

Living with Art

Deborah Iskandar has been navigating the Indonesian contemporary art scene for more than two decades. It would be accurate to describe her as a bridge between east and west when it comes to interpreting the local art scene. Being an American who married an Indonesian, she has been living in Jakarta raising her family and building her career.

During our 11th Anniversary Seminar she shared her knowledge in the field of art collecting, but **Dewald Haynes** of Indonesia Design wanted to interview her to find out exactly what being an art consultant and founder of ISA Art Advisory entails.

PHOTO BY Bagus Tri Laksono

Going on site, to see first hand the fruits of her labor, was both an informative and impressive endeavor. Living with art is what she does with such grace and triumph and it is clearly illustrated by the curated artworks of the show unit and foyer in the Verde II Apartment Building, Jakarta.

Firsts of all how did you get involved with this lucrative project that seems to be right up your alley so to speak?

It is indeed not often that there is a project such as Verde II with a specially allocated art that has as a budget where the architect and interior design have creative “carte blanche”.





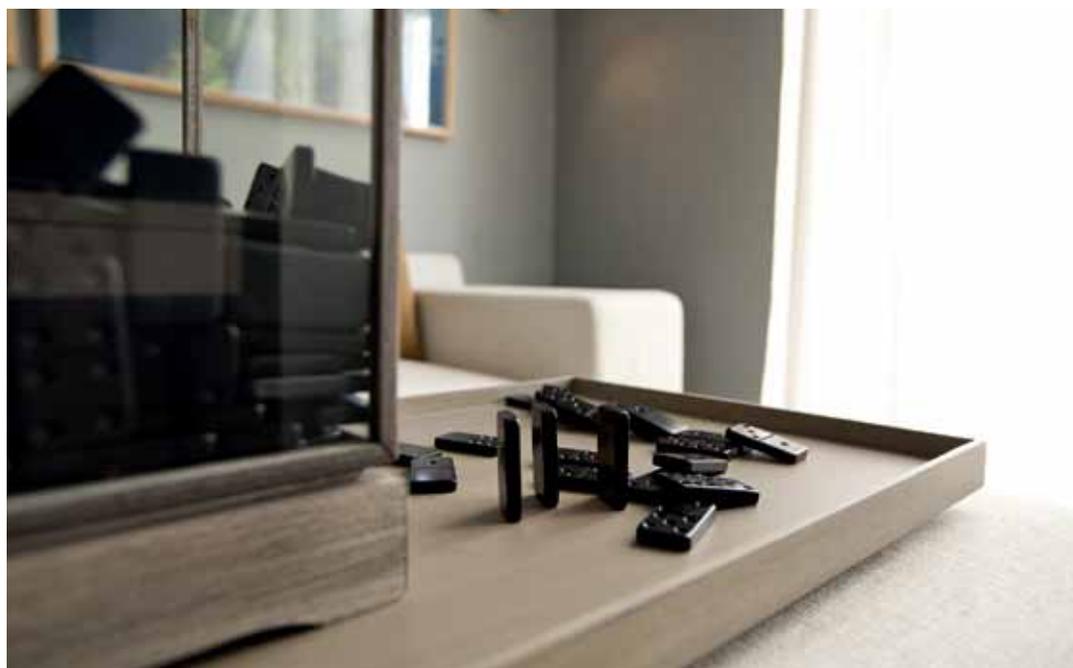
Deborah Iskandar

Art Consultant

In this Art in Design section of Indonesia Design, **Deborah Iskandar** shares her knowledge and love for art. Regarded as a pioneer in the auction world in South East Asia, she knows how to navigate the current evolving market trends of the Art World.

After more than 20 years' experience collectively, within the art world, she founded her own advisory firm, ISA Art Advisory® in 2013. Being widely respected in Indonesia and Singapore ISA Art Advisory®, aims to aid buyers, sellers and collectors to approach the art world with ease and to build collections that will retain value over time.

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LIVING WITH ART FROM OPPOSITE LEFT

Alexander Wang dominoes displayed on a coffee table

In the master bedroom:
 Digital print on Hahnemüle Photo Rag Ultra Smooth Fine Art Paper
 By Handiwirman Saputra
 49, 8 x 28 cm

In the foyer:
 'The Carp' (2013)
 By Kinez Riza
 C-Print on Diasec
 116 x 174 x 2.5 cm



Fairpoint Realty, a subsidiary of the Gunung Sewu Group, appointed Yabu Pushelberg, the New York based interior designer, and architectural firm, RTKL along with Landscape designer Belt Collins to design the project. ISA Art Advisory was brought in to curate the art so it has the look of a New York apartment, but art that clients could recognize. The developer wanted contemporary Indonesian art selected for the project, which is the reason I was approached.

Where did you start, did you take photos of art and sent it to them or how?

Indeed exactly that, I select art from galleries, auction houses and even from the artists personally and shared this with my client. But the first step is research, I had to understand the taste of my client and that of the interior designer, Yabu Pushelberg. I actually researched the architect too and saw many of their projects, it was important to me that the art I selected enhanced the project and added value both aesthetically but also functionally.

What services does ISA Art Advisory and you as art consultant provide?



The work of an art consultant in very existence, it involves research, advising, mediating, decision making, navigation, procurement, delivery and installment. After that the work is not done yet as insurance and asset management would be another service we need to advice both art novice and connoisseur

collector about. ISA Art Advisory offers the full package and develop long term mutually beneficial relationships with all our clients.

Hard work can only be done if fueled by passion, what is the passion behind your drive?

The art itself. It excites me to see the finished work. Like this Kinez Riza's 'The Carp' that is here in the foyer of the apartment building. Initially the developer planned to have a television here, but as you can see this art work is way more entertaining than any television show. Following Kinez's career with her photography of universal images captured around Indonesia with her added manipulation of inserting this white carp fascinated me. For something so home grown it certainly has an international appeal. I even used another four series work of hers inside the show unit, but broke it up to use in the screening room as well as in the master bedroom. The philosophy behind her work and the exquisite execution, light and printing made it suitable for this project. In the screening room I chose to frame her work according to the current frame trend of using



a thin wooden frame finish and where the art stands out, not the frame it's self.

One of the trends in art in the 21st century is new media art, meaning photographs, ceramics, as in the living room, and lithographs, and scan art as in the Handiwirman.

What other artwork that you selected do you feel as passionate about?

I am passionate about all the art and the entire project. In the living room I installed the ceramic work of Natas Setiabudhi from Bandung. Inspired by the Yin and Yang this intricate piece fits the interior like a glove while still managing to make its own strong statement. I even placed artworks in the bathroom, I feel any room has room for art! In the hallway of the show unit I hanged framed lithographs of Indonesian artists. The inspiration about hanging them in this ways suggests that this area would be a good area to hang family portraits to personalize the home.

I love the way you use art to illustrate some decor tips, but do you have any good tips to share regarding art?

Yes. If you are going to invest and retain the services of a famous interior designer and allocate a sizeable budget for the furniture, then you should spend an equal amount of time and money on the art. It is much



LIVING WITH ART
FROM OPPOSITE LEFT

A series of Lithographs, 'Here and There, Now and Then (HATNAT)', hanging in the corridor by F. X. Harsono, Agus Suwage, Christine Ay Tjoe, S. Teddy D., and Ade Darmawan in various sizes

Kayan River, Point of Rest (2012)
By Kinez Riza
Photographic print on pearl archival paper
68 x 100 cm
Kayan River, Hulu (2012)
By Kinez Riza
Photographic print on pearl archival paper
68 x 100 cm

Sculptures can create interesting focal points like this 40cm brass one by Kandura

In the living room:
'Transformasi' (2014)
By Natas Setiabudhi
Stoneware ceramics
118 x 118 cm

In the restroom:
'Self-Constellation'
By Claudia Dian
Pencil and watercolour on paper
59,4 x 42 cm



harder to acquire a suitable art piece that compliments the interior as well as being a good investment, than a sofa. Art consultancy in Indonesia is still very new. I am often called when a project is finished, and ask to "find art" in two weeks with a limited budget. We often turn down these projects, because in a luxury project, we won't install inexpensive commercial art, as it won't add value. It is

better to have no art than cheap art just to fill the space. In ten years time your couch may have no value but your art has the potential to appreciate. The most important aspect of collecting art is time. Spend the time to discover your taste, research the artist, and his body of work as well as the prices. When you do this, you can build an important collection of art. **id**