

CULTURE

The Joybringers at Hermès Liat Towers: A Curious play

An Indonesian based artistic duo, Indieguerillas, captures the giddy levity of play in this their latest installation, currently being showcased in the windows of Hermès Liat Towers.

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Entitled The Joybringer, the installation is a manifestation of Hermès' 2018 theme – Play, where it invites viewers to envision life as a gigantic playground to be explored with enthusiasm and curiosity. Indieguerillas is proud to launch The Joybringers at Hermès Liat Towers, Singapore.

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Indieguerillas' The Joybringers is a Marriage of Art, Design and the Traditional Hermès Culture



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Taking inspiration from the concept of portable office and the global nomads, the Indieguerillas’ Joybringers installation at Hermès Liat Towers propounds how happiness can be brought along with us wherever we go, just like work. This spirit of happiness is channelled into an aptitude of exploring new ideas and possibilities.



European and Japanese comics are greatly popularized in the modern age, overshadowing the traditional Indonesian images and iconography. Javanese art and folklore characters bear a reputation of being outdated and forgotten, but with Indieguerillas’ ingenious incorporation of these traditional elements into their work, it has given new credence and awareness of playful Javanese artistic elements along with popular contemporary art.

Childhood memories of Vespa scooters and glamorous portrayals of bikes on American TV shows are reflected on the instalment, in a playful and inviting palette of cyan, magenta and yellow.



The husband and wife artistic duo, Dyatmiko Lankor Bawano and Santi Ariestyowanti, debuted in 1999 as a duet with a graphic design firm. In their spirit of being “in constant guerrilla to find new possibilities”, they evolved to be fully fledged artists in 2007. In today’s era of vibrant media and internet, the duo has artfully blended both fine and applied arts in their works, setting a new caliber in the Yogyakarta arts scene.

The installation will be on display until September 2018 at the Hermes store at 541 Orchard Road, Liat Towers.