



*Artwork: Jeff Koons. Puppy. 1992.  
Stainless steel, soil and flowering plants. Guggenheim, Bilbao, Spain.*

## What is Public Art? (Part.I)

**"The public needs art – and it is the responsibility of ‘self-proclaimed artist’ to realize that the public needs art, and not to make bourgeois art for a few and ignore the masses.”**

*– Keith Haring*

**G**one are the days when enjoying arts are exclusively associated with set excursions to galleries, where masterpieces are clamoured in sterile spaces seemingly made exclusively for the blessed. Today, the success of an art exhibition is determined by its positive critic acclaims as it is with the number of place tags it receives on Instagram.

Traditionalists’ frown aside, the latter movement catalyses the rise of the less conspicuous public art, stemmed from ‘self-proclaimed artist’ response to the artistic elitist regime.

From attempts to reinvigorate a sleepy fishing community (Naoshima) to a concrete indigenous reconciliation acknowledgement (Melbourne), public art has proven itself as a powerful tool to attract new visitors and raise community awareness in cross-generational issues. Their significances are never more crucial than responding to today’s globalized society who precedes experience over expenses in redefining their luxury.

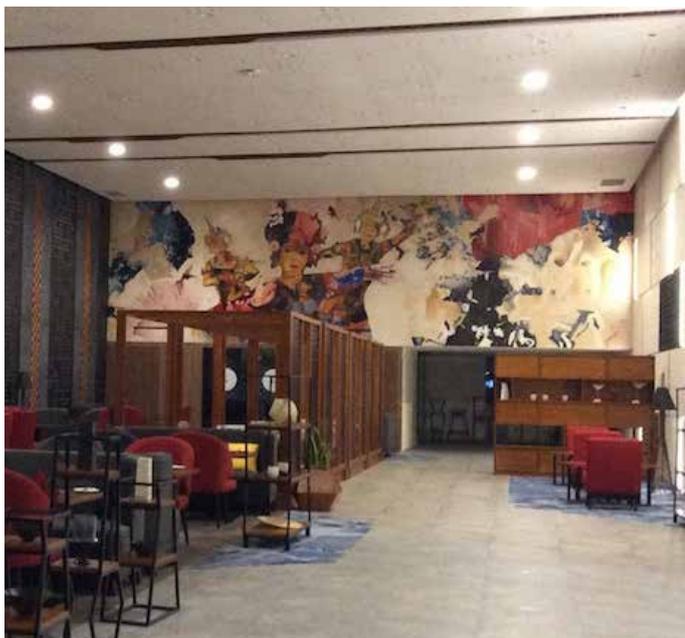
In contrast to the private art landscape, public art subtly assimilates, not grandly astounds. Its refined values bring novelty to the familiar setting, making the enjoyment of art much more approachable to those who may feel excluded from the private art audience.

*“Art is not what you see, but what you make others see.”  
–Edgar Degas*

Private art viewing exudes the need to understand the pieces from the artists’ spectacles. The preconceived notion more often than not detaches the majority from wanting to engage with the pieces. Unsurprisingly, private arts are often unattractive to many, segregating the art-enthusiasts from the mass.

Public arts on the other hand, can well bridge the artistic appreciation to the mainstream community. By positioning a non-expecting centre piece in a shared space, visitors will be allowed to personally engage and interpret these pieces to their preferences. As human populations are racing to reach the tens of billions, personality and tailoring will win the favour, in response to increasing appreciation for individuality and uniqueness. Artists’ functions in synthesizing public art scene is therefore distinct to constructing private art exhibitions; creating an integrated artwork takes as much priority as is channelling their own characters.

What the public sees should no longer be of the artists’ concerns. After all, art will always be a subjective matter.



### *Current & Finished*

## **Novotel - Ngurah Rai, Bali**

The Novotel project is one of our more recently finalized projects. Behind its simplistic façade, this venture demanded a rather special attention from our team. Not only is such request accounted by the public mass nature of the centerpiece but also due to the needs for us to follow a challenging strict guideline from Novotel.

Novotel is designed with the following characteristics in mind: space, transparency and light. Based on their commitment and passion for contemporary art, the project calls for an artistic piece which showcases the balance between contemporary, street-style and traditional vibes.

As such, these requirements present themselves as a challenge for us, which we favorably addressed and fulfilled.

*Mural detail: 300 x 1200 cm. Paint on concrete wall.*

### *Practical Tips for Our Fellow Artists*

## **Important Aspects of Public Art**

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In light of the difference between public and private art presentation, the centerpieces demanded tailored distinctive creative process phases in their respective production. The different approaches are listed as follow:

### **- Communication**

Discussion between artists and consultants based on the available data. Once parameters and goals are established, artists can initiate creation process in form of sketches, descriptive phase and work preferences.

### **- Site**

Public arts contextual positioning will determine their success. A masterpiece that shines in a gallery setting may not radiate in a similar should it be positioned in different space or plane. By definition, public art should always assimilate into their surroundings. As such, understanding site takes a whole new level of importance in this type of art generation.

### **- Research**

Books, magazines and online resources should be referenced to extensively understand all the necessary knowledge; from sites, location, climate, themes to techniques and even materials to choose from.

It is important to remember that no artists are likely to understand every single details pertaining the project. Comparable to architects having limited knowledge in arranging bricks to build their creation, artists too can collaborate with competent production studios to realize their brilliant chef-d'oeuvre.

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