Beat: Arts

MOWILEX Released A DIGITAL BOOK -BALINESE WOODCARVING : A HERITAGE TO TREASURE-

CHRONICLE OF AN ICONIC ART FORM

PARIS - BALI, 26.06.2020, 10:55 Time

USPA NEWS - - On the anniversary of the book's release, Mowilex does an e-release of the 2019 book "Balinese Woodcarving: A Heritage to Treasure", a chronicle of an iconic art form, as a pledge to preserve Balinese culture and art.
- The book highlights Bali's master woodcarvers offering valuable insight about their craft, the inspirations, and the traditions that have been passed on for centuries.
- The book aims to teach, delight, and inspire artists, art admirers, collectors, designers, and anyone interested in Bali or woodcarving.
- Featured masters are considered living legends in Bali's cultural capital of Ubud.

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Last year PT Mowilex Indonesia (Mowilex) honored its commitment to preserving Balinese heritage by launching a book titled "Balinese Woodcarving “ A Heritage to Treasure". The book, edited by art historian, curator, and author Cesare Biasini Selvaggi, was initially launched at the Agung Rai Museum of Art (ARMA) Gallery and Museum in Ubud, Bali. At that time, copies of the book were only given away to artists, galleries, and museums. Some were also donated to libraries.

This year on the anniversary of the book launch, the company has released the book on its website https://mowilex.com/ for anyone to view and download for free.

"This book was meticulously prepared and researched. But as we published it not to be sold, it is not in wide circulation. We felt now is the time to give it to anyone who has an interest in Balinese culture and art", said Anna Wibowo, Mowilex's Chief Marketing Officer. "Especially now that many people are isolating all over the world, this is a chance to immerse yourself into something very different, and we are happy to offer it electronically to anyone interested", she added. "It is in both Bahasa and English."

The book features artisans and talented craftsmen who are passionate about the importance of preserving Balinese artforms. They are among the last living masters and legends of this important craft. Mowilex, a purveyor of premium wood stain products and paints since 1970, shares their passion and commitment.

"We're honored that Balinese artisans have entrusted the protection, decoration, and preservation of their masterpieces to Mowilex wood stain products for a half a century now", said Mowilex CEO Niko Safavi.

"The value of art is never in the material used, but in the work and imagination of the artist. The monetary value of our products and materials used in a large piece is quite insignificant and of no concern to the artists. When artists create work that is worth thousands of dollars, they are not interested in saving money. They want the best." Niko Safavi added. "We are always honored when they select our products".

Balinese wood carving captures the spiritual and cultural values for which the island is world-renowned.

"Art and spirituality form an integral and indivisible part of the Hindu religion and Balinese culture. A masterpiece's intricate designs encapsulate sacred values, cherished by everyone." added The Representative from Penglingsir, Bendesa Pekraman, Ubud Royal Family. With this book, people can gain a deeper understanding of Balinese art and culture.

"We had leading subject-matter experts involved in creating this book and have filled it with beautiful photography. The hardcover book was printed by the renowned art-book publisher Carlo Cambi Editore in Italy. Today, we are happy to give it away electronically on our website." said Niko Safavi. Works by the artists featured in the book have adorned presidential palaces, museums, galleries, and homes of art collectors.

"Lest we forget, artists and their families are financially dependent on the works they create. The current pandemic has had a major negative impact on the economy of Bali, which is largely dependent on tourism. We are always struggling to strike a balance between preserving the values and tradition of woodcarving, and the commercial value of the work for the artist," said Garuda master woodcarver and living legend I Made Ada.

Mowilex products are made with such high-grade materials that while developed as construction and industrial coatings, they are a preferred choice by woodcarvers, muralists and other artists. "We hope to see the world return to normal and maybe this book will inspire people to visit Bali, see the galleries, and meet the artists in person."

* Photo cover : (left to right) I Made Ada, I Wayan Mudana, I Wayan Muka, I Nyoman Edi Suardana, I Wayan Suwija.

Source : PT Mowilex Indonesia

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Article online:
https://www.uspa24.com/bericht-17156/mowilex-released-a-digital-book-balinese-woodcarving-a-heritage-to-treasure.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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Editorial program service of General News Agency:
UPA United Press Agency LTD
483 Green Lanes
UK, London N13NV 4BS
contact (at) unitedpressagency.com
Official Federal Reg. No. 7442619