

INDONESIA

Bandung

Cultural Cities Profile
East Asia



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tom fleming / creative consultancy /

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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 Bandung

Bandung is a dynamic and youthful city. Of Bandung's 3m inhabitants, almost 70% are under 40 years old. Bandung is home to more than 100 universities that attract young people from all over Indonesia and abroad. Among these universities, at least 14 have majors in art, craft, design, architecture, and culture. Bandung is also home to more than 12 national strategic industries institutions and research centres, absorbing skilled and educated workers from all over the country.

Due to this abundance of talent, Bandung is also known as a trend-setter for fashion, music, film, and other forms of popular arts, including tech-based creativity such as gaming, animation, and digital application development. This independent spirit, which combines enterprising attitudes, community-minded behaviour and the determination to be unique with the capability to produce quality goods and services, has become the main characteristic of creative communities in Bandung.

The city's legacy of social activism, coupled with the support from changes in the city municipality, have successfully transformed Bandung and its creative economy. The first chairman of BCCF, an architect and urban designer, was elected as city mayor after his term in BCCF. During his period in office (2013-2018), with the support of the mayor, the City of Bandung saw huge improvements in its cultural life.

The connections between city government and creative communities became stronger, and opportunities for participatory development became more concrete. This conducive situation has helped achieve several milestones within Bandung's creative sector:

- this city formed a Creative Economy Committee in 2014
- held a huge Asia Africa Carnival in 2015 to celebrate the 60th commemoration of Asia Africa Conference
- joined UCCN as a City of Design in 2015
- established Bandung Creative Hub in 2018
- passed a bill on Creative Economy Coordination and Development in 2021

City vision / mission / slogan

The vision of Bandung City is 'the realisation of the city of Bandung as a dignified service city (clean, prosperous, obedient and friendly)'¹, with the slogan, 'Where The Wonders of West Java Begins'.



Where The Wonders of West Java Begins

Bandung City slogan

Creative industries and cultural services

Bandung joined UNESCO Creative Cities Network (UCCN) as a City of Design in 2015. Its application focused on the city's approach to design and design thinking as a way to find rapid solutions for local urban issues, and creativity as a way to close the gap between policy and people, government and citizens.

The role of multiple creative stakeholders in Bandung (academia, business, community, government and media) has created a conducive ecosystem for the creative economy.

- The number of creative industries enterprises in Bandung is the largest in West Java: 126,184 enterprises or 25% of total enterprises in West Java²

In 2018, Bandung Municipality identified 7 particular districts in Bandung for their potential for creative industries, based on their adding value to existing exports and local manufacturing industries. The districts include: Binongjati (knitwear), Cibaduyut (leather footwear), Cigondewah (textile/fabrics), Cihampelas (denim), Suci (T-Shirt and printing), Cibuntu (tofu and tempe), and Sukamulya (toys and soft toys).

¹ <https://jabarprov.go.id>

² Ministry of Tourism and Creative Economy 2019

Bandung in numbers





Youthful yet historic

Small fossils and sea shells can be found at the feet of mountains that surround the City of Bandung, which used to form the coast surrounding Bandung Ancient Lake.

This lake was drained by a gigantic volcanic eruption, forming a dry surface where human civilisation started to take over and thrive.

- Therefore, the City of Bandung can be seen as located at the bottom of a “bowl”, whose rims were fertile with plantations of quinine, tea, and coffee that brought prosperity to the region.

The establishment of a railway from Batavia, then the capital city of Dutch Indies Colonial Government, provided convenient access to Bandung City.

During this period, holidaymakers, land owners and traders who worked at the plantations used to travel to Bandung for entertainment and leisure.

- Bandung became their favourite destination due to the fresh mountain air and the services that accommodated their lifestyles.
- Businesses in fashion, clothing and apparel, hotels and restaurants, shops and venues for entertainment (meeting halls, cinemas, theatres, etc.) thrived and saw a golden era in 1930s, giving Bandung its nickname “Parijs van Java” (The Paris of Java).
- The hospitality industries in Bandung remain up to this day: Bandung is still a favourite destination for fashion, cuisine and hospitality.

Institut Teknologi Bandung (ITB), the oldest engineering school in Indonesia, built in 1920.

Photo by Merbabu.
(credit: Wikipedia)



1. What makes this city unique?

The openness of Bandung, the varied backgrounds of its people, and the entrepreneurial mindset of its citizens have become a foundation of how Bandung looks today.

Drawing on a history with such rich narratives and characteristics, the young people that currently dominate the city's demography lean towards an exploration of aesthetic expressions, with a considerable level of social activism.



An emerging creative city

precursor to Bandung Creative City Forum (BCCF)

In 2008, a group of creative individuals and communities initiated a mapping and identification of Bandung's creative potential, particularly within the context of creative industries and creative city. Developing a concept for the design and management of city branding, they created a city brand (the '.bdg' logo), which was subsequently adopted as Bandung city's official branding in 2015.³

- The brand creation process started with the 2V2P (Vision, Value, Personality, Positioning) mapping of Bandung City, which later led to the identification of Bandung's three main potentials that were used as a formula when Bandung applied to be UCCN Design City: People, Place, Ideas.

- This group also conducted a number of city-scale, public space interventions; a form of activism that led to the development of Bandung's slogan as 'an emerging creative city' in 2008.

- This group later became **Bandung Creative City Forum (BCCF)**, a hub for creative communities in Bandung, who continue to conduct programs informed by design thinking and creative urban planning.

This range of activities have subsequently informed Bandung's approach to creative city branding. *.bdg (dot bdg)* was created in 2008 by a group of communities (later established as Bandung Creative City Forum/BCCF), *.bdg* was created to support the city branding as an innovative hub for creativity and entrepreneurship, and includes *.bdg* IP registration for creative start-ups.



Bandung is an inspiring city for its unprecedented SE Asian experiments in citizen-led actions for social change using creativity.

Zayad Minty, Creative City South⁴

³ <https://en.unesco.org/creative-cities/bandung>

⁴ <https://creativecommons.org/blog-1/2017/10/5/the-bandung-creative-city-experiment?rq=bandung>

Architectural aesthetics

The city's **Art Deco** style buildings, added to the Dutch Indies architecture that combined European styles with tropical architecture, building materials and techniques, has created a particular ambience within the city.

A large number of these buildings are still intact, although strict regulation is required to preserve them. Among the most iconic buildings is the Institut Teknologi Bandung (ITB), the oldest engineering school in Indonesia, built in 1920.



Bandung is nicknamed Paris of Java because of its European atmosphere and resemblance to Paris.

AMARYROAD, travel blog



2. Context

Bandung is the capital city of West Java, the most populated province in Indonesia. The development of the city was directly led by the Regent of Bandung, R. A. Wiranatakusumah II. Bandung City was inaugurated as the new capital of Bandung Regency with a decree dated September 25, 1810.⁵

Location / region

Bandung Municipality is located approximately 80 south-east of Jakarta. It lies at an altitude of 791m above the sea level, and this geographical location makes Bandung much cooler with the daily average temperature ranges from 20-28°C.⁶

Ethnic diversity

Bandung is located in West Java Province. The native ethnicity and language is Sundanese. However, as home to more than 100 higher education institutions, universities and research centres, Bandung has a multi-ethnic city population.

Heritage assets and activation

Bandung City was designed in 1810 based on European Garden City style. There are about 1,770 individual cultural heritage assets across Bandung, consisting of 70 sites, 26 structures, 24 areas, and 1 Non-area. Many characteristic city buildings use Art-Deco styling: key iconic buildings include Gedung Sate (currently the West Java Governor's office), Grand Preanger Hotel, Gedung Merdeka (Asia Africa Conference Museum), Villa Isola, and Savoy Homann Hotel.

⁵ Ibid

⁶ <https://jabarprov.go.id/index.php/pages/id/1060>

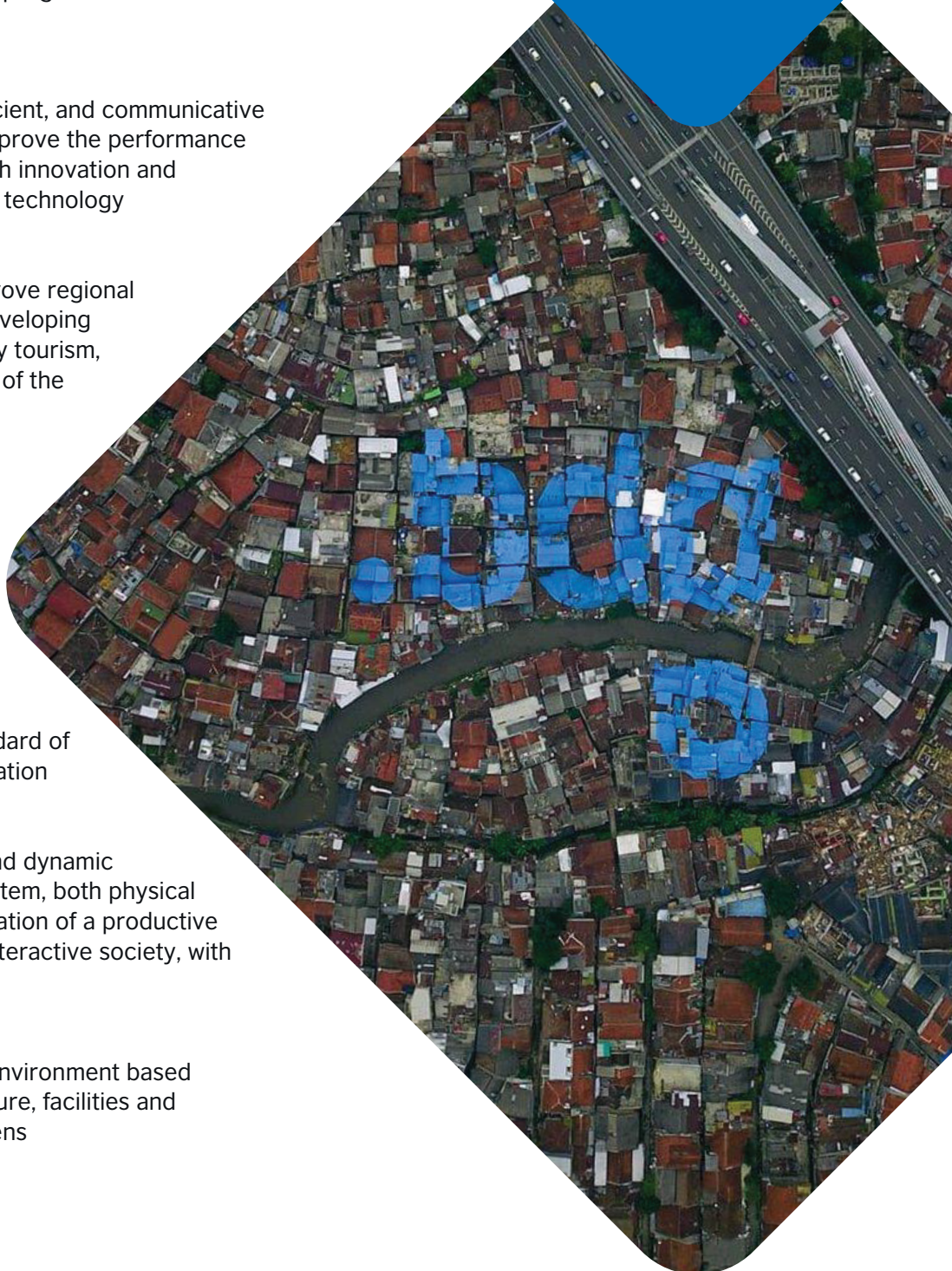
Bandung Smart City

The Smart City programme, launched in 2015, aims to help manage a variety of city resources effectively and efficiently through the use of digital infrastructure, innovative integrated communication technologies and sustainable policies for public citizenry.

The Bandung Smart City programme covers 6 aspects, as follows:

- **Smart Governance**
creating effective, efficient, and communicative governance, and to improve the performance of bureaucracy through innovation and adoption of integrated technology
- **Smart Branding**
marketing to help improve regional competitiveness by developing three elements, namely tourism, business, and the face of the city
- **Smart economy**
creating a regional economic ecosystem able to meet the challenges of a fast-changing information age
- **Smart living**
guaranteeing the standard of living of the city population
- **Smart society**
realising a humanist and dynamic socio-technical ecosystem, both physical and virtual, for the creation of a productive communicative, and interactive society, with high digital literacy
- **Smart environment**
developing an urban environment based on physical infrastructure, facilities and infrastructure for citizens

'bdg' painted on the rooftop of 130 houses below Pasupati flyover





Private-public partnership and design thinking

Bandung has a **Creative Economy Committee**, formed in 2014, which is actively involved in public policy-making and engaging with communities.

This committee is not a part of the municipal structure, but operates as a think tank and the main partner for creative economy development in Bandung City.

The committee works closely with the Economic Division of Bandung City Secretariat, as well as the Creative Economy Division of the Department of Culture and Tourism of Bandung Municipality.

The committee consists of both municipal personnel and professionals whose task is, among other things, to create a roadmap and related programmes that empower the city's creative potential.

The use of design thinking method in exercising and evaluating a number of urban issues and new policies has gradually gained acceptance by the municipal government to better facilitate creative solutions.



Openness in local government to creative ways of making changes has paved the way for new public private partnerships with other parts of the state.

Zayad Minty, Creative City South

(Source: Design Cities and Creative City South)

3. Culture, arts and civic policy

In Bandung, policies and regulations concerning culture and creativity are the tasks of The Department of Tourism and Culture, made up of five divisions: Cultural Research; Culture & Art Products; Creative Economy; Tourism; and Marketing.

- The city has a number of key policies and regulations that have direct influence on the city's cultural life, including for the preservation of traditional arts, for the use of Sundanese language in schools and elsewhere, and on cultural conservation management supporting the protection of heritage sites.
- Activities in the city are also informed by a number of regional initiatives for West Java, including the Creative Economy Bill for West Java Province (2017) and the establishment of KREASI Jabar (West Java Committee for Creative Economy and Innovation) in 2020

In 2015, Bandung City government launched a suite of initiatives for the creative industries, such as micro loans, online registration for start-ups and online tax services. In addition, through the Department of Culture and Tourism, Bandung government launched '**Patrakomala**', a digital platform that provides information and exchange for all creative industries sub-sectors in Bandung.

Bandung Municipality's **International Office** has had a key role in forming agreements and implementing international collaborations. Some of the International Office's highlighted projects include:

- Hosting of the 60th Commemoration of Asia Africa Conference in 2015, which included the Creative Cities Conference in collaboration with SouthEast Asian Creative Cities Network/ SEACCN and ASEF), festivals, and other events;

- Facilitating the participation of Bandung delegates in UNESCO Creative Cities Network (UCCN) Annual Meeting in Sweden (2016) and France (2017);
- Facilitating a Letter of Intent between Bandung Creative City Forum (BCCF), an NGO and community hub, and Creative Scotland / British Council in 2016 for collaboration within the contexts of creative economy and creative cities.

Key policies (selected)

Culture and Tourism Development Strategy 2018-2023

Based on the strategic plan of the Bandung Municipality Culture and Tourism Office 2018 - 2023, the Culture and Tourism Development Strategy⁹ aims to improve the management of culture and tourism, to create a city with cultural capacity and personality.

Structuring and Development of the Creative Economy Bill, 2021

Bandung has passed a creative economy bill in 2021 with the objectives of ensuring the inclusion of creativity and culture into the city's sector-wide short- and middle-term development plans.



**Performance at
Gudang Selatan 22
in 2019**

(credit: Gudang Selatan
22 facebook)

⁹ https://www.disbudpar.bandung.go.id/c_home/plan_detail/1

Cultural funding

The cultural funding model applied in Bandung municipality mostly derives from regional revenue and expenditure budget (*Anggaran Pendapatan dan Belanja Daerah/APBD*) distributed by Bandung Culture and Tourism Office (*Dinas Kebudayaan dan Pariwisata*).

However, private sector partners also make a contribution through Corporate Social Responsibility (CSR) and sponsorships.

For international partnerships and activities in particular, Bandung Municipality would normally access the budget from CSR or sponsorships with endorsements from provincial and central governments, particularly through the Ministry for Tourism and Creative Economy.

Culture, environment and sustainability

Within Bandung, there are a number of independent environmental initiatives, most of which are not related to any policy other than those concerning enterprise.

Culture and environment – case studies

Imah Budaya (Cultural House) Cigondewah¹⁰

A place for art activities that was established by Tisna Sanjaya, a renowned artist for his strong critical statements on ecology and politics. Imah Budaya was built in a heavily-polluted industrial area of mainly textile and garment factories. It was built to provide factory workers with the opportunity to stop by and experience art at their own convenience.

- Tisna's latest project in Cigondewah was a collaboration with an ITB University scientist, creating a water mill that generated power while also cleaning the river water into

household quality. Tisna is still actively conducting environment-related art projects, working together with the provincial government and the military to clean up a segment of the main river that passes the area (known as 'the world's most polluted river', Citarum).

Babakan Siliwangi Forestwalk (2011)¹¹

Bandung is rapidly growing city. The increasing population demands wider access to public facilities and basic services, putting a pressure on the natural resources of the city. Among the most important green spaces is Babakan Siliwangi (Baksil) city forest, located next to ITB, the oldest university in Bandung.

- A developer's plan to turn Baksil Forest area into a multistory building in 2011 was cancelled due to a creative community movement that, firstly, declared the area as a 'World City Forest' during Tunza (UNEP Conference for Children & Youth), secondly, erected a canopy walk (known as 'Baksil Forestwalk') and, thirdly, holding many public activities in the forest (music concert, light play, art performances, photography workshop, etc.).
- In 2014, the developer returned the building rights to Bandung Municipality, and the Forestwalk was redesigned to cover a wider area.

Aksiku.bdg Urban Game (2016)¹²

In order to engage youth in the environmental state of the city, the Aksiku.bdg game was created as a digital application for high school students, designed to map the four issues of solid waste, grey water, river, and green open space. This game made it possible for Bandung Municipality to detect areas that require sanitary facilities. The students and local inhabitants also conducted further interventions by applying Design Thinking method to find solutions in those areas.

Parong.pong¹³

A young company that conducts zero waste practices has been processing city waste to create upcycled materials and products, collaborating with designers and architects.

⁹ Bandung UCCN Report 2019

¹⁰ <https://imahbudayacigondewah.com>

¹¹ <https://bandungcreativecityforum.wordpress.com/tag/babakan-siliwangi/>

¹² <https://www.youtube.com/watch?v=amiKICGF1ks>

¹³ www.parongpong.com



**Babakan Siliwangi
Forestwalk**

(photo: Galih Sedayu
for BCCF, 2011)

University leadership

Universities and higher education institutions are critical enablers and thought-leaders of the city's cultural sphere.

A great number of lecturers and graduates from Faculty of Art and Design at Institut Teknologi Bandung (ITB) has become artists, curators, art critics, and designers operating at international level.

- Its Art and Design programme consists of three main departments – fine art (graphic/printmaking, painting, sculpture, ceramics, media art), craft (textile & ceramics), and design (interior, visual communication, industrial product) – and is the only art faculty that was established within an institute of technology.
- Key local figures include Sunaryo, who built Selasar Art Space, and Nyoman Nuarta, who built Nu Art, both of which serve as galleries and gathering spaces for art activities in Bandung.

Students and graduates from this faculty have also been **forming communities active in the art and design scenes in Bandung.**

- ITB students initiated the legendary **Pasar Seni**, or Art Market, in the 1970s, with the purpose to bring arts to the street for public to enjoy and appreciate, and available at affordable prices.



The influence of Bandung's many higher level educational bodies and the Institute of Technology's design faculty have contributed to the growth of the design sector in the city and played a significant part in why Bandung has become a UNESCO City of Design.

Zayad Minty, Creative City South

(Source: Creative City South)



Culture and education

The Ministry of Education and Culture in Indonesia requires the inclusion of 'local content' that can be adjusted to each region's needs and characteristics, including language and literature, art, craft and music lessons, also often use local musical instruments such as *angklung* and *kulintang*.

In addition, 'Design Thinking' to encourage creativity and innovative urban solutions is formally adopted into the national curriculum. In collaboration with Bandung Creative City Forum (BCCF), Bandung Creative Economy Committee and Bandung Municipality, **local Design Thinking Modules** for Elementary, Secondary and Senior High Schools have been developed. There are 14 higher education institutions/ universities in Bandung City that offer the majors in design, art, craft, architecture, and culture.

- Art and design higher education is also available in several private universities – e.g. Institut Teknologi Nasional, Sekolah Tinggi Desain, Telkom University, Pasundan University, Institut Seni Budaya Indonesia, Binus, Unikom, and others.

The city is also home to a growing informal creative education offer. A number of creative communities engaged in education have emerged. These are actively conducting workshops and events.



Quality education, educated people, prosperous country

**National Education Policy, 2017.
Ministry of Education**

Elementary school students during the piloting of Design Thinking module implementation in Bandung

(source: EcoEthno, 2020)



Culture and education – case studies (selected)

Design Thinking Modules for Basic and Secondary School Levels

Design Thinking has been introduced as a curriculum subject for formal education institutions at national level, and Bandung was involved in creating the modules and pilots for basic school and secondary school levels. This is a collaboration between BCCF and Bandung Municipality.

Xatrya.bdg Urban Game¹⁴

Designed for children by BCCF, this game asks its participants to choose one among the three 'super powers': comics, digital game programming, animation, to solve urban issues. The whole game is conducted as multiple day-long workshops, resulting in recommendations of solutions in the three media.

Annual Bamboo Design Workshop ITB – Musashino Art University (Tokyo, Japan)¹⁵

In 2010, the Industrial Product Design Department at the Faculty of Art & Design ITB initiated a collaboration with Musashino Art University (MAU) in Japan, to hold an annual bamboo design workshop, where MAU students come to Bandung and work with ITB students in exploring bamboo, developing concepts and processing technology concerning bamboo products. The close relationship between ITB-MAU in bamboo design led an MAU professor to spend a sabbatical year at the Industrial Product Design Department ITB in 2012, resulting in the Bamboo Dome Project, a model for future dwelling that is resilient to natural disasters.¹⁶ This workshop continues to develop, exploring rattan and other natural materials.

¹⁴ <http://www.ecoethno.org/2016/02/xatryabdg-ketika-anak-anak-ikut-turun.html>

¹⁵ <https://desainproduk.fsrđ.itb.ac.id/kolaborasi-desain-produk-fsrđ-itb-musashino-art-university-bamboo-design-workshop-2015/>

¹⁶ <https://www.youtube.com/watch?v=1eXFtaTnXzQ>

4. Cultural ecosystem and infrastructure

Among the most important elements within Bandung's cultural life are its heritage buildings and archives, including museums and historical sites. The city also contains art galleries, creative hubs, in addition to the higher education institutions.

“

Jakarta, with its bigger population and capital status, ensures its role as a commercial centre, but Bandung is the edgier space where a significant part of innovation and making happens. Part of Bandung's charm is its many "down low" cultural spaces. One does not often expect some of the creative spaces behind the facades.

Zayad Minty, Creative City South¹⁷

In addition to art and design, Bandung is home to communities and creative hubs that focus on other creative sub-sectors, such as:

- Heritage (Bandung Heritage, Aleut)
- Music (Saung Angklung Udjo, Ujung Berung Rebel)
- Literature (KIBA/children's book illustrator, Pustakalana)
- Film (Bandung Film Committee, Sembilan Matahari)
- Mobile application, game development and animation

Cultural institutions (selected)

Asia Africa Conference Museum (MKAA) / Merdeka Building¹⁸

This building hosted the Asia Africa Conference in 1955, the first non-block meeting of Asian and African countries leaders, and is reputed to inspire the independence of these countries. The MKAA archive belongs to UNESCO Memory of the World since 2015.

Gedung Sate ('Satay Building')

Gedung Sate is an iconic Art Deco building; the highest rooftop has an element that resembles satay, hence the name 'Sate Building'. It currently functions as the West Java governor's office.

Soemardja Gallery, ITB¹⁹

Established in 1974, Soemardja Gallery is based at the Faculty of Art & Design, Institut Teknologi Bandung; the only art gallery within an engineering university in Indonesia. It is named after Soemardja Syafe'i, who was among the founders of art education system in Indonesia. This gallery serves not only as a space for art & design students to exhibit their works, but also as a training ground for students who are interested to pursue their careers as art managers or curators. Other than serving these academic activities, it also has similar functions as common galleries, presenting art work and exhibitions, holding lectures, and hosting many other events.

Taman Budaya/ Dago Tea House (Cultural Park)²⁰

Taman Budaya, or often referred to as 'Dago Tea House', is a park dedicated to art and culture activities, owned and managed by West Java Provincial Government.

¹⁷ <https://creativecitysouth.org/blog-1/2017/10/5/the-bandung-creative-city-experiment?rq=bandung>

¹⁸ <http://asianfricanmuseum.org/en/sejarah-konferensi-asia-afrika/>

¹⁹ <https://galerisoemardja.itb.ac.id>

²⁰ <https://www.wisataidn.com/dago-tea-house/>

Saung Angklung Udjo²¹

Saung Angklung Udjo is an iconic family enterprise with a global reputation that focuses on *angklung*, a musical instrument made of bamboo, and helps catalogue and preserve the whole ecosystem of bamboo performances and culture.

Selasar Sunaryo Art Space²²

Selasar a vast compound built and owned by Sunaryo, a renowned artist who resides in Bandung. It provides spaces for art exhibitions, performances, artistic residencies, and many other social and community gatherings.



**Bandung
Creative Hub**

²¹ <https://angklungudjo.com>

²² <http://www.selasarsunaryo.com>

Creative hubs and marketplaces

As a city known for its manufacturing industries for fashion goods, clothing and apparel, home decor products and accessories, Bandung has become a major retail destination. In the early 1980s, Cihampelas Street was famous for its rows of clothing stores which attracted customers by having frivolous store decorations. These remain in place today, and the area is among the most visited in the city. Smaller creative businesses in fashion and other creative goods & service are represented by local 'indie' brands, known also as 'distro'.

- These independent workshops and outlets often cluster in unusual places, mainly due to the affordability of rent. These have their own hotspots in the city, where cafés and other small businesses also thrive, and usually become the 'places to see and be seen'. As commonly is the case with 'indie' brands and creative start-ups that grow organically, the capital mainly comes from the actors' own money, supported by loans from family, relatives, and peers. If the brands become popular, they may then attract private investment.

Creative collectives and cultural hubs have been established by students emerging from higher education institutions in Bandung.

- Among the most influential of these initiatives are **Common Room**²³ – a hub for research, media art residency and events; **Bandung Creative City Forum**²⁴ – a creative community hub; **Bandung Design Forum**²⁵ – who initiated the **Bandung Design Biennale**; Bandung Connex – who initiated **Bandung International Art Festival**²⁶; **Area Olah Karya**²⁷ – an artist collective; and **Dago Pojok** – an urban village art community.



Bandung has a rich subculture of underground music which can be accessed by engaging with the city's network of independent and alternative arts spaces.

Tita Larasati, ICCN²⁸

Other creative groups also make use of alternative spaces, including established fresh produce marketplaces.

- For example, 'Los Cihapit'²⁹ is a coffee shop set deep in Cihapit Market. When the market's 'los' or kiosks close in the afternoon and evening, Los Cihapit uses the space for activities such as discussion sessions, musical performance, movie screenings.
- Other examples include 'Grammars'³⁰, where people can find curated or designed goods and souvenirs from local brands, and 'The Hallway Space' set in Kosambi Market and established by teenagers. 'The Hallway Space' is now being expanded to accommodate gatherings for more people and activities.

The government has sought to support this informal creative industries sector by building **Bandung Creative Hub** (BCH), which opened in December 2018. Further to this, the Creative Economy Division of the Department for Culture and Tourism is working on a plan to establish 30 locally-managed creative coworking spaces, one for each district in Bandung.

- The municipality has also prepared a Creative Belt programme, planned for 17 parts of the city with the aim of creating alternative 'urban tourism'.
- The first belt launched in early 2020 in Cigadung, an area which is home to local brands and businesses, such as the iconic C59 T-shirt printing workshops, the Komar batik production site and showroom, the Rosid art gallery and studio, and the Warung Lela homemade noodle café.

²³ <https://commonroom.info/>

²⁴ <https://creativeeconomy.britishcouncil.org/blog/14/06/30/bandung-creative-city-forum/>

²⁵ <https://www.facebook.com/Forum-Desain-Bandung-2018737655038813/>

²⁶ <https://www.facebook.com/biaf2701/>

²⁷ <https://areaolahkarya.wordpress.com/home/>

²⁸ Interview by TFCC

²⁹ https://www.instagram.com/los_tjihapit/?hl=en

³⁰ <https://www.instagram.com/gggrammars/>



Bandung Design Biennial 2017 (credit: Artling)

Creative hubs and marketplaces – case studies (selected)

Simpul Space, Bandung Creative City Forum (BCCF)³¹

Bandung Creative City Forum is a community hub, established in 2008 by about 50 creative individuals and communities in Bandung, that uses Design Thinking method and Urban Acupuncture concept to create prototypes of urban solutions, involving all Penta Helix stakeholders of the city.

Bandung Creative Hub³²

Bandung Creative Hub is a government building and facility that is dedicated to the development of the creative economy. This building includes a theatre, a gallery, studios (for music, animation, photography), a library, and other spaces. BCH is fully managed by the government as a Technical Service Unit (Unit Pelayanan Teknis/ UPT). UPTs are usually established to provide technical support based on local commodity-based industries (i.e. UPT for Leather, UPT for Packaging, UPT for Bamboo etc). Bandung Creative Hub is the first UPT in Indonesia that is fully dedicated to supporting the creative economy sector.

Gudang Selatan 22³³

Gudang Selatan 22 is an ex-military warehouse ('gudang'), rented by a group of creative entrepreneurs. It operates as a collective space with a studio, shops, cafes, and meeting places. At Gudang Utara, another group have used an ex-military workshop to set up a woodworking shop and studio called 'Brotherwood', where people learn to make their own wooden utensils, home decoration & accessories, and kitchen equipment.

Hallway Kosambi³⁴

Hallway Kosambi is a part of Kosambi market place that has been transformed into a hotspot space for local brands from a variety of business sectors.

Design Ethnography Lab. (DE: Lab)³⁵

DE: Lab is a research centre under the Human Expertise Group and Industrial Product Design, Faculty of Art and Design, Bandung Institute of Technology ITB). It is an experimental effort to tackle social, cultural and political issues through design thinking. It hosts frequent talks, forums and works to discuss best practices and new trends.

³¹ <https://bandungcreative.id/simpul-space/>

³² <https://www.facebook.com/UPTBCH/>

³³ <https://www.facebook.com/Gudang-Selatan-22-404825083671680/>

³⁴ <https://www.instagram.com/brotherwoodbdg/>

³⁵ https://www.instagram.com/thehallwayspace_/

³⁶ <https://designethno.id/about>

Festivals (selected)

Bandung hosts a number of national, regional and international festivals, designed to both reflect the city's heritage but also promote the broad range of creative industries that currently distinguish the city's entrepreneurial and cultural life.

In addition to the legendary Pasar Seni festival organised by ITB students of the Faculty of Art and Design, the Asia Africa Creative Conference is another legacy festival that industry professionals from across the country and region are drawn to attend.

- The Asia Africa Conference (known also as Bandung Conference) held in 1955 used to be commemorated with a huge festival held every 10 years. Since 2015, Bandung Municipality has instead organised smaller events at more regular intervals. Known as the Asia Africa Festival, the events are organised by the governments of Bandung City and West Java Province, collaborating with the Ministry of Foreign Affairs and Bandung's AAC Museum.

Asia Africa Creative Week³⁷

Asia Africa Creative Week is usually attended by Asian and African countries, including those of UCCN members, who participate in AACW various programmes, such as carnivals, workshops, exhibitions, and many more, including a film festival for Asian and African countries.

Pasar Seni ITB³⁸

Held by students of the Faculty of Art and Design ITB, since the 1970s Pasar Seni is much anticipated, since it is held only for one full day every five years or so. Creative sectors represented include: performing arts, fine art, craft, design, fashion, advertising, literature and publishing, film, architecture, cuisine and music. With the purpose to bring art to the street, making it available and affordable for the general public, the festival takes place around ITB campus and attracting tens of thousands of people from all over Indonesia.

- The concept of Pasar Seni ITB inspired the establishment of 'Pasar Seni', in Ancol, Jakarta, a permanent site of studios, workshops, galleries, stores, etc. for artists.
- Pasar Seni ITB has been held less often in recent years, mainly due to the limited time capacity of students in organising a huge festival. Pasar Seni ITB was due to be held in 2020, while also commemorating the 100th anniversary of ITB, but had to be postponed due to the Covid-19 pandemic. Critics argue that it is necessary to reformulate the management of this legendary festival in order to maintain its relevance, quality and profile.

Helarfest³⁹

Helarfest is the signature programme of Bandung Creative City Forum, started in 2008, then held in 2009, 2012, 2015, and 2020. Creative sectors represented include: fine art, craft, design, architecture, fashion, cuisine; literature and publishing, performing arts and music.

Kala Kini Nanti⁴⁰

Kala Kini Nanti is an imaginative visual experience combining art and technology using a video mapping projector displayed on a 360-degree screen located in Paris van Java Mall. Sembilan Matahari, who initiated this project, has also been collaborating with local creatives to produce special editions for the show, including Darbots, a well-known graffiti artist, and BurgerKill, an Indonesian metal band. Sectors featured include animation, design, media art and music.

Bandung Design Biennale (BDB)⁴¹

Initiated in 2017, BDB is organised by Bandung Design Forum, a collective designer community. BDB seeks to fulfil the commitment of Bandung as a UNESCO City of Design, while also reintroducing design as a profession. The second BDB in 2019 included more than 190 participants who held events at their own venues across the city (cafes, studios, offices, galleries etc.). The main aim of BDB 2019 was to gather different forms of design, and enable designers and design-related professionals in Bandung to find each other. BDB 2021 will be run by a different set of curators, and is planned to be held towards the end of the year.

³⁷ <https://www.facebook.com/AsiaAfricaWeek/>

³⁸ <https://www.instagram.com/pasarseni2020>

³⁹ <https://helarfest.id>

⁴⁰ <https://www.instagram.com/kala.kini.nanti/>

⁴¹ <https://www.instagram.com/bandungdesignbiennale/>



**Kala Kini Nanti
in 2019**
(credit: Travel Tempo)

Movers and shakers (selected)

Given the history and the development of Bandung, the city has become home to many influential individuals working in the creative and cultural sectors. These people have different occupations and come from diverse backgrounds. Each has provided a catalyst to the city's cultural and creative dynamism.



Bandung is a city with various universities and schools, many young people in their productive age. This young people grow with unique ideas that can give Bandung a contemporary perspective. Their ideas and perspective emerge with a strong research and development. It can be a good characteristic and potential of Bandung contemporary culture.

Adi Panuntun – CEO and Creative Head Sembilan Matahari (Kala. Kini. Nanti Project)⁴²

Arts and the Creative Industries

Sunaryo, founder of Sunaryo Art Space⁴³

A retired lecturer of Faculty of Art & Design, Institut Teknologi Bandung (ITB), Sunaryo is a painting and sculptor artist. He built Selasar Sunaryo Art Space that provides spaces for exhibitions, gatherings and events, art residencies, workshops, and more. Selasar is also a public space with a cafe and a book/souvenir store. Overseen by Sunaryo, this space has also been functioning as a training ground for young art

A.D. Pirous, artist and professor of ITB⁴⁴

Abdul Djalil Pirous is a visual artist (printmaking, painting) and professor (emeritus) at the Faculty of Art & Design, Institut Teknologi Bandung (ITB). His distinctive works depict Islamic calligraphy, heavily influenced by his place of origin, Aceh. In 1972, he initiated the first Pasar Seni (Art Market) ITB, now the most anticipated art event in Indonesia, where artworks and other creative products are 'brought to the street' in a bazaar-like event; a platform where artists and public meet. Pasar Seni is held every four to five years, for one day only.

- In 2004 he established Serambi Pirous, a space for workshop, exhibition and discussion about art and culture.

Nyoman Nuarta, artist and founder of NuArt Sculpture Park⁴⁵

Nyoman Nuarta, a graduate of FSRD ITB, pioneered the New Visual Art Movement in 1976. His most renowned works are the gigantic (126-metre high, including the pedestal, and 64-metre long) Garuda Wisnu Kencana in Badung, Bali, the Jalesveva Jayamahe Monument in Surabaya, and the Indonesian Proclamation Monument in Jakarta. He established the 3-hectare NuArt Sculpture Park in Bandung that primarily exhibits his sculptures, but also provides space for art discussions, exhibitions, performances, and residency programmes.

Tisna Sanjaya, graphic artist, lecturer of ITB, and founder of Imah Cigondewah⁴⁶

Trained as a graphic artist, Tisna is both a lecturer at Faculty of Art & Design, Institut Teknologi Bandung (ITB), and also an artist working through installation art and performances. He is very vocal on environmental and social issues, and has collaborated with many stakeholders during his career. He built Imah Cigondewah art space in a heavily polluted area of Bandung to explore such issues. He is also known as the 'Kabayan', a typical comical Sundanese character in a television series, conveying messages on various issues of Bandung City and around.

⁴² Interview by CIPG

⁴³ <http://www.selasarsunaryo.com/tentang-kami/profil-sunaryo/>

⁴⁴ <https://serambi.pirous.com>

⁴⁵ <http://www.nuarta.com/>

⁴⁶ <http://www.tonyrakaartgallery.com/contemporary-art/artist-tisna-sanjaya.php>

Agung Prabowo, artist⁴⁷

Prabowo, born in 1985, has exhibited across Asia. Focusing primarily on printmaking and installations, he is currently looking to expand his activities to include wider printmaking communities, in order to create a more open artistic movement within Bandung.

Asmudjo Irianto, curator and ceramic artist⁴⁸

Asmudjo Irianto chose to study at the Ceramic Art Department FSRD ITB because, and became among the first contemporary experts in the medium. He pursued his interest in contemporary arts, taking the chance and learning from his involvement in exhibitions and galleries. His career as an art curator accelerated when he started to teach at FSRD ITB, where he was appointed as the curator for Soemardja Gallery (ITB art gallery) in 1999. Ever since, he has been occupied with curatorial projects in international level art establishments and events.

John Martono, artist⁴⁹

John Martono is known as the first artist in Indonesia who painted on silk as the medium, while also exploring fibre arts and tapestry. He often involves many contributors in his art works, working with neighbouring women to 'paint' over his paintings with embroidery technique, and local children to draw or colour his mural arts.

Gustaff H. Iskandar, artist and co-founder of Bandung Centre for New Media Arts⁵⁰

Gustaff Harriman Iskandar has pursued various forms of expressions as his art works and thoughts. He co-founded Bandung Centre for New Media Arts, which has strongly engaged with the development of media art & multidisciplinary artistic practice in Indonesia.

- He also developed Common Room Networks Foundation, an open platform for art, culture and ICT/Media, that is also known as a platform for creativity and innovation. He initiated the publishing of a local independent magazine Trolley that focuses on art, culture, music and fashion.

Aliansyah Caniago, artist and co-founder of Ruang Gerilya⁵¹

Born in 1987, Caniago studied Painting at the Bandung Institute of Technology Faculty Art and Design. Through site-specific interventions, installations and durational performances, he is interested in working directly with communities and developing artworks that blend in with society, entering conflicted areas creatively and trying to repair the damaged environment.

- Alongside his artistic practice, he is also one founder of an artist collective space in Bandung, Ruang Gerilya. This space provides a platform for experimental works, and has a focus on artists interested in process and research. Apart from exhibitions, Ruang Gerilya hosts also discussions, artist talks, and workshops.

Yasraf Amir Piliang, founder of Yasraf Amir Piliang Institute⁵²

Yasraf Amir Piliang is well known as a philosopher, an art and culture thinker, an academia, and an observer of social phenomena. He established Yasraf Amir Piliang Institute, which conducts analysis and research on contemporary culture.

Bambang Sugiharto, professor in cultural philosophy⁵³

Bambang Sugiharto is a professor at the Faculty of Philosophy at Parahyangan University, an expert in cultural philosophy and postmodernism paradigms. He is also known as an "underground philosopher" due to his tastes in rock music and his closeness to the underground communities in Bandung.

⁴⁷ <https://www.mutualart.com/Artist/Agung-Prabowo/38397E682352CDF4>

⁴⁸ <http://archive.ivaa-online.org/pelakuseni/asmujo-jono-irianto-1>

⁴⁹ <http://johnmartono.com>

⁵⁰ <https://gstff.wordpress.com>

⁵¹ <https://theartling.com/en/artists/aliansyah-caniago/>

⁵² <https://yapinstitute.wordpress.com>

⁵³ <https://unpar.ac.id/kenal-lebih-dekat-prof-bambang-sugiharto-berpikir-kritis-dan-filsafat-budaya/>

T. Bachtiar, author⁵⁴

T. Bachtiar is a member of Indonesian National Geographic Society and Bandung Basin Research Group (Kelompok Riset Cekungan Bandung/KRCB). His passions include the history, people and culture of Bandung. He currently teaches at Universitas Islam Nusantara, Bandung, and has authored numerous books including “Amanat Gua Pawon” (The Legacy of Pawon Cave) and “Toponimi: Susur Galur Nama Tempat di Jawa Barat” (Toponyms: Tracing the Names of Places in West Java).

Hawe Setiawan, executive editor of Cupumanik Sundanese magazine⁵⁵

Hawe Setiawan is a lecturer, translator/interpreter, and executive editor of Cupumanik Sundanese magazine. He writes essays in local, regional and national newspapers and magazines, next to publishing his books and poems.

Architecture and Design

Yu Sing, architect and founder of Akanoma⁵⁶

Yu Sing believes that architecture is not a privilege of the rich, and that instead, it should be able to serve all social layers in society. Consequently, Yu Sing, a multiple award-winning architect, is known for his affordable, well-designed house designs for the middle- and lower-income families. He established Akanoma, an independent architecture studio that bears the following four main design philosophies: firstly, to put forth architecture for all; secondly, to bring traditional architecture forward; thirdly, to build nature-culture-economy-architecture independency; and, fourthly, to promote eco-tourism along the local. This studio is committed to rooting itself in Indonesia’s culture, potential, and social issues.

Mochamad Ridwan Kamil, architect and founder of Urbane⁵⁷

Originally training as an architect, Ridwan Kamil continued his study in urban design at University of California, Berkeley, USA. Returning to Bandung, he set up his architecture & urban design bureau ‘Urbane’, and became a lecturer at the architecture department in ITB. He won the British Council International Young Creative Entrepreneur (IYCE) award in 2006, which also introduced him to the issues of creative cities and creative hubs.

- In 2008, he co-founded Bandung Creative City Forum (BCCF), a hub of creative communities in Bandung, and became the first chairman of the organisation (2008-2012). With knowledge and skills on architecture and urban design, he encouraged BCCF into the implementation of programs and activities designed to influence change in public spaces and urban systems.
- He then served as the Mayor of Bandung City from 2013 to 2018, implementing significant changes in city infrastructure and other development and achieving breakthrough in city bureaucracy, policies and regulations. He is currently serving as Governor of West Java (2018-2023) whose administrative area covers 27 cities and regencies within the most populated province in Indonesia (about 30 m inhabitants).
- In addition to his official work, he also initiated Indonesia Berkebun, a nation-wide urban farming movement. He is currently an honorary member/advisor of Indonesia Creative Cities Network (UCCN), a cross community forum with representatives from about 220 cities/regencies in Indonesia.

⁵⁴ <https://tbachtargeo.wordpress.com>

⁵⁵ https://www.instagram.com/hw_setiawan/?hl=en

⁵⁶ <http://rumah-yusing.blogspot.com/2015/11/tentang-yu-sing.html>

⁵⁷ <https://isocarp2019.isocarp.org/keynotes/ridwan-kamil>

Dwinita Larasati, co-founder of Bandung Creative City Forum (BCCF)⁵⁸

Dwinita Larasati trained as an industrial designer at ITB, before pursuing her study at Design Academy Eindhoven and Delft University of Technology, The Netherlands. She returned to Bandung in 2007 to work at ITB as a lecturer/researcher, as well as co-founding Bandung Creative City Forum (BCCF) where she currently serves as chairperson (2017-2021). She has been heavily involved in strategic planning associated with Bandung's creative economy, and was intensively involved in the preparation of Bandung's application for UNESCO Creative Cities Network (UCCN) as well as the Creative Cities Conference held in Bandung, 2015.

Dicky Sukmana, architect, managing director of NUSAE, CEO of Panenmaya

Dicky Sukmana is the managing director of NUSAE⁶⁰ and CEO of digital agency Panenmaya⁶¹. He was once nominated as a finalist of International Youth Creative Entrepreneur (IYCE) Fashion Award and IYCE Communication Award by 2008 British Council. In 2009, he served as Indonesian Committee for Asia Pacific Creative Entrepreneur Congress in Cebu, Philippines. He's named as 100 Most Influential Youth, Women, Netizen (YWN) of 2011 by The Marketeers.

Dendy Darman, founder of UNKL347⁶²

Dendy Darman is known for his long-established independent clothing & apparel brand UNKL347. He has expanded the business beyond clothing by also designing interior space, furniture, and building properties.

Media, Lifestyle and Digital



There is an interesting phenomenon coming from youth culture – which results in the emergence of creative spaces and crafts-based creative practices... Young people is an asset for Bandung; they independently create and build their own ideas.

Ignasius Galih Sedayu, Director Marketing and Public Relations Indonesia Creative Cities Network⁵⁹

Adi Panuntun, CEO and Creative Head of Sembilan Matahari⁶³

Adi Panuntun is the CEO and Creative Head of Sembilan Matahari, a company that designs movies, video mapping, and many other forms of multimedia arts. He is an Indonesian pioneer of video mapping, an art form in which he has won several prestigious international awards. Among his latest projects is Kala.Kini.Nanti, where people can have an immersive digital experience through interactive digital displays that combine multiple art forms.

Amygdala Bamboo⁶⁴

Founded in 2014, Amygdala Bamboo is a collective of designers and research that specialises in bamboo crafts that incorporated 'empathetic design' that places user's need at the centre of its product development. Catalysing innovation and sustainable design, this social enterprise works with legacy craftworkers in the village of Sela Awi to develop higher added-value bamboo products.⁶⁵

⁵⁸ <https://www.itb.ac.id/staf/profil/dwinita-larasati>

⁵⁹ Interview by CIPG

⁶⁰ <https://www.nusae.co/people/dicky-sukmana/>

⁶¹ <https://panenmaya.com/>

⁶² <https://unkl347.com>

⁶³ <https://www.sembilanmatahari.com>

⁶⁴ <https://amygdalaid.wordpress.com/>

⁶⁵ <https://www.acicis.edu.au/programs/practicum/creative-arts-and-design-professional-practicum-cadpp/placements/amygdala-bamboo/>

Nurman Farieka Ramdhany, founder of Hirka⁶⁶

25-year-old entrepreneur Nurman Farieka Ramdhany is the founder of Hirka, a Bandung-based shoe-making company that makes shoes with the skin of chicken feet. Sustainability-minded and cost-effective, Hirka's products have their eyes on turning food waste into valuable designs.

Gina Provo Kluit, founder of Ffrash⁶⁷

Gina Provo Kluit is a Dutch living and working in Bandung. She founded nonprofit organisation, Ffrash that dedicates to upcycling local trash and waste into sustainable products. The platform works with local youth to provide design training and environmental education.

Ilham Pinastiko and Slamet Riyadi, co-founder of Pala Nusantara⁶⁸

Pala Nusantara is a Bandung-based watchmaking companies that produces artisanal wooden watches and accessories. The brand name Pala Nusantara (literal translation: Nutmeg of the Archipelago) took inspiration of the popularity of pala (nutmeg), natively grown in Indonesia, which makes the archipelago most wanted by the world. Co-founded by Ilham Pinastiko and Slamet Riyadi, the company celebrates Indonesian culture and works with local tradesman to expand its product line.⁶⁹

Ben Wirawan and Hanafi Salman, founder of TORCH⁷⁰

Founded in 2015, TORCH, a travel wear company was started in Bandung by two young entrepreneurs Ben Wirawan and Hanafi Salman. Functional and sleek, their products won the recognition of IGDS Awards (Indonesia Good Design Selection) 2019.

Yukka Harlanda, CEO of Brodo⁷¹

A civil engineer in training, Yukka Harlanda founded Brodo in 2010, a shoe making company that provides tailor-made B2C shoe making services in Indonesia. Expanding beyond its digital presence, Brodo now provides affordable, high-quality, tailored shoes available via digital marketplace offline as well in Jakarta, Bandung, Bekasi, Surabaya, and Yogyakarta.⁷²

Agate⁷³

Agate is a Bandung-based game developer with a board portfolio from games, advertisement and animation, to gamified applications. It has worked with international publishers such as Square Enix and Electronic Arts with clients including Microsoft, Samsung, and Coca-Cola.

Rachmad Imron, CEO of Digital Happiness⁷⁴

Digital Happiness is a game developer and software design company based in Bandung. Rachmad Imron is the founder of the company and the producer of its most famous game DreadOut – an indie survival horror game, developed for Microsoft Windows, OS X and Linux.

Nelly Lolita Daniel and Deddy Wahjudi, LABO⁷⁵

LABO is a Bandung-based design and architecture firm, founded by the duo Nelly Lolita Daniel and Deddy Wahjudi in 2006. The firm has a rich portfolio and a footprint in public programme curation such as Pecha Kucha Night Bandung, Heritage Culture, Bandung Public Furniture, Architecture & Business Talk, and Indonesian Architects Week @ Tokyo 2011.

⁶⁶ <https://www.instagram.com/hirka.official/?hl=en>

⁶⁷ <https://www.facebook.com/Ffrash/>

⁶⁸ <https://palanusantara.com/>

⁶⁹ <https://seasia.co/2017/01/28/watch-out-the-next-trend-in-fashion-is-made-of-wood>

⁷⁰ <https://torch.id/>

⁷¹ <https://bro.do/pages/about-us>

⁷² <https://indonesiatatler.com/generation-t/50list/muhammad-yukka-harlanda>

⁷³ <https://agate.id/>

⁷⁴ <http://www.digitalhappiness.net/>

⁷⁵ <https://www.facebook.com/labore.ma/?rf=486857148080141>



**A corner at The
Hallway Space in
Kosambi Market**

(source: The Hallway
Space Instagram, 2020)

5. Opportunities to connect

A commitment to sustainable development and inclusive growth

Bandung's membership of the UNESCO Creative Cities Network positions the city as open, collaborative and committed to addressing UN Sustainable Development Goals (SDGs).

- All UCCN member cities submit a member monitoring report every four years, so Bandung is tracking its cultural and creative endeavours particularly in connection to the SDGs.

A centre for collaborative practice – e.g. in design

The status as a UNESCO City of Design has also encouraged design academics, professionals and communities in Bandung to build more collaborations and look into wider opportunities for partnership.

- Examples include the establishment of Bandung Design Forum that initiated Bandung Design Biennale in 2017; the international creative courses at ITB with university partners in Japan, Poland, and elsewhere; and encouraging cross-sectoral collaboration between creative sub-sectors through events such as Helarfest, Kampung Kreatif (Creative Urban Village) and others.

The creative hubs and coworking spaces, including 'creative urban villages' programmes, are preparing their post-Covid recovery and growth plans, with a particular focus on mapping the impact of design and wider creative practice in urban change and citymaking. The city is an open platform for urbanists and creatives looking to test their ideas and innovate through collaborative practice.

A leader in policy development and inter-city-networking / exchange

Bandung is an activist city in the creative economy and sustainable development. This is demonstrated by the implementation of the newly-passed bill on Creative Economy; the establishment of a reformed Creative Economy Committee; the regulation and support for funding resources; the facilitation of public spaces and creative hubs at district and sub-district levels; the support for Intellectual Property rights registration; and the increasing engagement of all stakeholders of a creative city.

The Creative Economy Committee is also seeking to identify existing strategic partners, including British Council and Creative Scotland, SouthEast Asian Creative Cities Network (SEACCN), Indonesia Creative Cities Network (ICCN), and others, in order to have these organisations and their members involved in Bandung City's near future programmes and events.

Bandung is also working to strengthen its data on the potential of its creative economy by collaborating with ICCN in building a Creative City Index digital dashboard.

- This tool can help local governments make decisions and policies based on creative economy data in their respective areas, although with limited resources, the dashboard development process still welcomes support and investment from different parties.

The Creative Economy Division at the Department of Culture and Tourism Bandung Municipality is also in the process of setting KPIs for measurable performances of its creative economy sectors as a form of implementation of the Creative Economy Bill.

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