fundamental to our philosophy of supporting progress in the community. As Museum MACAN’s Major Education Partner, we are pleased to support the roll-out of *Tales of Nowhere* to enable children all over Indonesia and Southeast Asia to learn about art and creativity. They will also have opportunities to learn new ways of expressing their thoughts, feelings and hopes. As children and their families enjoy *Tales of Nowhere*, we believe the exhibition can also motivate aspiring storytellers to create their own stories.”

The virtual experience will also be available in pop-up venues around Jakarta, with details to be released in due course.

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Visit [www.museummacan.org](http://www.museummacan.org) and follow the Museum’s social media channels ([Instagram](#) | [Facebook](#) | [Twitter](#)) for latest updates on *Tales of Nowhere*

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### **About Citra Sasmita**

Citra Sasmita is a contemporary artist from Bali whose work focuses on unravelling the myths and misconceptions of Balinese art and culture. She is also deeply invested in questioning a woman's place in social hierarchy and seeks to upend normative construct of gender. Born in Bali, Indonesia on 30 March 1990, Citra studied Literature at Udayana University and was enrolled in the Faculty of Mathematics and Sciences, Ganesha University of Education, where she majored in Physics Education. Part of her long-term Timur Merah Project was presented in the 'Garden of Six Seasons' (2020) exhibition by Para/Site in Hong Kong, featuring a painting on cow's hide that reflects the Kamasan Balinese painterly language that Citra has been developing in her practice. While rooted in mythological thinking with Hindu and Balinese specific references, her practice involves a contemporary process of imagining a secular and empowered mythology for post-patriarchal future. Highlights in her career include being awarded as the Gold Award Winner at UOB Painting of The Year 2017, exhibited at the Biennale Jogja XV (2019) and a solo exhibition 'Ode To The Sun' (2020) at Yeo Workshop, Singapore.

### **About Museum MACAN**

The Museum of Modern and Contemporary Art in Nusantara (Museum MACAN) is an art museum in Jakarta. It provides public access to a significant and growing collection of modern and contemporary art from Indonesia and around the world. The Museum has an active program of exhibitions and events that is currently accessible through [MACAN at Home](#) page.

### **About PT Bank UOB Indonesia**

UOB Indonesia was established in 1956. The Bank's service network comprises 41 branch offices, 131 sub-branch offices and 160 ATMs across 30 cities in 18 provinces in Indonesia. UOB Indonesia's banking services are accessible through its regional ATM network, the ATM Prima and Bersama networks and the Visa network. UOB Indonesia is a subsidiary of United Overseas Bank Limited, a leading bank in Asia with a global network of more than 500 offices in 19 countries and territories in Asia Pacific, Europe and North America.

UOB Indonesia is committed to providing quality products and excellent customer service. UOB Indonesia offers various banking products and services categorised into personal financial services, business banking, commercial banking, corporate banking, global markets and investment management.

The Bank has a strong retail customer base through its wide range of saving products, mortgage services and credit cards. UOB Indonesia's banking services are also accessible in Indonesia, Singapore, Malaysia, and Thailand through hundreds of UOB ATMs.

UOB Indonesia also offers a full suite of corporate/commercial and personal banking products, including a range of treasury and cash management products and services. UOB Indonesia has also been increasingly focused on

helping companies with their expansion plans. It has facilitated many enterprises from industries such as construction, mining, real estate and the services sector expanding into Indonesia. UOB Indonesia is rated AAA (idn) by Fitch Ratings.

UOB Indonesia believes in being a responsible financial services provider and we are committed to making a difference in the lives of our stakeholders and in the communities in which we operate. Just as the Bank is dedicated to helping customers manage their finances wisely and to grow their businesses, UOB Indonesia is steadfast in its support of social development, particularly in the areas of art, children and education.

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