

### **The CitiBank Project: Bringing New Life to the Break Room**

Art consultation for corporate clients and private residencies is one of the many services offered by [ISA Art Advisory](#). This all-encompassing service is very convenient for art buyers, because ISA accompanies the client through every step, including the strategizing and planning, the procurement of the desired artwork and finally the installation and securing of the best insurance deal.

One of the recent corporate projects handled by ISA was executed for CitiBank located in South Jakarta, who recently won the Best Office Design award, presented by Indonesia Design. In the briefing given by the client, the request was to create a wall décor or mural with an Indonesian touch in the break room. ISA chose two Indonesian artists, Kendra Ahimsa and Dedy Koswara, to bring a welcoming and relaxed atmosphere which would be felt immediately when entering the room.



Kendra Ahimsa's Artwork

Kendra Ahimsa's works are characterized by bright colors and a cartoon-like style. When producing a piece, he usually depicts imaginative visuals using pop culture references and geometric design. We knew his work would be ideal in CitiBank's break room, where it would instantly lift the mood of the employees, even on those long afternoon hours. The whole wall is now like a big window to a parallel urban landscape in Jakarta, with countless colorful balloons bouncing around joyfully.

Dedy Koswara's underwater photography depicting a coral ecosystem was chosen as the second artwork for CitiBank's break room. Lastingly influenced by his scuba diving training experience in the late 90s, Koswara has since been photographing the wonders of the underwater world. As an archipelago country, Indonesia is surrounded by the sea and its natural beauty and marine life make it a renowned paradise for divers from all over the world. This soothing universe is an ideal theme for a break room, where it brings otherworldly magic while letting one's eyes rest.

Placing contemporary art in corporate surroundings is a quick and effective way to transform the atmosphere of the given space. Besides the obvious aesthetical benefits of making a room more beautiful and comfortable, visual imagery affects the general mood and wellbeing of employees and can thus increase productivity. A win-win situation!

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