ĀDARA

INDONESIAN CULTURAL ESSENCE THROUGH VISUAL ART

ĀDARA

honor and
respect

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BACKGROUND



ADARA is a platform that specializes on conserving Indonesia's tribes to the modern world. Emphasizing in helping Indonesian endangered culture to grow and to be acknowledged, ADARA will feature the latest innovation of technology to showcase the tribes in the endangered culture. Embracing the culture in Indonesia, ADARA is also aiming to increase the awareness on how there are a lot of culture in Indonesia that people are not aware of by educating through art exhibition, fashion show, performing arts or theatre and workshops.

ADARA focuses on bringing the endangered culture to be showcased in a bigger scale through the latest form of technology. Not only to the local citizen, ADARA also aiming in introducing Indonesian culture to foreign countries. Through our concept visualization, ADARA have the potential to help the country in increasing the tourism value and also to increase the awareness on certain culture. ADARA attempts to introduce the various culture in Indonesia, and mainly for the endangered culture.

Besides being the platform that showcases the beauty of Indonesians tribes, ADARA also specializes in becoming a creative event organizer to pack events in fusion between the conventional world and the modern world.





VISION & MISSION

VISION

ADARA believes that every culture in Indonesia has its beauty that is fascinating for everyone to know, therefore, ADARA is emphasizing in helping the endangered culture. To take the art of endangered culture to be escalated to the next level using the latest innovation of technology and exposed to a larger scale in order to increase the awareness and educate people, for them to have a broaden knowledge in Indonesian culture and unconsciously involving the role of the audience in supporting the endangered culture.

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MISSION

- Increase the awareness of the culture and endangered culture through any form of exhibition.
- Promoting endangered culture in indonesia to a large audience featuring local artists and local brands.
- Introducing art and culture through cutting edge technology.
- Elevate culture to the modern world by educating people regarding endangered culture in indonesia
- To increase creativity and innovation among the employees.

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TECHNOLOGY

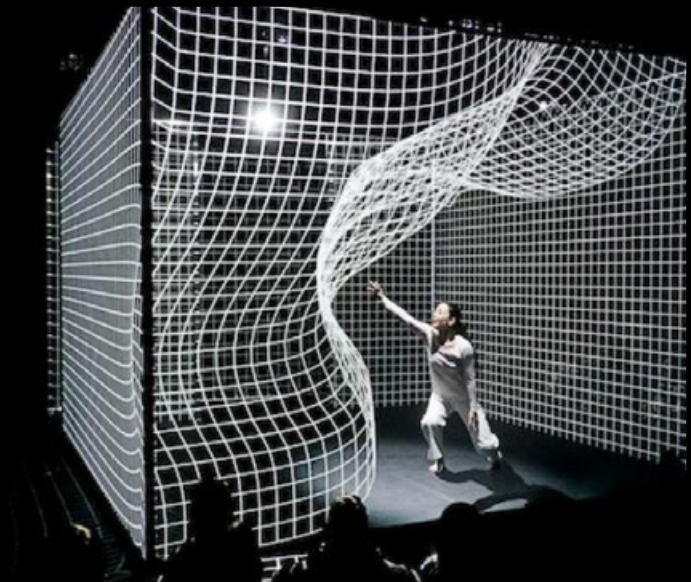
PROJECTION MAPPING

Is a collaboration between illuminative projector with digital art content targeting a specific kind of object forming the shape of the object itself.



INTERACTIVE MAPPING

A combination between projection mapping and kinetic sensor which produces an interactive visuals. It detects the movement of an object using the kinetic sensor itself.



WHY DIGITAL ART?

ADARA attempt to create a new lens for people to see Indonesian culture, by packaging the essence of the cultures using the cutting edge technology such as projection mapping. Through this innovation, ADARA will attract the eyes of millenials and young adults. Along with this concept, the audience will be educated about the basic components of the culture such as their tradition, handcraft, fabric, fashion and any other aspect of the culture through visuals that is produced by current era technology.





PROJECT PLANS

ADARA's project plans consisting of several forms of exhibition to showcase the aspects of various culture in Indonesia.

DIGITAL ART EXHIBITIONS



PERFORMING ARTS THEATRE



FASHION SHOWS USING HOLOGRAM TECHNOLOGY





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POTENTIAL TRIBES / CULTURES

Roughly, there are 1,500 tribes in Indonesia, with over 1000 languages spoken within 17,000 islands of Indonesia. Some of the tribes/cultures in Indonesia is threatened to be extinct, to name a few, there are some tribes/cultures that we are trying to help, which are

POTENTIAL TRIBES

Suku Sakai, Riau

Suku Hutan, Batam

Suku Sasak, Lombok

Suku Mentawai, Sumatra

Suku Baduy, Banten

Suku Samin, Bojonegoro

Suku Bali Aga, Karangasem

Suku Dani, Papua





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CONTACT

Moch Reza Firmansyah
+62 817 9000 907

Nadira Suarga
+62 812 98886162

Ervika Putri
+62 855 8424 242

More Inquiries:
enquiry.adara@gmail.com
@kreasiadara

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