

OFFICIAL RELEASE

YELLO Hotel Harmoni, the First in Jakarta, Presents OFF DA WALL Urban Festival Featuring International Graffiti Stars

Jakarta, 5 November 2016 – YELLO Hotel Harmoni, the first in Jakarta, having received more than forty artwork sketches from both amateur & professional street artists throughout the month of October finally decided to pick out the best twenty-eight and invite them over for the premiere OFF DA WALL Urban Festival in the nation's capital whereby on-site competition will be held.

The last few years have been a very interesting time for urban art in Indonesia. Communities are growing bigger and better, young artists are emerging and are braver than ever; the attention keeps on getting wider.

"We feel that this is the best time to establish ourselves as a fervent supporter of the art form," added Irene Janti, Chief Brands & Marketing Officer – TAUZIA Hotel Management, "YELLO Hotels in its essence offers a creative approach to hospitality with a new concept for an economy hotel. With a strong emphasis on urban art elements, we position ourselves as a creative space for netizens,"

A few objectives which drives the competition will be to promote street art as an accessible art form in Indonesia, to defend freedom of expression & creativity, to discover hidden treasures and help jump start their career, last but not least – to give a new perspective of street art as a positive act for Indonesian youths.

In addition to the competition, the event will also have numbers of tenants participating in the bazaar such as food truck, tattoo artist & clothing lines. TAUZIA Equal Chance CSR booth will also be present on site to encourage customers to give back to underprivileged street children.

"Bazaar will open from 10AM, as also the graffiti competition. To boost the participant's spirit – we've also prepared music performances by Jakarta BeatBox, Scaller, Animal Pop Family, DJ Novi, Sweaters & Vira Talisa," added Narantara Sitepu, YELLO Brand Manager – TAUZIA Hotel Management.

Dance battle & YELLO Roar – the brand's signature percussion performance by YELLO Crews will also become part of the event highlights.

During the opening ceremony there will be an unveiling procession by TAUZIA Hotel Management, Agung Sedayu Group as owning company and also the Hotel Manager using spraying cans.

"Various graffiti stars from Indonesia & France will also take part in the event, including Kongo, Fenx, Colorz, Tilt, Mist, Darbotz, Stereoflow, Farhan Siki, Soni Irawan & Tutu."

These big names are also dubbed as the competition's hot judges lending their expertise to help foster budding talents.

Another event highlight will be a special graffiti jam by Smoke & Sidvizeus specially curated by Gardu House – one of the biggest street art communities in Indonesia.

YELLO 'OFF DA WALL' is supported by Museum Nasional Indonesia, d'gallerie Jakarta & Institut Francais Indonesia.

Discover more about YELLO Hotel Harmoni only at www.yellohotels.com & @yelloharmoni on social media

YELLO Hotels, a 3-star economic hotel for tech-friendly travelers with a sense of style looking to GET WIRED! There will be 13 hotels with 2,135 rooms by 2020 with locations in Surabaya, Jakarta, Tangerang, Nusa Tenggara Timur, Yogyakarta, Sukabumi, Bandung, Bali & Semarang. To find out more, check out www.yellohotels.com

Established in 2001, **TAUZIA Hotel Management** is a network of 113 hotels in operation & development under the brands of WorldHotels – a master franchise in luxury segment, Preference Hotels – a label for a collection of charm hotels, HARRIS Hotels – midscale hotels featuring healthy lifestyle concept, YELLO Hotels – the netizen's new economic hotels & POP! Hotels – eco-friendly hotel for smart travelers in budget segment. Along with hotel management services, TAUZIA provides Estate Management & consulting services with a vision to build a blend of culture in management style and product management as well as services while promoting cultural diversity in the hospitality business. Find out more at @tauziahotels and www.tauzia.com

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