

INDONESIA

# Ambon

Cultural Cities Profile  
East Asia



12 April 2021  
Tom Fering / creative consultancy

# Contents

<b>Introducing Ambon</b>	<b>1</b>
Music and peace-making	1
City vision / mission / slogan	1
Creative industries and cultural services	3
<b>Ambon in numbers</b>	<b>5</b>
<b>1. Context</b>	<b>7</b>
Location / region	7
Ethnic diversity	7
Heritage assets and activation	8
<b>2. Culture, arts and civic policy</b>	<b>9</b>
Cultural funding and partnership	11
Culture and digital technology	11
Culture and education	13
Culture, environment and sustainability	15
<b>3. Cultural ecosystem and infrastructure</b>	<b>17</b>
Cultural institutions and creative hubs (selected)	17
Movers and shakers (selected)	18
Festivals (selected)	19
<b>4. Opportunities to connect</b>	<b>20</b>

# Special Thanks

Commissioned by the British Council, the research was led by Dr. Tom Fleming, director, Tom Fleming Creative Consultancy (TFCC); Nana Yu-I Lee, senior researcher, TFCC; Chris Joynes, consultant researcher, TFCC. The Indonesia research teams were led by Dwinita Larasati at ICCN, with support from Arianti Ayu Puspita. The CIPG research team were Anesthesia Novianda, Ferzya Farhan and Muhammad Rinaldi Camil. The Tanahindie research team was led by Anwar Rachman, and included Muhaimin Zulhair, Fitriani A Dalay, Fauzan Al Ayyuby, Aziziah Diah Aprilya Wilda Yanti Salam, Ade Awaluddin Firman, Ruth Onduko, and Rafsanjani. ICCN's key city informants were: for Surabaya: Hafsoh Mubarak; for Surabaya: Vicky Arief; for Surabaya: Ashari Ramadhan; for Surabaya: Ronny Lopies; for Jayapura: Murda; for Bandung: Galih Sedayu; for Surabaya: Greg Wuryanto; for Surabaya: Akhmad 'Adin' Khoridin; for Surakarta: Liliek Setiawan; for Aceh: Zulhadi Usman.

The **British Council** builds connections, understanding and trust between people in the UK and other countries through arts and culture, education and the English language.  
<https://www.britishcouncil.org/>

**Tom Fleming Creative Consultancy** is the leading international consultancy for culture and the creative economy. We offer research, strategy and policy leadership across the creative, cultural and arts sectors. We offer technical expertise, strategic thinking and the tools to position creativity to the heart of society. With offices in London and Porto and associates in 12 countries, we are an international agency operating in every region.  
<http://tfconsultancy.co.uk/>

**Indonesia Creative Cities Network (ICCN)** is a hub organisation for cross-communities forum, connecting 200+ cities/regencies from all over Indonesia that are committed to implement the 10 Principles of Indonesia Creative Cities that was declared in 2015. ICCN published the White Book of Indonesia Creative Cities (2017) that adapts the 10 Principles to the Indonesian government's KPI, and is developing a dashboard of Creative Cities Index as a tool for local governments to make policies/ regulations based on the real time creative economy data of their respective regions. <https://iccn.or.id/>

**Centre for Innovation Policy and Governance (CIPG)** is a research-based advisory group which aspires to excel in the area of innovation, policy and governance. Considered to be among the first research-based advisory groups, CIPG grows to be an open-minded and multicultural think tank with keen interest in building Indonesian research capacities across many sectors.  
<https://cipg.or.id/en/>

**Tanahindie** was established in 1999, composed of personnel from various backgrounds (researchers, authors, advocates, craftspeople, lecturers, students, social workers, and housewives). Exploring urban social development from the perspective of arts and culture, the organisation's activities include research, seminars, exhibitions, reviews, and publication.  
<https://tanahindie.org/>

# Introducing Ambon

Music is the DNA, intuition, and the culture of Ambon City. This cultural strength is inspired by a rich natural landscape, with panoramic views (with a short distance between the sea and mountains), as well as diverse flora and fauna. This impressive natural environment has become a backdrop of cultural programming and artistic inspirations.

Ambonese people are said to have been singers and musicians even before they were born. Traditional musical instruments are made of sea shells and bamboo. Each village in Ambon has its own 'specialties' one has loud speakers, playing music of Polynesian or Hawaiian genres, tied up on trees and rickshaws. Another is regarded as having the best Baritone voices. What is in common is social bonding around music, where a village choir groups are a place of socialisation and pride. They often compete with neighboring villages in festivals and perform at celebrations and traditional ceremonies.



**Sensational musical experience is what you will bring home from Ambon and only available in Ambon.**

**Ronny Loppies,**  
Director of the Ambon Music  
Office (AMO)<sup>1</sup>

In 2019, Ambon's deep musical legacy has won it the title of the first city in Southeast Asia to be admitted as City of Music, UNESCO Creative Cities Network (UCCN). The reputation of Ambon as a producer of talented singers and musicians is known not only throughout the Indonesian archipelago, but also abroad, especially in the Netherlands where an exodus of Ambonese migrated and started to settle since the 1950s.

## Music and peace-making

Ambon bears the trauma of a massive, violent riot that occurred in early 2000 and destroyed the harmony between local Muslim and Christian communities. As healing takes time, occasional tension and upheaval still take place.

Under such a backdrop of conflict, music is thought to bring peace and unite Ambonese. As City of Music, the art form is treated as more than entertainment but as a critical tool for non verbal communication that transcends words and encourages peace and tolerance.

## City vision / mission / slogan

Ambon City Government is led by the Mayor and Deputy Mayor (executive), with legislative functions in the DPRD (Peoples Representative Assembly). The Ambon City Government has an official website<sup>2</sup> includes information related to policies and public services, such as licensing. The vision of Ambon City is "Harmonious, Prosperous and Religious Ambon".

- **Harmonious** refers to a society that runs in harmony; the people of Ambon City respect each other as fellow relatives (basudara) with the principles of *pela gandong*. The values of *pela gandong* are maintained to protect the citizens of the city, aiming to build a peaceful and tolerant Ambon across religious and ethnic groups.

<sup>1</sup> Interview by research team

<sup>2</sup> <https://ambon.go.id>



- **Prosperous** refers to the increasing degree of life of Ambon City residents with the fulfilment of basic needs for education, health, opening up jobs and business opportunities, as well as the physical, social and economic environment as a manifestation of a prosperous society. Primary to this is upgrading the quality of learning, educators, infrastructure, management, and funding and the realisation of international schools in Ambon. Prosperity espoused in the city vision also speaks to ecological balance, including waste management and sustainability awareness.
- **Religious** refers to the attitudes, behaviour, and obedience in implementing religious teachings or beliefs; to tolerance of the implementation of religious worship or other beliefs.



Merah Putih Bridge in Ambon

Photo © Panorama Destination

## Creative industries and cultural services

The music industry is vibrant in Ambon. The city contributes up to IDR 8.73 billion (about USD\$602,370)<sup>3</sup> in GDP and IDR 1.7 billion (roughly USD\$117,300) in entertainment tax in 2018<sup>4</sup>. It is also home to 5,300 creative music practitioners. These creative actors from Ambon have built for themselves a national and regional profile in the field of music.

Music was chosen by the former Indonesian Agency for Creative Economy (Badan Ekonomi Kreatif, or BEKRAF, a ministry-level institution that focused on creative economy development), as a priority development industry for Ambon and the region. BEKRAF along with Ambon municipality, showed full support the application process to be a UNESCO City of Music.

Joining the UNESCO Creative Cities network, Ambon municipality has prepared a set of policies and regulations to encourage the implementation of music as a key part of the city's development strategy. The municipality also set up the Ambon Music Office (AMO) to take charge of the development of Ambon as a City of Music. Under AMO, festivals, activation events and year round programming continues to craft a path of budding future in music tourism.

The opening of dedicated spaces for musicians has also enabled collaboration between the artistic communities. As music tourism gradually grows in Ambon, spillover of economic benefits is also observable in terms of souvenirs at local musical instrument shops, gift shops, as well as event organisers.



**Music and Ambon City is inseparable. Music...has become core movements... of Ambon Manise... Musical DNA is inherited within Ambonesse Blood**

**Ronny Loppies,**  
Director of the Ambon Music Office (AMO)<sup>5</sup>

<sup>3</sup> [https://industri.kontan.co.id/news/hasil\\_uji\\_petik\\_ambon\\_musik\\_lebih\\_mononjol](https://industri.kontan.co.id/news/hasil_uji_petik_ambon_musik_lebih_mononjol), accessed 6 January 2021, 2 1.14 Wita.

<sup>4</sup> <https://lokadata.id/artikel/ambon-bersolek-menuju-kota-musik-dunia>, accessed 7 January 2021.

<sup>5</sup> <https://www.amboncityofmusic.id/about>



**Ambon youth  
performed at the  
Pattimura Park for  
disaster relief  
in 2018**

Photo ©  
[Terasmaluku.com](http://Terasmaluku.com)

# Ambon in numbers







**Cultural activities such as festivals and traditional rituals are an anchor in Ambon.**

Photo © Kele Project facebook





## A Spice Route

In an ethnography note *Suma Oriental*, Tomé Pires, a Portuguese, wrote in his travelogue about the Moluccan Islands (Ambon, Ternate, and Banda) as ‘the spice islands’.

The city’s strategic location has made it an important seaport before the arrival of the colonisers.

The footprints of Spice Road in Moluccan Islands can be traced from the 14th century record that depicts Hitu Harbour as quite busy with traders from all over the archipelago. This is due to the clove trading by Banda people towards the north, and vice versa.

Driven by a high demand from Portuguese, in the first half of the 16th century, clove started to be cultivated in Ambon and Seram Islands, of which remains can still be seen in Victoria Fortress in the middle of Ambon City.

At the beginning of the 17th century, this Ambon Harbour is used by VOC (The Dutch Trading Company) as a place for transit, and uploading or unloading cargo, before they reached Banda, or before they returned to Batavia.

# 1. Context

In 1575, Portuguese settlers began to arrive and constructed a Fort on Honipopu Beach (formerly known as Benteng Kota Laha or Ferangi).

Before that, native communities known as Soa Ema, Soa Kilang, Soa Silale, Hative, Urimessing populated what became Ambon.

In 1921, the people of Ambon City were given the same rights as the Colonial Government, as a manifestation of the ongoing resistance of the Maluku people. Such a move not only is an acknowledgment of political defeat by the colonialists, but also becomes the beginning for Ambon City residents to play their role in local governance<sup>6</sup>

## Location / region

Ambon is the capital city of Maluku Province, a region that is composed of several islands. This natural environment has endowed the city with a rich and diverse landscape and marine resources, earning the nickname “The Pearl from The East”. Fishery and marine tourism are its primary economic drivers.

The city’s strategic location among the Moluccan Islands, also earned it the name of “The Spice Islands” along with Ternate and Banda. Its rich spices production includes clove, nutmeg, and mace, that have become popular commodities since the colonial era.

## Ethnic diversity

Ambon City is inhabited by various ethnic groups, including Alifuru (native Maluku), Javanese, Balinese, Butonese, Bugis, Makassar, Papuan, Minahasa, Minang, Flobamora (Flores, Sumba, Timor, and Alor), Chinese, Ambon Arab, Ambon Spain, Ambon Germany, Ambon Portuguese, and Ambon Dutch. Between 1999–2002, religious tension sparked explosive riots which left lasting marks of trauma in Ambon City.

<sup>6</sup> <https://ambon.go.id/sejarah-ambon/>, accessed 22 December 2020, 05.58 Wita.

## Heritage assets and activation

The City of Ambon is endowed with both tangible and intangible heritage assets, from colonial fortresses, to spice plantations.

Religious observations include Cuci Negeri Soya, a month-long tradition of cleansing the hearts and minds of all the people living in Soya Country, which is held annually in December. Other intangible heritage also includes Lenso Dance, Tali Dance and Tahuri, a musical instrument made from bia (shellfish) skin.

### Nieuw Victoria Fort

Nieuw Victoria Fort in Uritetu Village, Sirimau was built by the Portuguese in 1575 with the initial name Nossa Senhora da Anunciada. This fort was the embryo of Ambon City and was the center of VOC government, before moving to Batavia.

### Mount Sirimau Complex

The Mount Sirimau site is located in Soya Village, Sirimau. The site has a former palace (now renovated), an old church building, the king's well, baileio, and the Tempayan Tua

Pattimura Park revitalised in 2019 to celebrate its new status as UNESCO City of Music. It is a popular site for cultural programming including light shows and performances.





## City as classroom

Ambon is renowned as the birthplace of musicians and vocalists. These include performers of the wider Maluku diaspora such as Massada and Daniel Sahuleka who first broke out in Europe. Bob Tutupoli, Harvey Malaiholo, Broery Pesolima, Utha Likumahuwa, Ruth Sahanaya, and Glenn Fredly also gain national acclaims.

Director of the Ambon Music Office (AMO) remarked on how the UNESCO team was amazed by the young children's natural musical talents during their visits. Kids learn within a natural environment with make-shift instruments by ready-made objects.

Working with BEKRAF and the Ambon City Government, AMO was the think tank behind the successful application of the UNESCO City of Music strategy in 2019.

Based on its consultation works, AMO believes community engagement is at the core of future policy making. It is also working to elevate the national and international profile of the city and its music scene.

## 2. Culture, arts and civic policy

Ambon's declaration as City of Music nationally since 2011 and its international status as UNESCO Music City in 2019 was supported by Regional Regulation (Perda) No.2 of 2019 concerning Ambon as a music based creative city, which is the first regulation of its kind in Indonesia that addresses the rights and obligations of musicians.

Ambon City of Music anchors on local traditional and arts based music. The Ambon Music Office (AMO) was set up to implement relevant programming and facilitate the growth of the music tourism industry. The main objective of Ambon City of Music is to build a sustainable city from the socio economic and environmental aspects as well as the creativity aspect.



**This landscape is the 'stage' for Ambonese music. It is a natural arena and not a stage built using concrete. Such a way is much more sustainable and reduce damage on the environment.**

**Ronny Loppies,**  
Director of the Ambon  
Music Office (AMO)<sup>7</sup>

<sup>7</sup> Interview by research team

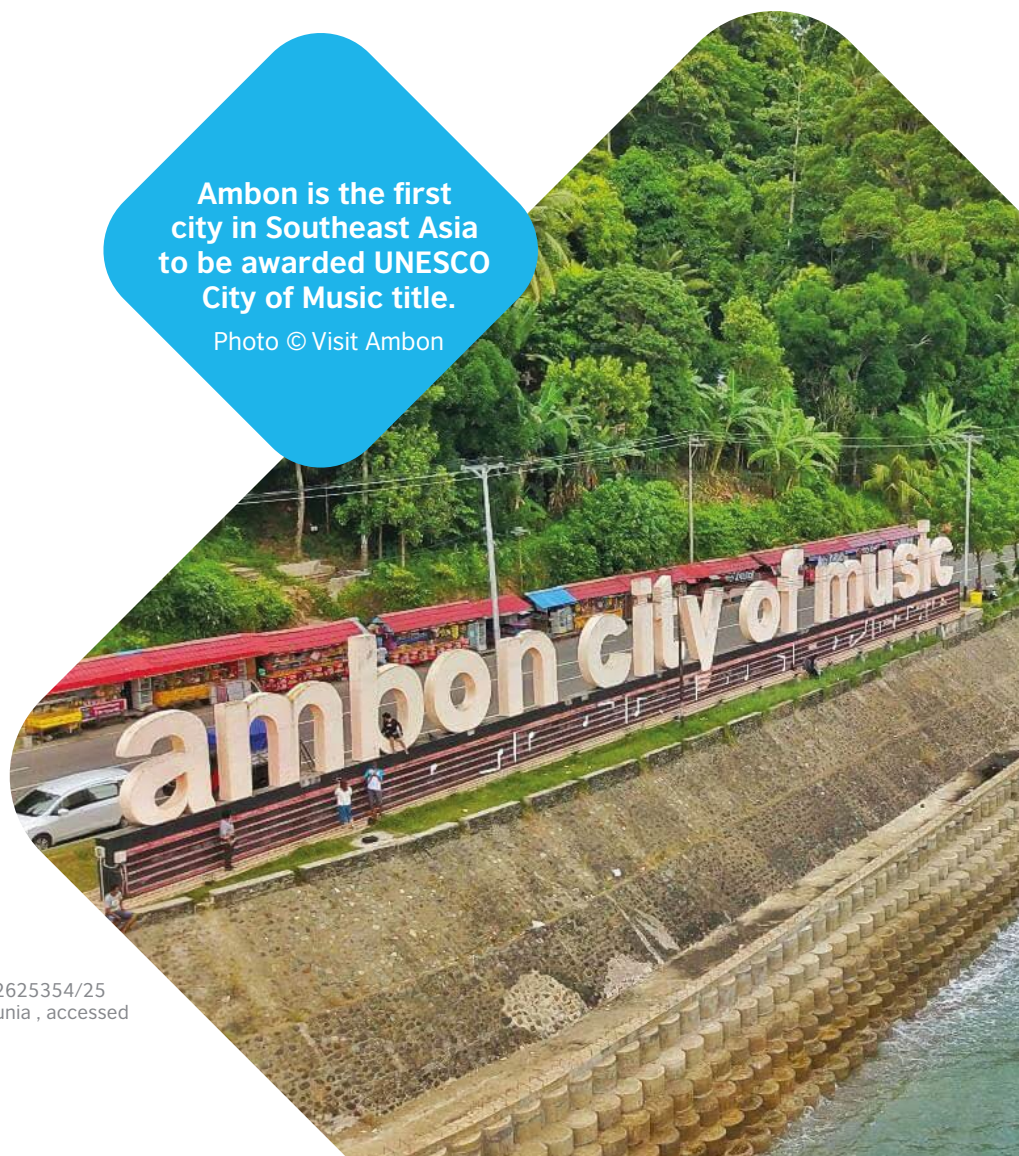


In order to achieve this goal, Ambon has enacted 25 action plans, divided into five pillars.

- **Musicians and community**, namely professional standardisation, creating cross-communication forums between stakeholders, recording songwriters and performers, developing music audiences;
- **Infrastructure**, focusing on regulation of recording products, provision of arenas and sound systems for budding musicians, regulation of live music in hotels, cafés and restaurants as well as public access to music stage arenas.
- **Learning process**, including holding local and international seminars, establishing music education from primary school to university levels, exchange programmes with other cities and countries and providing scholarships and research funds to study music in Ambon. Other action plans include conducting market research and analysis on the economic, cultural and socio-political impacts of the music industry, as well as facilitating innovative programming where food sampling is coupled with live music.
- **Industrial development** organising small-scale open music concerts and interdisciplinary festivals.
- **Socio-cultural values**, perpetuates the background and history of Ambonese music through the construction of a museum, optimising music as a means of integration between communities and regulations that support the preservation of traditional music<sup>8</sup>.

Ambon is the first city in Southeast Asia to be awarded UNESCO City of Music title.

Photo © Visit Ambon



<sup>8</sup> <https://www.liputan6.com/regional/read/2625354/25-rencana-aksi-menuju-ambon-kota-musik-dunia>, accessed 7 January 2021



## Touring business opportunities and strategic blueprint

Ambon Music Office (AMO) launched an innovative programme, **Musical Tour**, in 10 priority destinations across 5 districts in Ambon.

These include:

- bamboo music in Tuni Village,
- Ukulele Kids Community in Amahusu Amboina,
- Wairanang art studio,
- tifa in Soya,
- music community in Less Moluccan.

In addition to the Musical Tour project, AMO will also hold the **Amboina International Music Festival** in October 2021, supported by the Indonesian Ministry for Education and Culture through the “Indonesiana” programme.

To take better control over the policy direction and enjoy the result of inclusive growth, AMO advocates for a less Java-centric approach and calls for a long-term music tourism strategy blueprint to streamline developmental focus across government agencies, attract public-private investment and to synergise resources across the community of practitioners.

## Cultural funding and partnership

Collaboration between the city and the central government have developed in the recent years. Among others, the Ministry of Education and Culture as well as the Ministry of Tourism and Creative Economy are the major partners. Private companies are also open to funding culture-related projects, such as PT HM Sampoerna, PT Gudang Garam.

In 2014, The Ambon City Government and UNESCO entered into a cooperation agreement through a memorandum of understanding to map out the roadmap for inclusive policy initiatives for persons with disabilities and establishing an Action Plan for an Inclusive city.

Ambon has a close relationship with Darwin, Australia since 1988, given the history of World War II where thousands of Australian soldiers were buried in Ambon. This relationship was strengthened by the Yacht Race from Darwin to Ambon. Despite no direct flights between the two cities, cultural exchange continues to thrive.

Ambon has an enduring partnership with Vlissingen (Netherlands) since 2006 across the fields of health, hygiene, environment and in promotion of culture and tourism, and education. This inter-city network is formulated on the basis that both cities were important VOC ports in the 17th century. The Vlissingen City Government assisted in the construction of the Vlissingen Ambon (VA) eye clinic in Passo Village, treating cataract, urological surgery and cleft lip surgery, as well as collaborative child care projects.<sup>9</sup>

## Culture and digital technology

Ambon City Government launched a digital application Ambon Access in October 2020 to create Ambon as a Smart City. The application enables the public to access information including managing permits at the One Stop Integrated Service Investment Service (DPMPTSP) and making tax and retribution payments to regional tax. By the first week of January 2021, this 44 MB application has been downloaded by 10 thousand users.<sup>10</sup>

<sup>9</sup> <https://www.antaraneews.com/berita/905795/ambon-vlissingen-lanjutkan-kerja-sama-kota-kembar>, accessed 5 January 2021

<sup>10</sup> <https://ambon.go.id/wamen-perdagangan-apresiasi-aplikasi-ambon-access/access/>, accessed 6 January 2020, 01.05

This has led to 2 awards, Top Digital Implementation 2020 on City Government and Top Leader on Digital Implementation for the city government's success<sup>11</sup>. The Ambon City Government's ability to adapt to the digital era also won it the Best Data & AI Governance award in the Best Data Governance for Smart Intelligent City category in the DataGovAI e-Summit and e-Award 2020 event from the Big Data and AI Association (ABDI.ID).



**Production of regional songs on streaming and digital platforms are getting more prevalent. In addition, visits by national and international artists provide a large opportunity to draw a large audience.**

**Major of Ambon<sup>12</sup>**

Musical performance in traditional bamboo flute.

Photo © UCCN – BNP



<sup>11</sup> <https://ambon.go.id/kota-ambon-raih-2-penghargaan-top-digital-awards-2020/2020/>, accessed 5 January 2021 23.01

<sup>12</sup> Interview by research team





Despite the ample talent and diversity of the Ambon music scene, there has been a chronic lack of infrastructure in the city – in terms of talent development and brick and mortar. (e.g. for studios and events).

Entrepreneurial and always improvising, Ambonese musicians often record in their home ‘studios’ and across make-shift conditions across the city.

The most qualified recording studio in Ambon is located in the Pattimura University. Although, new facilities, granted by the former Indonesian Agency for Creative Economy (BEKRAF), are under development, infrastructure is still needed to suffice demand.

International-standard industry talents are also scarce, including technical professionals such as sound engineers, song writers, stage designers, audio visual artists, etc.

## Culture and education

The curriculum (started in 2020) has begun to teach traditional arts and culture in basic and secondary schools. These are in part based on the passion and commitment of grassroots advocates such as Gerakan Seniman Masuk Sekolah (Artists Go To School Movement) that has gained momentum and support since 2019.

Delivered via the Ambon Music Office (AMO), Environmental education is another key pillar of local art education.<sup>13</sup> Sound of Green is an AMO flagship project launched in 2020, that aims at combining music education with environmental education, while also implementing the SDGs. Other examples include research projects on bamboo and formulating a music community.

## Culture and inclusive growth case study (selected)

### Cuci Negeri Soya

Cuci Negeri Soya<sup>14</sup>, an annual traditional ritual held in Negeri Soya and Mount Sirimau, is an example of how the younger generation and elders work together through traditional rituals as a form of customary and cultural inheritance across generations.

### Posbindu<sup>15</sup>

In 2020, the Ambon City Government received an award from the Minister of Health for Regional Heads in the Integrated Development Post (Posbindu) Area of Non-Communicable Diseases.

<sup>13</sup> <https://www.amboncityofmusic.id/about>

<sup>14</sup> <http://soya.desa.id>

<sup>15</sup> <https://info-ambon.com/posbindu-kalesang-dan-walikota-ambon-dianugerahi-penghargaan-menkes-ri/>





**Liang Beach  
in Ambon**

Photo ©  
Travelenses

## Culture, environment and sustainability

Nature in Ambon is intertwined with music. The abundance of natural resources has influenced the development of musical instruments made of bamboo, wood, sea shells, and many more. Tuni and Amahusu villages, both designated music villages in Ambon City in 2020, have a cluster of craftsmen who are skilled in instrument making.<sup>16</sup>

- Tuni Village aims to preserve traditional music and bamboo flutes through the Molucca Bamboowind Orchestra, which has been done for a long time and is considered as a potential music-based tourism destination.
- Meanwhile, Amahusu Village has also initiated musical activities that focuses on teaching Amboina Ukulele the production and performance of ukulele instrument.

In 2020, the City Government and the Ambon City Legislative Body ( Dewan Perwakilan Rakyat Daerah /DPRD) received an appreciation for Green Leadership or Nirwasita Tantra from the Ministry of Environment and Forestry for its commitment to maintaining the quality of the environment in the region <sup>17</sup>

- The Ministry of Environment and Forestry of the Republic of Indonesia also gave an award to the City Government of Ambon under the Proklam Utama (Climate Village Programme). This is a national programme in order to increase the involvement of the community to combat climate change and reduce greenhouse gas emissions.
- In 2020, the Mayor of Ambon received an award from BPNB as 1 of 15 regional heads in Indonesia for mitigation and awareness building concerning natural and non-natural disasters.

### Sound of Green, Ambon Music Office (AMO)

Ambon Music Office (AMO) launched Sound of Green (SoG) in 2020, a 5-year flagship programme to link the creative industries with environmental education, specifically in terms of aligning music education with the United Nation's Sustainable Development Goals (SDGs).<sup>18</sup>

- SoG consists of four main activities: event, conservation, convention, and carnival. It has a focus on sustainable development and ethical material sourcing in the musical instrument production process, as creation of musical instruments is a critical aspect of Ambonese lifestyle. It is a tool for artistic expressions and used widely in traditional ceremonies and religious rituals.
- As a part of this project, activities and initiatives also include Nature School, Bamboo Conservation, Music Village, Capacity Building for The Actors of Creative Industries, Music Jamboree, Culinary Festival to name a few.
- Across its 5-year programme lifespan, AMO will roll out SoG across various priority villages across Ambon. The pilot project was launched in Tuni and Tamahusu villages. In 2021, the programme is taking place in Hutumury and Waihaong, Wayame and Batumerah in 2022, Passo and Rutong in 2023, and Laha and Poka in 2024.

<sup>16</sup> <http://mnj-hutan.pasca.unpatti.ac.id/2020/03/amo-programkan-dua-desa-musik-di-kota-ambon/>, accessed 6 January 2021, 21.27 Wita

<sup>17</sup> <https://ambon.go.id/pemkot-dan-dprd-terima-penghargaan-green-leadership/>, accessed 5 January 2021, 23.06 Wita

<sup>18</sup> SoG project aligns with four SDGs, including 4 Quality Education, 8 Decent Work and Economic Growth, 13 Climate Action, and 15 Life on Land.

---

Community groups organised clean-up events on the World Cleanup Day

Photo © Terasmaluku.com





### 3. Cultural ecosystem and infrastructure

In 2017, an international standard Ambon Music Studio was built at the Pattimura University. The project was made possible by the Creative Economy Agency (BEKRAF) with support from the Ambon City Government and AMO. Additional facilities, funded by BEKRAF are being planned.

Spaces such as cafés are becoming popular mixed used venues in Ambon. Performances are presented more often and innovative programming such as food sampling are frequently coupled with live music.

#### Cultural institutions and creative hubs (selected)

##### **Ambon Music Studio at Pattimura University**

Ambon Music Studio made possible by the 2017 Government Assistance Creative Space Revitalisation (Banper proposed by the City Government in collaboration with the Ambon Music Office. This recording facility is of international professional standard.

##### **Siwalima Museum<sup>19</sup>**

This museum was established in 1973 and is filled with relics and historic objects. The museum is located on a hill facing the bay of Ambon providing a superb view. Visitors can also make a special request for listening to local music, see a dance performance or a demonstration of the manufacturing of woven fabrics.

##### **Paparisa Ambon Bergerak**

Paparisa Ambon Bergerak is <sup>20</sup> a house located in Sirimau District. It is a space place inspired by the desire to connect and exchange. Its active members include groups across religious and ethnic backgrounds.

##### **Kele Project**

Kele Project<sup>21</sup> is an Ambon based visual media creative and storytelling company. Established in 2018, they have produced many short documentary films, storytelling videos, and audio-visual material material for corporates.

##### **Kopi Dolo**

Kopi Dolo<sup>22</sup> serves varieties of coffee including Manual Brew of Toraja Coffee Beans, Papua Wamena, Aceh Gayo, and others. The mainstay of this shop is Flores Bajawa Coffee which has a distinctive character and aroma in every sip.

##### **Blue Shelter Co.**

A coffee shop that was founded in 2017 in the city of Ambon, Blue Shelter Co.<sup>23</sup> has become an educational place for those who want to learn more about coffee.

##### **eL House Café**

From eL House Cafe <sup>24</sup> located on Mount Malintang, visitors can see and capture the beauty of Ambon Bay and Jembatan Merah Putih. The café also holds regular live performances.

<sup>19</sup> <https://ambon.go.id/museum-siwalima/>

<sup>20</sup> <https://mbasic.facebook.com/AmbonBergerak>

<sup>21</sup> <https://www.instagram.com/keleproject>

<sup>22</sup> <https://www.instagram.com/kopidolo>

<sup>23</sup> <https://www.instagram.com/blue.shltr>

<sup>24</sup> [https://www.instagram.com/elhouse\\_cafe](https://www.instagram.com/elhouse_cafe)



## Movers and shakers (selected)

### **Ronny Loppies, Director of the Ambon Music Office (AMO)<sup>25</sup>**

Ronny Loppies, Director of the Ambon Music Office (AMO). AMO is the delivery body of Ambon's City of Music programme and is in charge of facilitating the inclusive and sustainable growth of the music industry.

### **Ecko Saputra Poceratu<sup>26</sup>**

Ecko is a young Moluccan writer who is quite vocal in voicing socio-cultural issues. Ecko has participated in several national and international writing activities.

### **Olivia Jasso, founder of The Mulung<sup>27</sup>**

Olivia is a local environmental activist, founder of The Mulung.<sup>28</sup> The Mulung is an environmental protection group which hosts educational workshops to raise awareness on sustainability and responsible stewardship.

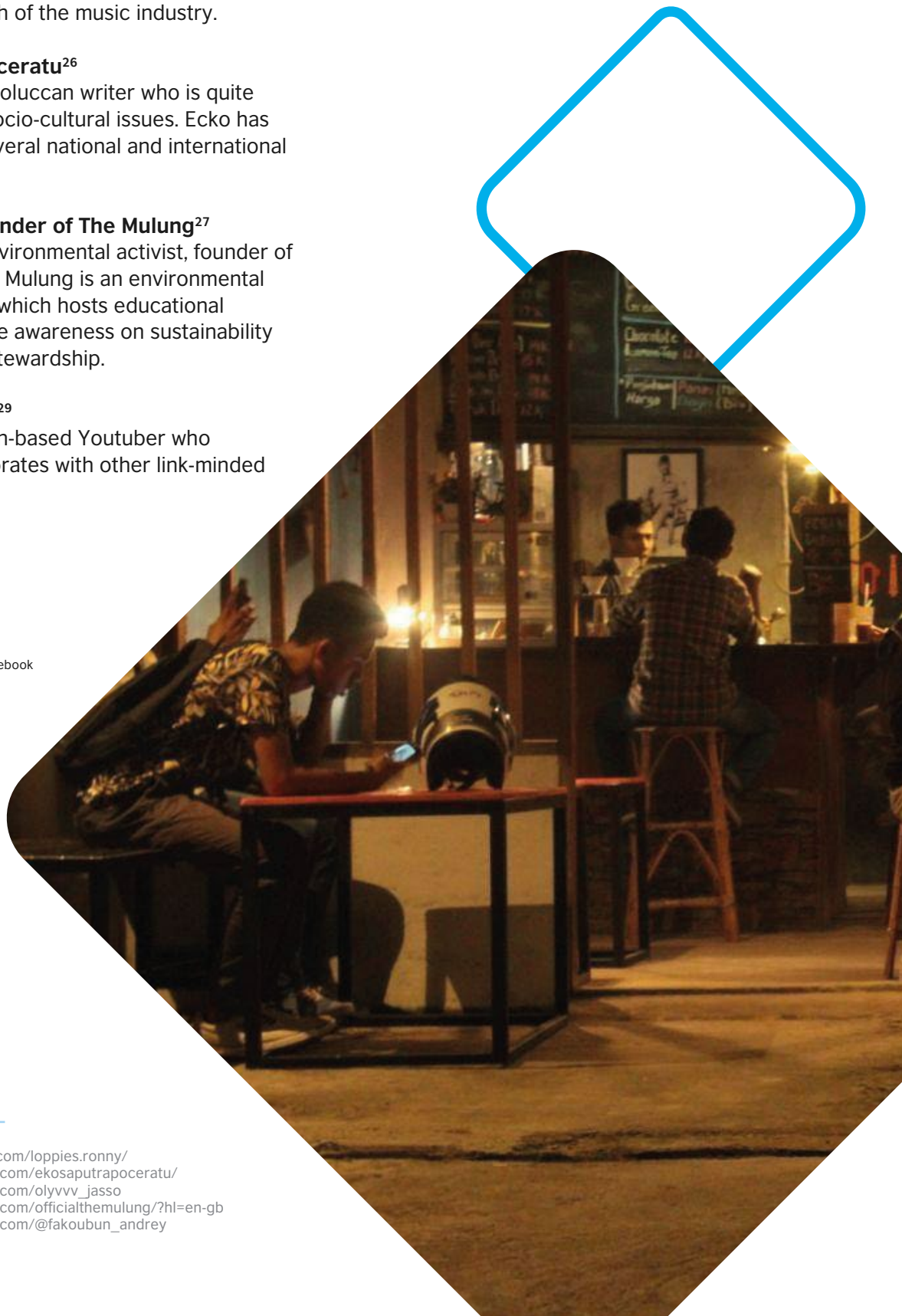
### **Andre Fakoubun<sup>29</sup>**

Andre is an Ambon-based Youtuber who frequently collaborates with other link-minded Ambonese youth.

---

#### **Blue Shelter co. café**

Photo © Blue Shelter co. facebook



<sup>25</sup> <https://www.facebook.com/loppies.ronny/>

<sup>26</sup> <https://www.instagram.com/ekosaputrapoceratu/>

<sup>27</sup> [https://www.instagram.com/olyvvv\\_jasso](https://www.instagram.com/olyvvv_jasso)

<sup>28</sup> <https://www.instagram.com/officialthemulung/?hl=en-gb>

<sup>29</sup> [https://www.instagram.com/@fakoubun\\_andrey](https://www.instagram.com/@fakoubun_andrey)

## Festivals (selected)

Ambon is a city on the rise, eyeing the potential of music tourism. Under AMO, the city presents year-round programming from festivals and performances to educational activities. In addition to the inaugural Ambon International Music Festival in October 2021, other programmes include:

- Pacific Music Convention, consisting of a conference and series of workshops;
- Mapping initiatives to identify local stakeholders and other collateral projects such as updating data, city branding and the establishment of a creative economy committee, which advocates for sector development and investment.

### #TrotoART (Ambon Bergerak, 2014-2018)

An independent festival created by the grassroots communities in Ambon City, with a goal to rebuild and rehabilitate performance venues for community use after the Ambon riots.

### Peduli Gempa Ambon (Ambon Bergerak, October 2019)

A series of performances staged to help victims of the Ambon earthquake that occurred at the end of September 2019.

### Festival Bulu (Kemendikbud – AMO, 26-28 November 2020)

An online festival featuring the collaboration of fifty musicians and artists in three different performances - music, literature, and theater & visuals on one stage.

### Konferensi Musik Pasifik (Ambon City Government - AMO, August 2019)

A conference that celebrated the shared cultural bonds among ethnic groups across the Pacific region. It was an occasion for ethnomusicologists, government agencies, music industry practitioners and music-loving public to share knowledge and explore Pacific music.

### Amboina International Bamboo Music Festival (Indonesiana, Kemendikbud - AMO, November 2018)

This festival is held as part of the activities of supporting “Ambon City of Music”, with an emphasis on the conservation of bamboo – the raw material for the instrument.

### Konspirasi Puisi (Maluku Literature Workshop - Ambon Moves, 2016-2019)

Through literature, Ambonese youth who belongs to the Bengkel Sastra Maluku community were invited to respond to current affairs in Ambon and beyond.

### Ambon Rhythmic Music Performance (Mumur Synchronise Coalition, September 2018)

The event aims to revive the importance of ethnic music in the digital age.

### Harmoni Sudut Kota (Ambon City Government – AMO, 2017-2019)

This event was also held on city hotspots featuring local musicians and artists with performances centred in a number of areas, such as Pattimura Airport at the entrance for guests visiting Ambon.

### Amboina Music Hip-Hop (Ghetto Side, July 2018)

This event provides a space for hip-hop music that is gaining traction among young people in Ambon. Groups and individuals who live this music genre generally develop on a different stage than pop music genres. The hip-hop genre is a medium utilised by Ambonese youth as self-expression and dissent.

### Amboina International Music Festival (Ambon City Government – AMO, October 2021)

The AMO plans to host the first Amboina International Music Festival in October 2021. Its inaugural programme will include the Amboina International Bamboo Music Festival, Amboina International Bamboo Convention, a Cultural Carnival and other workshops, collaboration and training.

## 4. Opportunities to connect

Even before joining UNESCO Creative Cities Network (UCCN) as a City of Music, Ambon has been known for its cultural energy – a culture shaped by natural beauty but also the disasters of social unrest, racial tensions and natural disaster.

The city has positioned culture and creativity – specifically through music and associated performing arts and crafts – as a vital coping mechanism, as a tool for intercultural dialogue and healing, and as a way to renew the economy. This positions Ambon as a city open to partnership and to exploring new ways of working that converge social, economic, cultural and environmental agendas. It is a city to explore socially engaged practice and the activation of sustainable development through culture.

- **Music, storytelling and diaspora:** Focusing on the strong musical characteristic of Ambon City, Ambon Music Office (AMO) has composed a roadmap with actionable plans, making use of their networks in Indonesia (Indonesia Creative Cities Network/ICCN and Koalisi Seni/Art Coalition), within the ASEAN region (initiated by Ambon's active involvement in ASEAN Cultural Creative Cities for Sustainable Development event in Chiang Mai, December 2019), and to the wider global network in UCCN.
- **Peace reconciliation:** Although a trauma has taken place, Ambon keeps being developed into a more welcoming space, where harmony among different religions and ethnicities, is prioritised. Music and culture which explores peace and reconciliation would find a welcome host in Ambon.

- **R&D and education/training to cultivate the budding music industry ecosystem:** Due to its commitment to UCCN, it is obvious that Ambon is opening many new opportunities for collaboration with potential partners and networks, especially concerning music exchange and appreciation, music education and infrastructure, and music documentation and (digital) archiving.
- **Music, craft and sustainability:** Ambon has plans to plant bamboo as a renewable resource for music instrument making. This type of practice would benefit from a more holistic approach to social and economic development, including international knowledge exchange.

Lenso Dance from Maluku

Photo © Maluku Island



 **British Council Indonesia**

 **@idBritish @idBritishArts**

 **@idBritish @idBritishArts**

 **[www.britishcouncil.id](http://www.britishcouncil.id)**