

INDONESIA

Makassar

Cultural Cities Profile
East Asia

10 June 2021
tom fleming / creative consultancy /



Contents

Introducing Makassar	1
Creative industries and cultural services	2
Makassar in numbers	3
1. Context	5
Location / region	5
Ethnic diversity	5
Heritage assets and activation	5
2. Culture, arts and civic policy	7
Cultural funding and partnership	7
Culture, education and inclusive growth	9
Culture, sustainability and place-making	11
Culture and smart city	11
3. Cultural ecosystem and infrastructure	12
Cultural institutions (selected)	13
Creative hubs and marketplaces	14
Creative advocates and drivers (selected)	16
Festivals – a burgeoning scene	18
Movers and shakers (selected)	21
4. Plugging into Makassar	23

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 Malang: Vicky Arief; for Makassar: Ashari Ramadhan; for Ambon: Ronny Lopies; for Jayapura: Murda; for Bandung: Galih Sedayu; for Yogyakarta: Greg Wuryanto; for Semarang: 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 Makassar

Located on the southwest coast of the island of Sulawesi, Makassar is the largest city in Eastern Indonesia, and the capital of South Sulawesi province.

Known as a 'waterfront city', Makassar has a long history as an important port and point of transit, dating back to before the Dutch colonial era. In the 16th century, Makassar was the dominant trading centre in the East of Indonesia, and was among the biggest cities in South East Asia.

Currently, Makassar's economic growth is the highest in Indonesia, at around 9% per annum (pre-Covid 19). According to the National Development Agency, Makassar is one of the four main centres of growth in Indonesia, due in part to the rapid development of infrastructure including highways and the construction of the Sultan Hasanuddin International Airport.

Makassar is home to a number of higher academic institutions and universities that have gained an international reputation as prominent education and research centres. They include Universitas Muslim Indonesia (est. 1954), Universitas Hasanuddin (est. 1956), UIN Alauddin (est. 1962), and the Universitas Negeri Makassar (est. 1964). Makassar's rich and unique biodiversity has attracted researchers and scientists from all over the world.

As a city that has been known as Indonesia's 'Gate to The East', Makassar has become a point of exchange between Indonesia's West and East. This has triggered a rich expressive culture in many creative fields including literature, music, film, and cuisine.

“

Making Makassar a World City that is Comfortable for All.

**Makassar Municipality,
2014-2019**

**Sunset at
Paotere Harbour**



Creative industries and cultural services

Makassar has a reputation for being youthful, active, outspoken and entrepreneurial. Emerging out of the city's 'communities' – informal, member-run collectives – these characteristics have led to the development of a creative sector operating across several fields. It is home to one of the country's most influential artist collective Tanahindie.¹ The group was established in 1999 and led the wave of like-minded artist-driven initiatives that marked the end of the New Order period.¹ The community model has led to the establishment of creative hubs, creative enterprises and festivals. In recent years, has contributed to Makassar's its reputation as a hub-city for prominent international events across diverse creative sub-sectors.

It has a budding creative economy. In 2018, over 400 creative enterprises were registered according to the Makassar City Regional Government Work Plan 2020 – which is a steady year on year increase before Covid-19.

The city has a strong literature scene, represented by a growing number of literary communities and collectives, as well as libraries and bookshops, each contributing to the active production and consumption of both traditional and contemporary literature. The Makassar International Writers Festival (MIWF) began as a small event in 2011 and has grown to become the biggest literature festival in Eastern Indonesia.

The music scene in Makassar also has a huge influence on the cultural dynamics of the city. The most anticipated event is Rock in Celebes, an annual festival that attracted an audience of 18,000 in 2019. The Fort Rotterdam jazz festival is also a key event in the city's cultural calendar.



The growth of music in regions outside Jakarta is one to watch out for. In Makassar, the music scene engages fully with a collective agenda that is much busier compared to Jakarta. Creative communities keep hosting events, creating spaces to grow their talents in all genres; shoegaze, folk, underground, experimental, noise, indie-pop, metal, and many others. It's great that all these genres are open for collaboration, either among the bands or across disciplines such as film and art. There is a huge potential in Makassar to grow dynamically in the creative sectors, relying on these collective creatives as its main pillars.

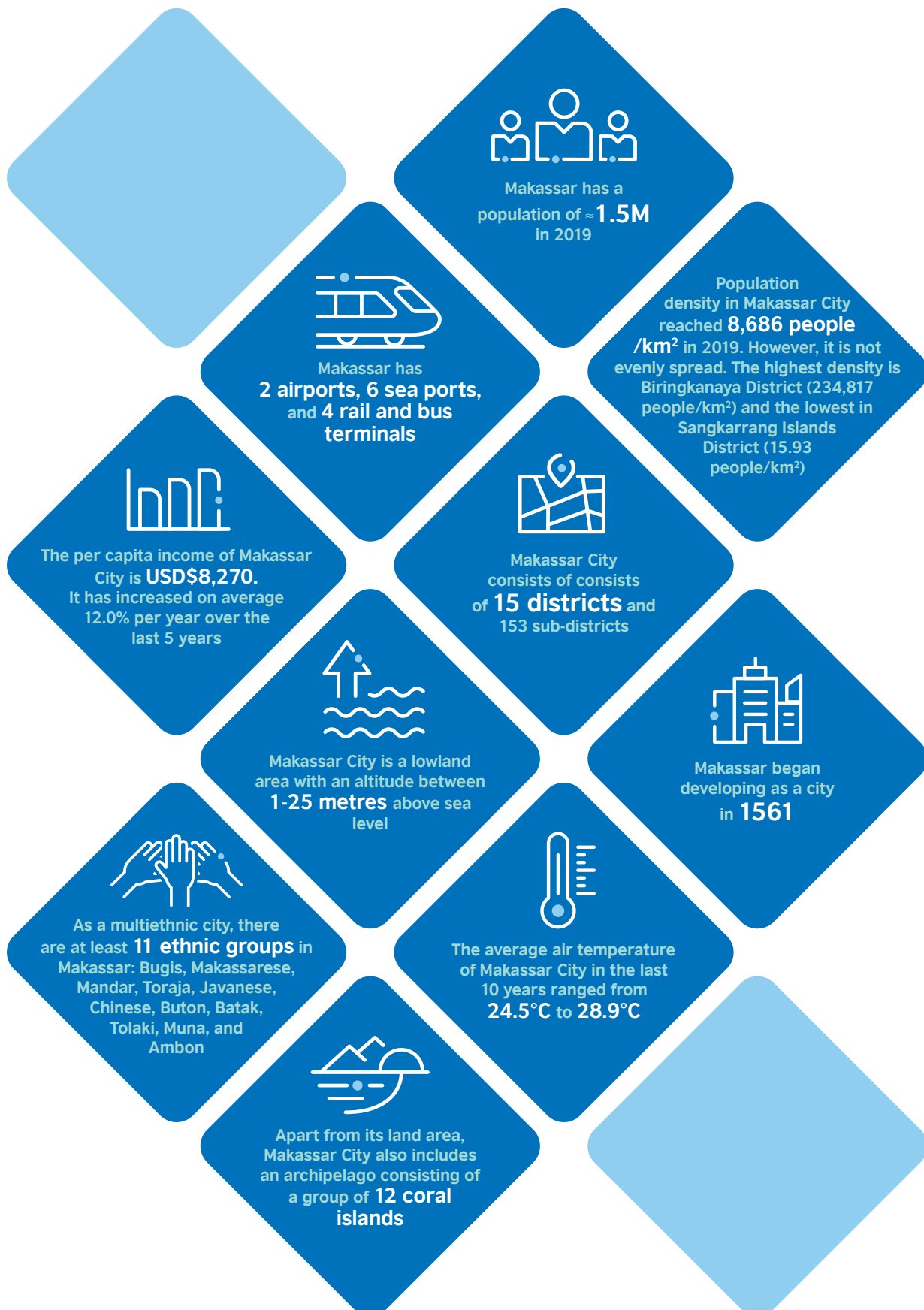
**Ardy Chambers Hardinansyah,
founder of Rock in Celebes**

A major city event is the Makassar International Eight Festival & Forum ("8F"). This presents across eight fields within the cultural and creative industries (Fashion, Food, Fiction Writers and Fonts, Fine Art, Folks, Fusion Music, Flora and Fauna, and Film).

¹ <https://tanahindie.org/>

² p.17, Indonesia Collective Map 2010-2020. White Journal. British Council

Makassar in numbers



**Screening hosted by
Tanahindie in 2019
at Kampung Buku**



1. Context

Makassar is one of the major metropolitan cities in Indonesia and capital city of South Sulawesi Province. As the largest city in Eastern Indonesia, Makassar is rapidly growing and developing as a centre for trade, services, education, health and industrial activities, and as a transportation hub for goods and passengers.

Based on data from the Department of Population and Civil Registration of Makassar in 2019, Makassar has a population of 1,526,677. With an average population density of 8,686 people/km², the distribution across the city's 15 sub-districts is quite diverse: the highest is in Biringkanaya District with 234,817 people/km² and the lowest in the Sangkarrang Islands District, at 15.93 people/km²³

Location / region

Makassar City located on the West Coast of Sulawesi Island, in a lowland area with a varying altitude between 1-25 metres above sea level.

Makassar consists of 15 districts and 153 sub-districts. Apart from having a land area, Makassar City also includes an archipelago of 12 coral islands that can be seen along the coastline.

The city has a tropical climate, with an average air temperature of 24.5°C to 28.9°C and a varying rainfall intensity.

Ethnic diversity

As one of the largest cities in Indonesia, Makassar has a multiethnic population. The majority ethnic groups include Bugis, Makassarese, Mandar, Toraja, Javanese and Chinese. Other inhabitants include Buton, Batak, Tolaki, Muna, Ambon, and others. Based on religion, Makassar's population consists of 1.3m Muslims, 91,000 Protestants, 40,500 Catholics, 15,800 Buddhists, 1,600 Hindus, and 132 'others'.

Heritage assets and activation

Makassar was founded in 1561, when a group of traders were given permission to build a port of transit and a storehouse of supplies. From this beginning, Makassar gradually developed as an international trading city.

Makassar's development as a modern city at the beginning of the 20th century was defined by three important focal issues: education, civic organisation, and the use of mass media as channels for information and the dissemination of ideas. In the early 1920s, the dynamics of the city were also marked by social movements associated with Islam, namely the establishment of the Makassar branch of Muhammadiyah (1926), together with a local organisation As-Shirathal Mustaqim which engaged in da'wah (missionary activities) and education.

In the 21st century, Makassar became a centre for domestic and regional capital investment and economic growth. In 2012, it was reported that Makassar had the largest economic growth in Indonesia, which has continued at an average of 7.95% over the last five years. During this time, Makassar's transportation and civic infrastructure has also developed.

Makassar's tangible cultural heritage centres on a number of historical buildings, including Fort Rotterdam, Somba Opu Fortress, the Tallo Kings Tomb, the Great Mosque, and the Lomo Ri Antangin Cemetery in Manggala District.

³ Dinas Kependudukan dan Pencatatan Sipil Kota Makassar 2019 in the RKPD Kota Makassar tahun 2020, Bab II, pg.19.



**Aerial view
of Fort
Rotterdam**

2. Culture, arts and civic policy

Makassar City Government's framework for culture and the arts places emphasis on preserving the traditional arts of Makassar City. There are a number of approaches designed to help achieve this.

- Firstly, in fostering the development of cultural and arts groups, the Department of Tourism and Culture of Makassar City carries out coaching and training for art groups.
- Secondly, in engaging and cooperating with these groups, the Makassar City Culture and Tourism Office recruits them in delivering regular programmes of traditional arts performance and events organised by government and non-government agencies.
- The third strategy requires the municipal authorities to invest in and provide facilities and infrastructure for the preservation of traditional arts.
- Finally, at a community level, the government also acts as a mediator in assisting communities to receive funding for the preservation of traditional arts from non-government agencies⁴

However, in seeking to address an overall issue of limited support funding for contemporary arts and culture, Makassar Department of Culture has been gathering data on the city's artist and cultural communities as the first step towards building collaboration between the city authorities and its creative industries. It is also seeking to regulate for inclusivity in the arts by ensuring better opportunities to ensure gender equity and the participation of persons with disabilities to be involved in the arts and cultural sectors.

A further key initiative is the planned development of the South Sulawesi Creative Hub (SSCH) a facility dedicated to support creative activities in the city and the province as a whole.

Municipal budget primarily focuses on the improvement and development of cultural facilities and infrastructure with IDR 249,599,000 (approximately USD17,000) and cultural exchange for IDR 101,370,000 (USD6,900) in both 2018 and 2019.

Cultural funding and partnership

Outside of the preservation of traditional arts and cultural activities, most artistic and cultural activities in Makassar are predominantly supported through independent means or funded through personal earned income. At a basic level, the most common model is for the 'community'-style collectives of artists, designers and art studios to conduct fundraising events including food bazaars, art fairs and book sales.

A number of art and culture organisations are equipped with enough capacity to generate funding from the private sector, through partnership or sponsorship models.

- For example, theatrical and heritage organisation Batara Gowa frequently raises money for its programme of performing arts, dance, music, theatre, rituals, and folk games through such means. Similar sources of funding are also available from foreign cultural institutions, whose collaborative programmes frequently involve local stakeholders, including art and culture organisations and individuals.

⁴ Ika Monika, et.all, Kebijakan Pemerintah Daerah dalam Pelestarian Kesenian Tradisional di Kota Makassar, Government: Jurnal Ilmu Pemerintahan, IV-2, hal.91-92.

In general, the Government and Municipality are supportive of Makassar's growing portfolio of creative and cultural festivals. A number of cultural organisations have developed proposals for annual activities in order to tap into the existing government budget for arts (*Anggaran Pendapatan Belanja Daerah/ APBD*). Partnership with government is conducted, for example, by Rumata' Art Space, an art community that concentrates on urban contemporary arts, including through its partnership with Makassar International Writers Festival (MIWF).

**Music lesson
community project
at local schools by
Prolog Studio**

(credit: Prolog Studio
facebook)



Culture, education and inclusive growth

The Center for Early Childhood Education and Community Education in South Sulawesi in 2019 has developed and applied the STEAM Learning Model. Their approach focuses on helping the children develop critical thinking skills, ability to collaborate, and creativity problem-solving.

A number of Makassar's higher education institutions offer majors in art, design, architecture, and culture.

- For example, in terms of the arts, Universitas Negeri Makassar (Makassar State University) has a Faculty of Art & Design offering programmes of Art Education, Dance & Performance Education, Visual Communication Design, Dance, and Fine Art. It also has a Faculty of Literature, offering programmes in Indonesian and regional language literature, as well as English, German, Arabic, and Mandarin literature.

Hasanuddin University, perhaps the most prestigious university in Makassar and South Sulawesi, has a Faculty of Cultural Studies with Departments of Literature, History, and Archeology.

Architecture is taught at several universities within Makassar, including at Hasanuddin University, Universitas Negeri Makassar, Universitas Muhammadiyah Makassar, East Indonesia University, Universitas Islam Negeri (State Moslem University) Alauddin, Bosowa University, Universitas Muslim Indonesia (Indonesia Islamic University), and Pepabri University.

The State Polytechnic for Creative Media (POLIMEDIA) offers courses in the fields of graphic design and packaging, printing, and tourism, alongside photography, publishing, and broadcasting. This institution was established in 2008 with the specific aim of providing a skillful workforce for the city's creative industries.

Libraries are also important community anchors that serves as not only as knowledge providers but also hubs for exchange and partnership. A research by Tanahindie published in 2015 found that the youth in Makassar have a close relationship with literature, developed through their familiarity with local libraries.



[In Makassar]...libraries... [serves] as community spaces, and as for their role in facilitating the formation of creative partnerships, initiatives and friendships...[E]vidence suggests that they are also home to initiatives and activities undertaken by people who are active in the music sector and the visual arts...Moreover, it is notable that this phenomena occurs not only in big cities, but also in smaller towns and regencies, where the library seems to become a chosen space for the support of local creative initiatives.

Anwar 'Jimpe' Rachman, founder of Tanahindie collective space

Community programmes organised by Komunitas Quiqui leverages knitting and quilting for art therapy, especially for women after childbirth or abortion, survivors of domestic violence, and vulnerable children. Prolog Studio provides local school kids with music lessons and 'music instrument 101' workshops.



Tech Talk –
A series of game
developer workshop
hosted by DiLo
Makassar in 2016
(credit: DiLo Makassar
facebook)

ANGLE
KEN
BY PLAYING
OTA 2

Culture, sustainability and place-making

Vision of the Makassar City Environmental Department for 2017-2019 is “Making Makassar a Comfortable and Environmentally Friendly World City”. Strategies carried out by the Makassar City Environmental Department to better mitigate climate change impact include improving water quality at monitoring points; improve ambient air quality at the monitoring point; optimise waste reduction and handling; increase the role of community groups in environmental patrol and control.⁵

- Run under the City’s Waste Bank Programme, Makassar Green and Clean (MGC) is a flagship public-private partnership between the city government, PT. Unilever Indonesia (a commercial corporation), Media Fajar (media partner) and Yayasan Peduli Negeri (a non-governmental organisation).⁶
- Ecotourism is a featured of Lantebung Makassar in South Sulawesi. The area a ‘face-lift’ with architectural intervention to provide a colourful and contemporary look to its mangrove landscape.
- Local governments, universities, community organisers and the private sector also collaborate on place-making projects – such as a series of art-based urban public space projects at the Losari Beach Pavilion Art Gallery.
- The practice of collective Kala Teater builds on public issues in an urban setting and uses their programmes as urban intervention to inspire alternative approaches.

Culture and smart city

Based on Developmental Targets in the 2014-2019 RPJMD (Regional Medium Term Development Plan), policies for Smart City in Makassar focuses on: reporting and performance monitoring, capacity building in ICT sector and development of e-governance.

- Since 2015 Makassar has become the first city to receive 4G / LTE commercial services on the 1800 MHz frequency from Telkomsel, under the Broadband programme.
- As a part of the Smart City initiative, 69 units (out of the target of 3,000 CCTV cameras have been installed to provide 24 hours city control through the Makassar ‘Operation Room’.
- In the health sector, the Makassar Home Care program since 2016 has provided direct services to the community such as Home Care cars on standby to provide patient care for all citizens in need.
- Under the Smart Living Teman PACAR (Disaster Response Apartment) programme, a temporary shelter was set up for disaster victims.
- Japan Association of Smart Cities in ASEAN (JASCA) is a collaborative project between the Makassar City Government and the private sectors in Japan to build cultural exchange programmes around smart city-specific projects.

The post-Covid recovery and reboot plan proposed by the Makassar city council emphasises the role of infrastructure development and capacity building, with the green economy and sustainable infrastructure to play a more central role.

⁵ Strategic Plan of the Makassar City Environmental Service 2016-2019

⁶ Collaborative Environmental Governance: A Case Study From Program of Makassar Green And Clean (Mgc) in Makassar City



3. Cultural ecosystem and infrastructure

Makassar has a broad range of institutions and organisations that contribute to the city's cultural ecosystem and infrastructure.

As one of the country's busiest ports for centuries, the city retains a legacy of colonial and pre-colonial buildings that have been used for social gatherings, also functioning as centres for arts and cultural activities. Among the most iconic ones is Societeit de Harmonie, also known as South Sulawesi Art Centre, functioning as a workshop and a gathering space for artists in Makassar. Another iconic building is Ujung Pandang Fortress, known as Fort Rotterdam. More than a historic tourist destination, it also functions as an exhibition space for contemporary Makassar arts and culture.

There are a number of other civic or private buildings that host arts and cultural activities, including Indonesian Radio's Auditorium RRI (Indonesian Radio) and the Mulo Building. Venues for music concerts include Celebes Convention Centre, Karebosi Basketball Field, and D'liquid Cafe of Grand Clarion Hotel. There are a number of theatre spaces, including Merah Putih Studio, Teatre Kala, and Theatre Kita Makassar.



Parewa Bessi, Lembaga Seni, Adat dan Budaya Sulawesi/LSABS (Sulawesi Art, Custom and Culture Institute), is established with the purpose to be a facilitator and mediator related to arts, traditional customs, and culture, also to empower, develop, and conserve the traditional customs and culture as an inseparable part of the Indonesian culture.

Andi Arfan A. Idjo, Chairman of Sulawesi Art, Tradition, Culture

Independent arts and cultural activities take place in a broad range of semi-formal and alternative spaces, including campuses, marketplaces, but also in community centres, libraries, cafés, parks and public spaces. Libraries in particular are seen as key to fostering Makassar's literary and creative scene.

A key driver of cultural activities in Makassar is the range of collectives and community groups. Known as 'communities', these groups act as informal grassroots forums for young people to gather, design and work together. Their mode of organisation, which tends to be informal and fluid, also opens up space for these young people to establish creative hubs, develop businesses or organise concerts, festivals or other events. They are often supported in their activities by a number of organisations or individuals who act in a mentoring or supporting role, whether in an institutional or peer-based capacity.

Cultural institutions (selected)

Fort Rotterdam⁷

Built in the 16th and 17th centuries, Fort Rotterdam has been used as the cultural centre of South Sulawesi as well as a tourist attraction since 1974.⁸ It has hosted numerous arts and cultural events and festivals, allowing young people and communities to explore and utilise the space according to their needs while still respecting the preservation of its heritage. It now contains La Galigo Museum, focusing on the cultural history of Makassar (Gowa-Tallo) and other regions in South Sulawesi.

The Makassar City Museum.⁹

A colonial-era building that formally functioned as the mayor's office, the Makassar City Museum was inaugurated in 2000.

The Sulsel Societeit de Harmonie Makassar Arts Building¹⁰

Societeit de Harmonie, also known as South Sulawesi Art Centre, functions as a workshop and a gathering space for artists in Makassar. It was established as the Makassar Arts Building in the 1890s, and it was renovated in 1910 into its current form, when it became a venue for art performances.¹¹

Merah Putih Studio¹²

Merah Putih Studio is a theatre group, founded in 1978, focusing on contemporary and community-based theatre productions.

Theatre Studio Makassar

A studio-based theatre group focusing on contemporary and modern Indonesian theatrical productions.

Theatre Kita Makassar

The work of Theatre Kita Makassar is physical and visually striking. It draws inspiration from traditional Bugis or Makassar culture and contemporary forms.

D'liquid Cafe¹³

A nightclub and contemporary music venue promoting and hosting Indonesian and international pop, dance and electronic music

⁷ https://en.wikipedia.org/wiki/Fort_Rotterdam

⁸ Benteng Fort Rotterdam, Wisata Sejarah di Makassar oleh Abd.Muthalib <https://www.celebes.co/benteng-fort-rotterdam> accessed 05 March 2021, on 15.35 WITA

⁹ Direktori Museum Indonesia, Direktori Museum Indonesia. Jakarta: SEKRETARIAT DIREKTORAT JENDERAL KEBUDAYAAN KEMENTERIAN PENDIDIKAN DAN KEBUDAYAAN. 2012. hlm. 589.

¹⁰ <http://cagarbudaya.kemdikbud.go.id/cagarbudaya/detail/PO2016052500031/dewan-kesenian-makassar-societeit-de-harmonie>

¹¹ [http://architectureheritage.or.id/detail/32/gedung-kesenian-\(societeit-de-harmonie-\)](http://architectureheritage.or.id/detail/32/gedung-kesenian-(societeit-de-harmonie-)) accessed on 4 March 2021 on 19.38 WITA.

¹² <https://www.facebook.com/sanggarmerahputihmakassar/>

¹³ <https://b-m.facebook.com/pages/DLiquid-Cafe/176243772386031>

Creative hubs and marketplaces

There are many diverse options for gathering spaces in Makassar, where creative activities frequently take place in civic or community centres, independent spaces and also private or commercial premises. Food outlet Toko Kue Mama, for instance, dedicates the top floor of its relatively new Makassar branch for ‘community’ gatherings; Kopi Alps, a cafe-coworking space, also functions as a creative space for film, music and art, among which is the *Bersama Berkarya Bebas* (Together Creating Free) community.¹⁴

Rumata‘ Artspace¹⁵

Among the most important hubs in Makassar, Rumata‘ Artspace was officially established in 2001. A cultural house that is run independently with funding mostly from public donations, Rumata is known for its excellent cultural programmes, including their events for the Makassar International Writers Festival and the Makassar-South East Asian Film Academy.

Kampung Buku¹⁶

Kampung Buku is a cultural hub in the form of a public library. Kampung Buku was initiated by Inninawa Publisher in 2008, and is managed by Tanahindie (<https://tanahindie.org>), a cultural collective whose activities and programmes involve city-level studies and research. As a library, Kampung Buku holds reference archives related to South and West Sulawesi, as well as East Indonesia. Other book collections include magazines and journals in English and Indonesian, comics, catalogues and newsletters. The library also hosts film screenings, discussions and other events.

Katakerja¹⁷

Katakerja is a community library in Makassar, founded in 2014. As a creative space, Katakerja has a library, writing and crafting classes, poetry and film clubs, and waste processing classes. Katakerja, as a community space, aims to develop cultural literacy in terms of film, music, and cultural studies as well as reading. Located close to several universities, all Katakerja classes are open to the public and free of charge.¹⁸

Teatre Kala¹⁹

Focusing on public engagement, Kala Teater initiates and conducts activities including theatre performance, discussions, research, training, and residencies. Kala Teater has 12 active members, consisting of directors, actors, writers and private employees.

Ruang Siku Terpadu (SIKU)²⁰

An integrated space that accommodates contemporary art and cultural activities from Makassar, South Sulawesi and East Indonesia. Initiated by four creative groups: Bonfire, Jalur Timur, Nara, and Ritus, SIKU seeks to develop a shared learning climate and share knowledge based on an interdisciplinary approach. Activities include research, development-based multimedia and arts-technology laboratories, graphic arts and street art, and urban cultural development.²¹ SIKU’s programmes include a discussion event called Kelasiku, experimental music gigs, art exhibitions and periodic workshops.

¹⁴ <https://kumparan.com/millennial/kopi-alps-dari-kedai-kopi-jadi-creative-hub-1qf0PZRhlqo/full> accessed 05 March 2021, 16.55 WITA.

¹⁵ https://rumata.or.id/?page_id=96 accessed on 05 March 2021, on 16.31 WITA

¹⁶ <https://penerbitinninawa.id>

¹⁷ <https://katakerja.business.site>

¹⁸ Katakerja Ruang Kreatif Pendukung Literasi

<https://identitasunhas.com/katakerja-ruang-kreatif-pendukung-literasi/> accessed on 05 March 2021, on 16.31 WITA

¹⁹ <https://www.instagram.com/kalateater/?hl=en>

²⁰ <http://sikuterpadu.org>

²¹ <http://sikuterpadu.org/tentang/> accessed on 05 Maret 2021, 16.35 WITA

Kedai Buku Jenny²²

Kedai Buku Jenny is a library, bookstore, music shop, and literacy community located in Tamalanrea, Makassar and formed by Zulkhair Burhan in 2011. Kedai Buku Jenny's activities focus on developing books and music, particularly in terms of the latter's potential for opening up learning and creative spaces in an urban setting.²³ Events and outputs include KBJamming, a music showcase and discussion session; Sajakkan Saja, a poetry reading programme; and Heningkan Cita, a programme to listen and discuss physical releases of Makassar bands and musicians. In 2018, Kedai Buku Jenny started a children's theatre project called Teater Anak Ketjil as a theatrical space for young children.

Bikin Bikin Creative Hub²⁴

BikinBikin Creative Hub is a collaborative space intended for people who need space to work, meet or prepare and present exhibitions. This Creative Hub is located at Nipah Mall, and was founded in 2019 by PT. Kalla Inti Karsa.²⁵

Digital Innovation Lounge (DILo) Makassar²⁶

Digital Innovation Lounge (DILo) Makassar is a government-sponsored creative camp initiated by Telkom Indonesia and The Indonesian Informatics and Technology Society (Masyarakat Informatika dan Teknologi Indonesia/ MIKTI) which was formed in 2014. DILo itself is established in many cities in Indonesia as a form of commitment by Indonesian State-Owned Companies (Badan Usaha Milik

Negara/ BUMN) to build digital entrepreneurship and to support the technological empowerment of communities in Indonesia. However, in Makassar, DiLo has become a place for collaboration across 16 creative industries sectors.

Prolog Studio²⁷

Prolog Studio is a space established in 2015 to bring together artists and creative actors to collaborate. As a creative collective, Prolog Studio is active in encouraging the advancement of artistic ideas and creative industries through academies, incubators, workshops, literature, and festivals.²⁸

Makassar
Biennale
2019



²² <https://www.kedaibukujenny.id>

²³ <https://koalisiseni.or.id/anggota/kedai-buku-jenny-2/> accessed on 05 March 2021, on 16.49 WITA

²⁴ <https://www.instagram.com/bikinbikinhub/>

²⁵ Bikinbikin Creative Hub resmi hadir di Makassar <https://makassar.tribunnews.com/2019/08/17/bikinbikin-creative-hub-resmi-hadir-di-nipah-mall> accessed on 05 March 2021, 17.01 WITA

²⁶ <https://dilo.id/makassar>

²⁷ <https://prolog-studio.com>

²⁸ https://www.instagram.com/prolog_studio/?hl=id

Creative advocates and drivers (selected)

There are a small number of creative organisations or enterprises which act as key advocates and drivers for arts and cultural creativity in Makassar. Some of these may be institutional – for example, operating through a university or municipal office – or may be established creative or social enterprises themselves. Examples of the former include Himpunan Ikatan Pengusaha Muda Indonesia (HIPMI), Sekolah Tinggi Ilmu Ekonomi Tri Dharma Nusantara, Dinas Pariwisata Kota Makassar, and Desain Komunikasi Visual Fakultas Seni dan Desain Universitas Negeri Makassar²⁹. Some examples of the latter include the following:

Tanahindie³⁰

Tanahindie is a creative and cultural community organisation founded in 1999. With an active membership made up of researchers, writers, advocates, craftspeople, academics, students and social workers, they undertake a broad range of activities associated with the role of art and culture within the development of modern urban society. Their activities include programmes of study, discussions, seminars and workshops, research, exhibitions, documentary film and publishing. Tanahindie is also part of the management and curatorial teams of several arts and culture events in Makassar, including *Bom Benang* (2011-2017), Rock in Celebes, and the Makassar Biennale (2017-2021)

Penerbit Innawa³¹

Innawa Publisher, founded in 2004, translates and publishes cultural texts of the Sulawesi people, including books on literature, culture, history, anthropology. Their publications have become important references for various creative circles. In addition, Innawa are supporters of the local literary and cultural scene, and collaborated with Tanahindie in the establishment of the Kampung Buku creative hub.

Rock In Celebes / Chamber Promotions³²

Rock In Celebes is a music promoter who plays a key role in supporting and providing for the music scene in Makassar. As well as a regular programme of concerts and gigs across the city, they produce the biggest music festival in Eastern Indonesia, also named 'Rock in Celebes'. First held in 2010, the festival brings an international programme of acts to Makassar on an annual basis.

Mama Toko Kue Cafe³³

Mama Toko Kue dan Es Krim is a traditional cake shop in Makassar. In terms of cuisine, this shop has been preserving recipes from the pre-colonial era. The cafe is preserving and reviving traditional Makassar and South Sulawesi food, while also popularising it for the contemporary market. The establishment also directly supports the creative arts – the top floor of its relatively new Makassar branch is a community meeting space, and the owner Yulianti is an architect, designer and cultural activist, considered by Makassar communities as a go-to person for advice, ideas, resources and networking.

²⁹ British Council (2020) Creative and Social Enterprise in Indonesia
https://www.britishcouncil.id/sites/default/files/dice_creative_and_social_enterprise_in_indonesia_report_en_final.pdf

³⁰ <https://tanahindie.org>

³¹ <https://penerbitinnawa.id>

³² <https://rockincelebes.com>

³³ <https://www.femina.co.id/food-review/kue-kerajaan-bugis-dan-panganan-populer-makassar-ada-di-toko-kue-mama>

Rock in Celebes

(credit: Siasat
Partikelir)



Festivals – a burgeoning scene

Makassar has an active and widespread programme of festivals and events, taking in a range of creative sub-sectors. Various creative communities are quite active in holding events, and often collaborate in organising cross-disciplinary events.

A number of festivals and events in Makassar have gained an international reputation, attracting audiences from across Indonesia, South-East Asia and from around the world. The most remarkable so far is Makassar International Eight Festival and Forum, or F8, representing eight creative fields: fashion, food, fiction writers and fonts, fine arts, fusion music, flora and fauna, and film. The first F8 was held in 2016, attracting 300,000 visitors and 30 sponsors, and generating IDR 5 billion in transactions. In 2018, F8 had 1.9m visitors in 4 days.

Festivals (selected)

Most of these events are supported by local government, both Makassar municipality and the provincial South Sulawesi government. Some are held in collaboration with specific ministries. Other resources of funding include sponsorship and public-private partnership

Makassar International Writers Festival³⁴

Makassar International Writers Festival (MIWF) is the largest literary festival in Eastern Indonesia, which was first held in 2011. Increasingly global in its outlook, it attracted 25,000 visitors from all over the world in 2018). This festival accommodates writers, poets, artists, readers, and young people. The festival also opens many workshops, seminars and discussions.

Makassar International Eight Festival and Forum (F8)³⁵

Eight Festival (F8) is known as one of the biggest festivals in Makassar. This annual event showcases all the potential of art and tourism in Makassar. This event has the official name Makassar Eight Festival and Forum (MIEFF) and is known as 'F8'. The eight fields of art represented at the festival all start with the letter "F" including fashion; food; fiction writers and fonts; fine arts; fusion music; flora and fauna; and film.

Rock in Celebes³⁶

Rock In Celebes is the biggest music festival in Eastern Indonesia. This festival was held for the first time since 2010, and has taken place annually since then. This festival presents bands from within the country and many bands from overseas. Its 2019 edition welcomed 18,000 people.



Rock in Celebes is possible due to the networking and support from many scenes in Makassar. The festival was born out of these existing movements. Our journey was not instant; it was initiated from a small gig in Chambers that went on regularly for five years. During those years was when we learned to be a local promotor, to form productive networks with Yogyakarta, Bandung, Jakarta, cities in Sumatra, and so on, which has driven us to create something bigger.

Ardy Chambers' Hardinansyah, founder of Rock in Celebes

³⁴ <https://makassarwriters.com/about-us/>

³⁵ <https://festival-indonesia.id/festival/Eight-Festival-F8->

³⁶ <https://rockincelebes.com/>

Makassar Biennale³⁷

The Makassar Biennale Foundation was formed in 2016 by practitioners and academics who work in fine arts. It was established to open a dialogue between art and other dimensions of life. The Makassar Biennale is an international art event sponsoring cultural works, collaboration, and a programme of exhibitions, seminars, discussions and publications.

In 2019, MB changed its implementation model by spreading across four cities and two provinces. This decentralisation model is intended to open up possibilities and stimulate the formation of an art ecosystem through a wider involvement of citizens. This model has since been replicated in the MB 2021 pre-event “*Menghambur Menyigi Sekapur Sirih*”, which involved a number of young communities in Makassar, Pangkep, Parepare, and Bulukumba (South Sulawesi), Labuan Bajo (East Nusa Tenggara), and Nabire (Papua).

Makassar Culinary Night³⁸

Makassar Culinary Night is an event held to provide a forum for cuisine and for MSMEs. It is the biggest culinary event in Makassar, providing space for hundreds of local food stalls. The event attracted 14,000 visitors in 2018.

Pesta Komunitas Makassar³⁹

Pesta Komunitas Makassar (Makassar Community Festival) is the largest community event in Makassar City. This event brings together more than 300 local communities and is mostly attended by local youths, gaining a number of 6,000 visitors per day in 2019. The Makassar Community Party is organised with involvement from the Makassar City Tourism Office and representatives of the Makassar Creative City Network (ICCN).



Makassar Community Festival (*Pesta Komunitas Makassar/PKM*) is an annual event, supported by Makassar municipality through its Tourism Office, which initiated the establishment of a forum called Makassar Creative City Network (MCCN). We are eager to invite friends and communities from other cities or regencies in South Sulawesi, to open a discussion about community involvement and contribution in developing a city through its creative potential.

**Ashari Ramadhan, Chairman,
Makassar Creative City Network**

Pekan Film Makassar⁴⁰

Pekan Film Makassar/ Makassar Film Week is a film festival sponsored by the Makassar City Tourism Office. This festival opens a space for young filmmakers and films produced by young people in Makassar and Eastern Indonesia.

Bom Benang⁴¹

Bom Benang is an annual community-based art project initiated by the Komunitas Quiqui (Makassar knitting community) in collaboration with Tanahindie. Involving a form of urban art, which features colorful knitted yarns displayed in public facilities, this project attracts various groups.

³⁷ <https://makassarbiennale.org/>

³⁸ https://www.instagram.com/mcn_makassar/?hl=id

³⁹ <https://smartcitymakassar.com/2019/08/25/dimeriahkan-365-komunitas-pesta-komunitas-makassar-digelar-di-benteng-rotterdam/>

⁴⁰ <https://www.instagram.com/pekanfilmmakassar/?hl=id>

⁴¹ <https://www.facebook.com/bombenang/>



**Tech Talk –
Kedai Buku Jenny**
(credit: sulse1 satu)

Movers and shakers (selected)

Within Makassar, a number of individuals are central to the communal and creative life of the city, forming communities and networks of contacts that have an on-going and long-lasting impact on the city's cultural energy and identity.

Anwar 'Jimpe' Rachman⁴²

Anwar 'Jimpe' Rachman, is a writer and librarian based in Makassar. He founded Tanahindie, a collective space based in Makassar City in 1999, where his activities focused on urban studies. Jimpe has had a huge influence in the documentation and archiving of Makassar and Sulawesi cultures through literature works, where he and his teams translate and publish scripts and books on vernacular cultures. Some of his published works include: *Hidup di Atas Patahan* (Insist Press, 2012) [1] and *Chambers: Makassar Urban Culture Identity* (Chambers Celebes, 2013).

Hardinansyah "Ardy Chambers"⁴³

Hardinansyah P.S., is founder and director of the music promotion company Chambers Entertainment, which holds the largest music festival in Eastern Indonesia, Rock in Celebes. Better known as Ardy Chambers, in addition to promotion, his activities include recording albums for local bands, publishing magazines, and creating merchandise. Ardy, with his entrepreneurial skills, has been actively involved in many scenes and connecting Makassar up to international networks, from fashion and apparel business to music industries.

Juang Manyala⁴⁴

Juang Mallibu Manyala is a musical and cultural activist and entrepreneur who has worked across a range of projects. He founded the musical ensemble *Melismatis* in 2006, and in 2010 he founded a music magazine that operates in Makassar, Vonis Media (vonismedia.org followed by an indie label, Vonis Records). Working with communities and collectives, he then founded the Art Institute for Village Communities and the Retakan Foundation in 2013, and established an alternative arts and space organisation, Prolog Art Building, in 2015. Most recently, in 2016, he established a city-based community for creative students, the Makassar Students Creative Network.

Yulianti Tanyadji

Yulianti Tanyadji, an architect and urban designer, belongs to the family that owns a popular cake shop in Makassar, Toko Kue Mama. This shop preserves and promotes traditional and near-forgotten recipes for cakes and snacks. The café also provides space for creative communities to meet and work. Next to running the shop and working as an architect, Yulianti is also active as a connector of communities and considered by Makassar communities as a go-to person for advice, ideas, resources and networks.

⁴² https://id.wikipedia.org/wiki/Anwar_Jimpe_Rachman accessed on 05 March 2021, 17.03 WITA.

⁴³ <https://swa.co.id/youngster-inc/youngsterinc-startup/lompatan-ardy-dari-bisnis-distro-ke-pergelaran-musik-cadas> accessed 05 March 2021, 17.12 WITA.

⁴⁴ <https://juangmanyala.wordpress.com/perihal/> access date 05 March 2021, Pukul 17.20 WITA

Rama “Bizkid”⁴⁵

Ashari Ramadhan Rifai, known as Rama, is the owner of Sushi Bizkid, a sushi restaurant in Makassar which has many branches. Rama has also been active in gathering together communities with different backgrounds, and initiated *Pesta Komunitas Makassar* (Makassar Community Festival). This has become one of the biggest community events in Makassar. Currently, Rama also serves as Indonesia Creative Cities Network (ICCN) Regional Coordinator (*Korda*) for South Sulawesi and West Sulawesi regions.

Abdi Karya⁴⁶

Abdi Karya is a performance artist from Makassar that works on various multidisciplinary creative projects. He directs, plays as an actor, dances, develops performances, takes part in cultural research team, produces and even becomes a programme consultant. Though in the recent years he relocated to Yogyakarta to be part of WhaniDProject (a community organized by theatre artist Whani Darmawan), he still continues to broker relationships and connections to Makassar and Sulawesi through his strong local network with grassroots communities and universities.

Lily Yulianti Farid

Lily Yulianti Farid is an Indonesian writer, researcher, educator and cultural activist. In 2010 she established Rumata’ Artspace with Indonesian filmmaker Riri Riza. She is also the initiator and director of Makassar International Writers Festival, and currently resides in Melbourne, Australia working in the Monash Indigenous Studies Centre as a post-doctoral research fellow.⁴⁷

⁴⁶ <https://abdikarya.wixsite.com/website>

⁴⁷ https://en.wikipedia.org/wiki/Lily_Yulianti_Farid

⁴⁵ <https://tribuntimurwiki.tribunnews.com/2020/06/15/mengenal-owner-sushi-bizkid-ashari-ramadhan-lulusan-teknik-elektro-yang-hobi-berbisnis-sejak-remaja>

4. Plugging into Makassar

Makassar is an increasingly dynamic, exciting and in many ways surprising creative city. Its energy is down to the city's size, entrepreneurship and the energy and aspirations of its citizens. Add to this the reformed political dynamics in the country (Reformasi 1998), digitalisation (which reduces any sense of isolation), and the growth of local community groups led by young people with university backgrounds; and the city is one to watch over the next decade.



When we started this literature activities at the beginning of the year 2000, Innawa had difficulties in finding references about Makassar or South Sulawesi, our own hometown. A further search revealed a number of scripts, but written in foreign languages. Therefore, Innawa started the work in translating and publishing those scripts, in order to make them available for wider audiences. Later, Kampung Buku, Innawa's library, also worked on references related to vernacular subjects, daily lives of our people, which are as important as other bigger issues.

Anwar 'Jimpe' Rachman, founder of Tanahindie collective space, est. 1999 and Kampung Buku library, est. 2008

The recent phenomenon of community activism in Makassar was triggered by the growing availability of and interest in literature about the city where they grew up. After the 1998 Reformasi, informed by the availability of literature, community-established libraries became centres for the formulation of ideas and activities.

Tanahindie (est. 1999) and the Innawa (est. 2000) were among the earliest groups formed. As well as publishing and archiving important references for the city and region of Sulawesi and its surroundings, the two groups mobilised several large-scale activities, including the Makassar Biennale which now links a number of cities in South Sulawesi, West Sulawesi, NTT, and Papua.

Support for this community model is still very open and active. Much is driven by the openness of technology and telecommunication networks which allow the networks they form to mature, both between communities within cities and between regions. Support from friends from various communities and the big role of social media in disseminating business information are inseparable parts of its development. During the Covid-19 pandemic, social media has played a very important role in growing and keeping various community agendas running.

The opportunity for international organisations, artists or creative entrepreneurs is to dive in and participate with this growing network of community activism, cultural exchange and emergent cultural practice. It is difficult to know where this may lead, but Makassar is certain to inspire all-comers interested in how a city or a culture can continually reinvent itself.

 **British Council Indonesia**

 **@idBritish @idBritishArts**

 **@idBritish @idBritishArts**

 **www.britishcouncil.id**