

THE BLUE ROOM

A SOLO EXHIBITION
BY GULA

19 AUG -
30 SEPT 2023

RACHEL GALLERY
JAKARTA

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THE BLUE ROOM

Since early on, Gula has had a strong interest in art, and that gradually elevates during his time in university. He became more open to the concept of creating artwork and has a stronger understanding of his artistic values as he was surrounded by friends who are pursuing the same matter. The presence of his friends in his artistic journey not only became his source of inspiration in creating artworks but also in building a community where ideas and creativity come together hand in hand. Throughout the growth of their friendship, Gula realised his work has created a positive effect on his surroundings through the characters. The time he spent during his study became his artistic foundation through his experiences, interactions, and explorations.

Gula started his artistic journey as a street artist alongside his companions. He felt the strong urge to challenge himself to have a voice through his art by creating artwork on public walls around the city. His explorations and curiosity became something that strives him to create artwork as he felt like street art is a good way to express his artistic vision and messages to the public eye. He experienced physical challenges, social reactions, and even the occasional legal impediment but through street art, he was able to express social matters, his emotions, and his way of thinking to society. By daringly immersing himself in the world of street art, Gula's contributions went beyond creating striking artworks in public spaces. They also played an instrumental role in shaping the city's artistic identity, fostering profound visual dialogues with the viewers.

The characters that Gula has created have been with him from his time in university until now. The characters have become sort of like his alter ego where he hides his real identity which sometimes is hard to express during the day. Not only as these became his visual representatives, he became attached to his characters as they are the medium for him to express his natural thoughts, feeling, and emotions behind closed doors without any hesitations.

In a way, It became his escape from reality as it is an easier way of dealing with what he is going through and words that are hard to accept or say in the real world. Therefore, through his artworks, Gula invites the audience to dive into the emotions and physiology of his vibrant and fascinating visuals that have a deeper layer that builds inside the characters as they hold various kinds of emotions and journeys.

THE BLUE ROOM

Gula has created a world outside reality where these characters exist in a place full of happiness and welfare. Each of his characters has their values and role in this made-up universe and this creates a gentle harmony that flows in every detail and narration in his artworks. Here the characters work together to build a fun and energetic atmosphere and evoke interactions with each other. Every brushstrokes and colors in his artworks express positivity and joy that resonates with this utopian universe that he created.

Hence his attention in every of his work is not only to create interesting and captivating visuals but a joyful place for anyone who comes across his characters. Gula wants the audience to be able to not only see them but to feel the warmth of his characters. Through each stroke and visual element, positive energy is shown to inspire anyone who came across the artwork. In a way, Gula's artwork becomes more than just a painting or an illustration, but a medium for someone to engage and absorb the positivity and as something to lean on as they relate and reflect on these characters.

It is not uncommon for Gula's work to be seen as childish, monotonous, boring, or even confusing for some audiences. Nonetheless, this is intentional by the artist as he embraces these kinds of visuals that reflect his works and this decision is not made by the limitation he has or the inability to create something more complex and intricate. Gula uses a simpler way of creating the visuals of his works to translate back to his childhood memories as this creates a nostalgic feeling. Gula's mind retains indelible imprints and cherished memories from his early days as a child, a period in which unbridled imagination and an unadulterated worldview shaped his perspective.

The characters and visual elements that may look naive or simple reflect his perspectives as a kid, where everything seems magical and limitless. Every stroke in his paintings has a deeper meaning into it. Thus, when others ascribe these works as childlike, they are essentially taking a glimpse out of Gula's imaginary world that ruminates over his early years. Therefore, his artworks create a visual experience and open a path towards a place where innocence and happiness reside within the thoughts and creativities

Blue becomes something that dominates the visual in every one of his artworks. The color blue naturally became something that Gula has gotten attached to as this often appears in various stages of his life and also his inseparable bond with the color ever since he was a child. The emotional profundity of this color, intertwined with Gula's memories and sentiments, resonates in the multiple shades of blues in Gula's artwork..

THE BLUE ROOM

"The Blue Room" is a response and a reflection of Gula's childhood experiences. This distinctive space that created has become a part of his artistic journey as we take the essential moments and emotions from many stages of Gula's formative years. The significance of the blue within Gula's artworks is more than for aesthetic visuals, but more as a symbol of Gula's artistic identity.

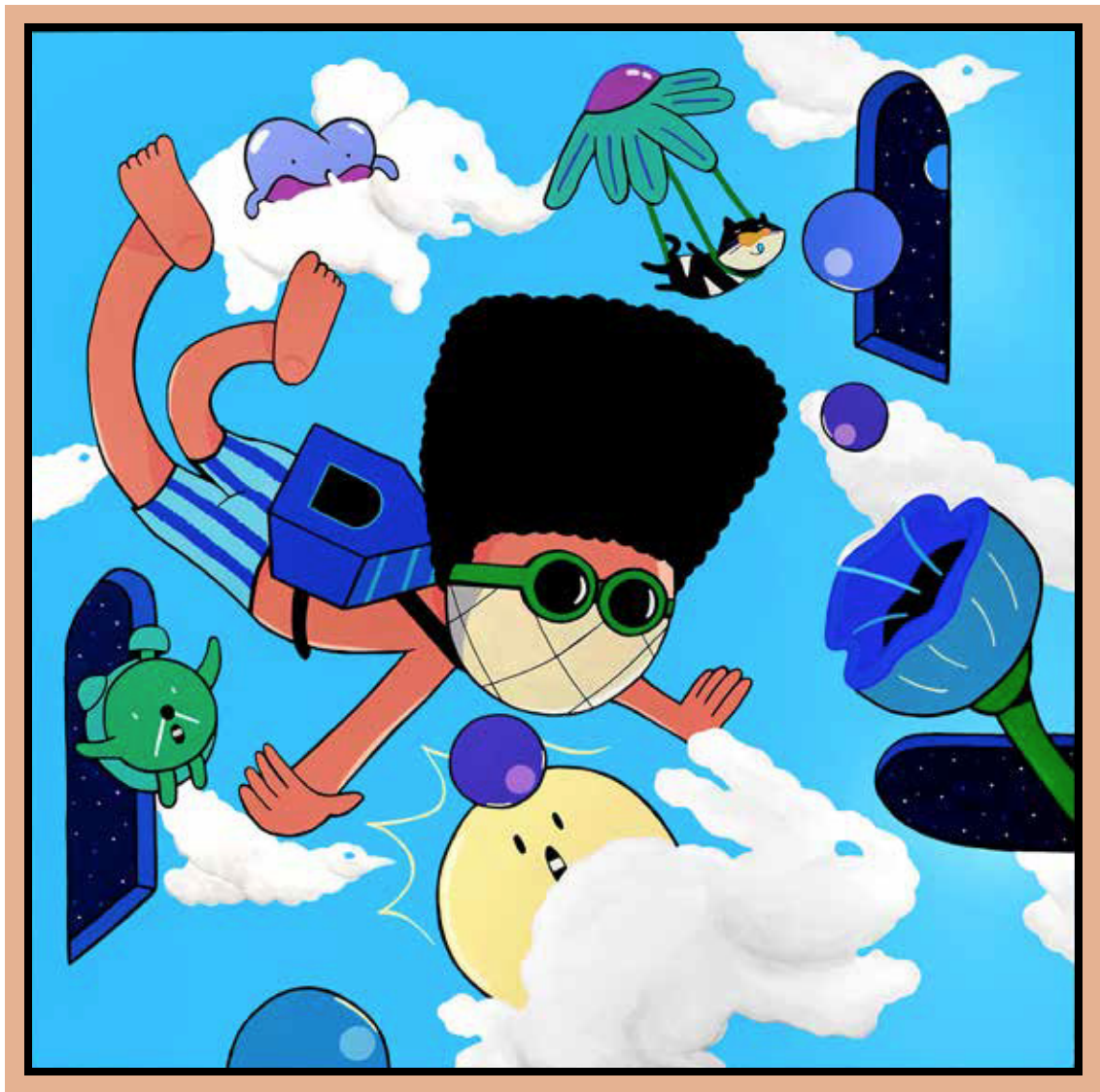
Essentially, "The Blue Room" symbolizes a metaphoric reflection of Gula's inner sanctum – a space where memories, emotions, and artistic expression collide together. The presence of the blue is not just a testimony to Gula's artistic preferences, it is also an indication of the intricate interplay between personal history and creative outcomes. This space serves as a medium through which Gula's experiences, from introspective moments to moments of contentment, come together to create a visual symphony through various shades of blue. With each brushstroke, shadow, and hue, the blue room metamorphoses into a haven for recollections – a canvas where the past seamlessly melds with the present to conjure an expressive narrative by Gula.

Now, "The Blue Room" stands as a newly crystallized stage that encapsulates Gula's artistic journey. In this space, Gula is driven by a fervent urge to validate the audiences to their own being and also to those who may have opined that his works tend to be seen as monotonous or naïve. This blue is not only a physical space but also a metaphor that reflects on the new phases in Gula's creative growth. Through each artwork presented within this blue space, Gula invites the audience into his artistic visions and imaginations. The engagement of the audience with every detail and nuance of these creations is an integral facet of Gula's efforts to intensify the communicative resonance between the artwork and the recipient of its message. Through the concepts and artworks showcased in "The Blue Room," Gula wants to express that his creations hold a deep significance far beyond what initial comments may suggest.

As a newfound stage, "The Blue Room" becomes a landscape in which Gula can channel the complexity of thoughts and emotions through his artistic medium. By focusing on diverse visual elements and deep messages, Gula embraces the opportunity to create artworks that will open up conversations within the audience. As a whole, "The Blue Room" stands as a space for Gula to articulate more mature and intricate visions and perspectives, that later on becomes a reflection of his journey as an artist.

PAINTINGS





WIDE OPEN

120 x 120 cm

Mixed Media on Canvas

2023



REAL EYES. REALIZE

120 x 120 cm

Mixed Media on Canvas

2023



PIECE OF CAKE

120 x 120 cm

Mixed Media on Canvas

2023



SELF CONNECTED

120 x 120 cm

Mixed Media on Canvas

2023



BURN THE CANDLE

120 x 120 cm

Mixed Media on Canvas

2023



LULLABY

120 x 120 cm

Mixed Media on Canvas

2023



BETTER WHEN COLD

120 x 120 cm

Mixed Media on Canvas

2023



BE SURROUNDED

120 x 120 cm

Mixed Media on Canvas

2023



ANOTHER DAYDREAM

120 x 120 cm

Mixed Media on Canvas

2023

SCULPTURES





BRIGHT HEAD

50 x 50 x 70 cm

17,55 kg Recycled Plastic Waste

2023



ELLIOT CHAIR

150 x 60 x 130 cm
37,38 kg Recycled Plastic Waste
2023



FLOWY MIRROR

60 x 30 x 85 cm

18,85 kg Recycled Plastic Waste

2023



PANICKY CLOCK

80 x 30 x 60 cm

10,08 kg Recycled Plastic Waste

2023



POTTERIES





THE HEAD 1

22,5 x 22 cm
Ceramic Pottery & Podium
2023

THE HEAD 2

22 x 18 cm
Ceramic Pottery & Podium
2023

THE HEAD 3

23,5 x 18 cm
Ceramic Pottery & Podium
2023



THE SKETCH 1

16 x 18 cm
Painted Ceramic Pottery
2023

THE SKETCH 2

17 x 18 cm
Painted Ceramic Pottery
2023

THE SKETCH 3

13,5 x 18 cm
Painted Ceramic Pottery
2023



THE VIEWS 1

17,5 x 18,5 cm
Painted Ceramic Pottery
20233

THE VIEWS 2

15 x 18 cm
Painted Ceramic Pottery
20233

THE VIEWS 3

21 x 18 cm
Painted Ceramic Pottery
20233

MERCHANDISE





Floating Tees - Light Blue



One Fine Day Tees - Navy Blue



Connected Tees - White



Blue Inside Cake Tees - Blue White Stripes



All at Once Tees - Black

T-SHIRT

All Sizes
100% Cotton



Connected Tote Bag - Navy Blue



Floating Tote Bag - Light Blue



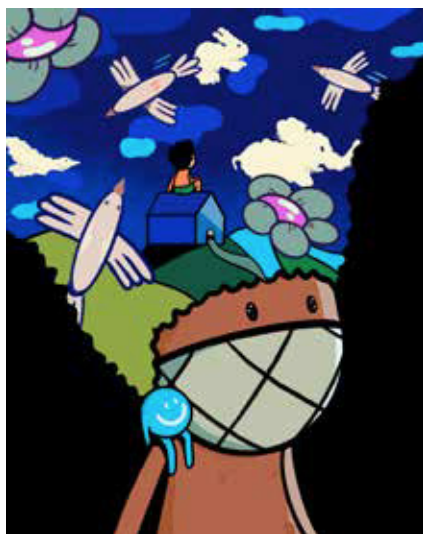
Blue Inside Cake Tote Bag - Black

TOTE BAG

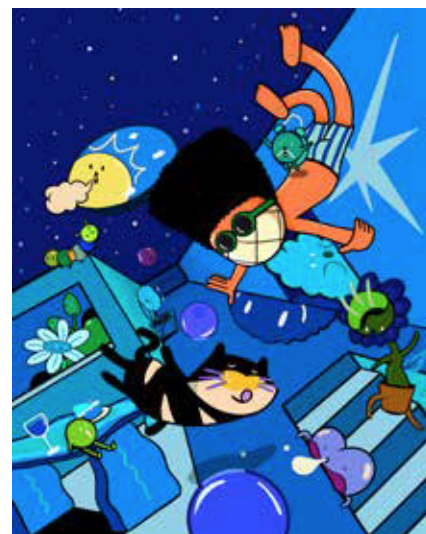
Canvas Drill



THE BLUE LIFE



THE BLUE MEMORY



THE BLUE ROOM

ART PRINT

40 x 50 cm
Albatros Paper



STICKER PACK

5pcs Vinyl Sticker

ARTIST PROFILE



TEGUH SEPTIAN ARIFianto A.K.A GULA

B. Jakarta, 1990.

Visual Artist and Creative Director based in Jakarta. A lot of people are questioning my nickname, Gula (Eng: Sugar). He wasn't inspired by that white crystalline sweet carbohydrate. Because Gula actually stands for Gusto Laboratory, which means Laboratory of Happiness. He hope the happiness that have mixed in this lab will make people feel happy and forget about their problems whenever they see the artworks. He conceives illustrations, mural, design and craft for various mediums and clients.

EXHIBITION & ACTIVITIES

2023

THE BLUE ROOM, Solo Exhibition, Rachel Gallery, Jakarta
KROOSYL Group Exhibition, Tangerang
Hush Puppies x Museum Of Toys, Custom Toy, Jakarta
ART JAKARTA Gardens 2023 with Semarang Gallery, Jakarta

2022

Mural & Installation for SOON Cafe, Jakarta
Brightspot NFT x MRT Exhibition, Jakarta
Patriotism Exhibition, Museum of Toy, Hublife, Jakarta
Poolside Hobnob, Mini Showcase, DIKOLAM, Jakarta
Art Installation on Filosofi Kopi Perfecto, Jakarta
Art Installation for MRT Event, Jakarta
Daydream Exhibition & Pop Up x Papakibo Club, Jakarta

2021

Billboard Installation, Jaris&K, Cipete, Jakarta
Room Mural & Installation, Cartel Hotel, Bandung
Toy Custom Muka Tembok, Museum of Toy, Jakarta

2020

Artwork Contributor, Masker Untuk Indonesia, Jakarta

2019

Custom Toy Dunny, Plastic Culture, Jakarta
Minggu Sore di Bintaro, Mini Exhibition, Tangerang Selatan
All The Small Things 3 Exhibition, Cans Gallery, Jakarta
2018 RekaRupaRasa Art Market, Dialogue Kemang, Jakarta
Design Festa Exhibition Tokyo, Japan
Mural for Arte Hotel - Jogjakarta
2017 UNKNOWN ASIA Art Exchange Osaka, Japan
FLIX Art Exhibition, Flix Cinema PIK Avenue, Jakarta
AFRDBL Art Fair, Catalyst Arts, Jakarta

2011 - 2016

Versus Project Exhibition, Jogjakarta
GLUED Street Sticker Party, Gardu House, Jakarta
CE Toys Contest Exhibition, Thailand
Dino Card Wars, Australian Museum, Australia
Connection, Metropolitan Gallery Kyoto, Japan
Graffiti Bus Shelter Aqua, Danone, Jakarta
Contributor Artist, Stickerbomb XL Book, UK
Art Market Vol. 3 Kopi Keliling, Jakarta
Level Up Exhibition Kopi Keliling, Jakarta
Daydream Playground Painting, Go Ahead, Jakarta
Smile Exhibition, Grand Indonesia, Jakarta
Live Painting on Vans, Street Stage, Bandung
Deck Construct Exhibition, The Space Gallery, Bandung
Waraa Exhibition, Sirkel Space Gallery, Semarang
All The Small Things Exhibition, Qubicle, Jakarta







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Gallery Space

Wisma Geha Lantai 3
Jl. Timor No.25
Menteng
Jakarta Pusat 10350
0812 1241 8509

Office

Jl. Kelapa Puan Timur V
Blok NB 5 No.26
Jakarta Utara 14204
021 4531618

IG: @rachelgallery
www.rachelgallery.com
www.rachelstudiolab.com

info@rachelgallery.com
hello@rachelstudiolab.com



slab