

UOB Indonesia and Ganara Art launch the Creative Digital Pod to bridge the digital divide for underprivileged children

Jakarta, 25 November 2021 – UOB Indonesia and Ganara Art have launched the Creative Digital Pod, an online visual arts learning programme to make art more accessible for underprivileged children and bridge the digital divide for online education. This programme is also part of UOB My Digital Space, which equips children with digital literacy skills and learning tools. Participants of the Creative Digital Pod will be provided with mobile internet devices, personal computers, and creative kits that include paper, stationery and painting materials so that they can express themselves creativity through drawing, painting and making crafts.

Since 2016, UOB Indonesia and Ganara Art have supported the education of more than 2,000 underprivileged children across Indonesia through a variety of art programmes. These comprise critical thinking and social inclusion for high school students around Jakarta and surrounding areas, as well as creative classes run by various UOB Painting of the Year alumni artists at orphanages in Jakarta, Bandung, Yogyakarta and Bali. Art activities encouraging creative mindfulness were also held in 2019 for hundreds of children impacted by the tsunami in Palu. The collaborative efforts by UOB Indonesia and Ganara Art have created a positive social impact by nurturing children's artistic skills and promoting creative thinking for a better future.

As part of the Creative Digital Pod visual art programme, UOB Indonesia and Ganara Art will run a series of art workshops for more than 100 orphaned children over a period of six months. These sessions will be held at the Benih Kebajikan Nusantara Al Hasyim Foundation and Tanjung Barat Orphanage located in South Jakarta. They will be conducted by Ganara Art teachers, UOB Indonesia volunteers and 2021 UOB Painting of the Year winners. They are Ms Meliantha Muliawan, UOB Painting of the Year winner, Mr Chris Fernand, Most Promising Artist of the Year, as well as Ms Karina Budiati Yuwono and Ms Irene Febry, the Gold and Silver winners respectively in the Emerging Artist category.

Mrs Maya Rizano, Head of Strategic Communications and Brand, UOB Indonesia, said, “Art has the ability to unite, to heal people and to transform lives. With COVID-19 affecting communities globally, we believe that art is one avenue for children to express themselves creatively and confidently. Our collaboration with Ganara Art is part of the UOB My Digital Space under the overarching UOB Heartbeat Corporate Social Responsibility programme, that provides underprivileged children with access to learning by bridging the digital divide.”

Mrs Tita Djumaryo, Founder of Ganara Art, said, “Children are among those who are significantly affected by COVID-19. They have experienced a change from face-to-face learning to online learning, with limited learning facilities and a lack of opportunities for creative and playful activities. We are pleased that UOB Indonesia has continued to step up to help children in need, bringing greater purpose to society. We believe that collaborative efforts are instrumental in shaping children’s creative minds amid the current challenging situation. We also hope that the Creative Digital Pod will inspire the orphanage’s children to realise their creative potential that has always been the core value at Ganara Art.”

Mrs Samanta Elsener¹, a child and family psychologist with an extensive background in creative learning and who has been partnering with Ganara Art, said, “Art plays a key role in the process of mental recovery in children. Through various tools in art activities, children can process complex feelings and find relief without using verbal expressions. With professional assistance, art can also be a medium to train children to increase their focus during their learning process and form a proactive behaviour.”

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About Ganara Art

Ganara Art is an arts and culture educational institution located in Jakarta. Founded by art educator Tita Djumaryo in 2013, Ganara continuously provides artistic and creative education expanding between art management, art expressions and creative curriculum. Through the years Ganara Art programs such as painting, printmaking and pottery have been widely disseminated in various classes and art festivals throughout Indonesia.

¹ Ms Samanta’s research in IOAFR Journal Japan on coping stress can be found in P.269 : http://papers.iafor.org/wp-content/uploads/conference-proceedings/ACP/ACP2016_proceedings.pdf

In 2014 the Mari Berbagi Seni (Let's Share Art) social movement was sparked in the spirit of Ganara Art to help fill the gap through creative training to various remote areas. Besides empowering marginalized groups, children with special needs, Ganara Art and Mari Berbagi Seni has taught Creative Thinking through Art to more than 1000 teachers in 8 isolated islands in the Maluku Islands in East Indonesia.

Early 2018, Ganara Art received a letter of recommendation from the Ministry of Education and Culture of the Republic of Indonesia to run educational programs Let's Share Art: Critical Thinking and Social Inclusion through Fine Arts subject in Public High Schools in around 9 regions across Indonesia. Kicking off in Jabodetabek area fully supported by UOB, the programs have reached many students in the process.

Amidst the pandemic, Ganara Art and Mari Berbagi Seni movement continues to provide creative education through over 800+ online classes. In the span of 8 years Ganara Art have reached more than 35,000 children, teachers, active communities in 25 cities in Indonesia across the island of Sumatra, Kalimantan, Sulawesi, Java, Bali, Nusa Tenggara as well as various remote islands in Papua and Maluku.

About UOB and Art

At United Overseas Bank (UOB), we believe that art transcends language, culture, geographies and time. Its history gives people a sense of identity and perspective, it informs with the present and it creates a future for the imagination. Art builds relationships and unites people. As such and given our longstanding presence in the region, we have been behind Southeast Asian art for more than four decades.

Driven by a passion to encourage talented artists in their creative pursuits, UOB started the Painting of the Year competition in Singapore in 1982 and introduced it in Indonesia in 2011. Today, the annual art competition is the longest-running in Singapore and one of the most prestigious in Southeast Asia. 2021 marks the 40th anniversary of the Bank's flagship regional art competition.

About UOB Indonesia

UOB Indonesia is a subsidiary of UOB, a leading bank in Asia with a global network of around 500 offices in 19 countries and territories in Asia Pacific, Europe and North America. Established in 1956 through PT Bank Buana Indonesia, PT Bank UOB Indonesia was formed after a merger with PT Bank UOB Buana, which marked the existence of UOB Indonesia for more than a decade in Indonesia. UOB Indonesia's service network comprises 41 branch offices, 107 sub-branch offices and 150 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 committed to providing quality products and excellent customer service. The Bank offers various banking products and services categorised into digital bank, personal financial services, business banking, commercial banking, corporate banking, global markets and investment management. UOB Indonesia is rated AAA (idn) by Fitch Ratings.

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's award-winning digital bank, TMRW, serves Indonesia's generation of enterprising and digitally-savvy customers by providing a better, personalised banking experience through the use of data and customer feedback. Through TMRW, the Bank is committed to helping customers meet their financial goals as they build a better tomorrow.

UOB Indonesia also offers a full suite of corporate/commercial products, including a range of treasury and cash management products and services. UOB Indonesia is also focused on helping companies with their expansion plans and has supported many enterprises from industries such as construction, mining, real estate and the services sector in their expansion into Indonesia.

UOB Indonesia believes in being a responsible financial services provider and it is committed to making a difference in the lives of its stakeholders and in the communities in which it operates. 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.

For further details on UOB Indonesia, please visit www.uob.co.id

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