THE ROLE AND FUNCTION OF FINE ART GALLERY 
HOUSE OF Sampoerna in THE DEVELOPMENT OF 
MODERN FINE ART IN SURABAYA 

Moh Arifin, S.Sn.,M.Pd.

Abstract
Surabaya is a city of business, commerce, industry and is the basis of education in eastern Indonesia. Likewise the bases for the development of modern fine art are in urban areas. Surabaya is a big city with very rapid physical development in everywhere, one of them is the presence of gallery. The fine art gallery is one part of the infrastructure of the social field of art. Fine art gallery has important role and function in the development of modern fine art. In its position, the fine art gallery is a distributor of artwork created by artist as producer and presented to the public as consumer. Surabaya is one of the big cities that becoming part of the improvement of modern fine art. Where the basis of the development of modern art is influenced by infrastructure and superstructure synergistically to form the social field of art. In the decade of the 2000s, especially in Surabaya, it has emerged many new galleries, both established by individual and private institution. Among them is the House of Sampoerna gallery which is a gallery managed by a large enough private company established in 2003 and it is actively holding exhibitions until now. The emergence of the gallery certainly has an impact and influence on the activity of fine art in Surabaya. This can be seen from the increasing exhibition activity held by the gallery. House of Sampoerna gallery as a public space has the obligation to carry out artistic activity and to increase the society appreciation of cultural and commercial values of artwork.

Keywords: Role, Function, House of Sampoerna Fine Art Gallery, Surabaya.

Preface
Surabaya is one of the big cities in Indonesia after the capital city of Jakarta. Surabaya is a city of business, commerce, industry and it is the basis of education in eastern Indonesia. The construction of high-rise buildings and shopping centers that make Surabaya become a metropolis. But, if talking about Surabaya in the modern fine art in Indonesia, Surabaya city itself is often missed and even ignored. The Discussions that are often discussed in Indonesian art spatially are more likely to lead to the cities of Jakarta, Bandung, Yogyakarta and Bali. According to Djatiprambudi (2001: 66) the bases of the development of modern fine art are sociologically located in urban area. This is related to modern infrastructure and superstructure that synergistically forming the social field of art (art world) only grow and
develop in big cities. Referring to Becker's opinion (1982: 301), art world is a kind of social organization network that support and participate in the production and consumption of artwork. It can change according to the model of relation between art world and art practice. In the context of modern and contemporary fine art including the component of social field of art are artist, art dealer, collector, critic, art historian, editor of art journal, museum director, gallery owner and curator (Sandler in Djatiprambudi, 2014: 66). In addition, modern fine art emerges with the simultaneous growth of capitalistic society and modern culture, which is concentrated in big cities as a place of political, governmental, economic, and educational and trade activity. Meanwhile the growing institutional model and component of fine art in Surabaya has occurred in the 20th century.

Surabaya itself is a big city where physical development is very rapid in everywhere, one of them is the emergence of galleries initiated by businessmen and companies. Exactly, in the early 2000s in Surabaya began to be enlivened by the establishment of galleries owned or managed by individual and private company. These galleries as part of the increasing development of modern fine art in Surabaya are indirectly the impact of the presence of boom fine art. Among them is house of Sampoerna gallery. House of Sampoerna gallery is a gallery that is managed by a large enough private company. It was established in 2003 located on Jalan Taman Sampoerna no. 6 Surabaya.

The beginning of establishment of House of Sampoerna fine art gallery

At the first time the willing to establish a gallery of house of sampoerna emerged from the owner of Sampoerna Mrs. Kati who liked and collected artwork. Starting from adoring and loving art, then she has the idea to build a gallery as a space for exhibition activity for artists, especially those in Surabaya and in Indonesia. The establishment of the house of sampoerna fine art gallery did not appear suddenly, but the gallery is cooperating a gallery that had experience in the world of fine art.

![Picture 1. One of the HOS gallery rooms on the 1st floor. (Source: Personal Doc)](image).

The first time holding a gallery exhibition, House of Sampoerna was in collaboration with the gallery in Jakarta, namely duta fine arts gallery. The gallery which was founded in 1983 belonged to a French descent named Didier Hamel. The gallery in the Kemang area and it is considered to have long experience in holding exhibition. In addition, Didier Hamel has the principle that the main principal of a gallery in order to it can continue to exist besides adoring to artwork is a strong ideal, because without strong ideal it will be difficult for a gallery
to continue to survive. The collaboration lasted until 2007. After that the gallery began to handle its own exhibition until now.

**The activity of House of Sampoerona Fine Art Gallery**

In 2007 the house of sampoernagallery began to collaborate with many artists in Surabaya to hold exhibitions. Starting from professional artists, young artists, groups, state university and private university. Among them, several Surabaya artists who have held solo exhibitions at House of Sampoerona isNataliniWidhiasih. Besides that, Jenny Lee held a solo exhibition of ceramic art and also giving workshop. And there are still many Surabaya artists who hold solo exhibitions at the House of Sampoerona gallery. Like senior artist Rudi Isbandi with theme of a time frame who exhibited paintings and installations, HariPrajitno by showing works of sketches and poems, Nuzurlis Koto exhibited ceramic art works and other several artists of Surabaya.


House of Sampoerona also works with several higher education institutions in Surabaya that have scientific field about art. Among them is the Wilwatikta Art College which focuses on painting, sculpture, graphics and ceramic. University of Surabaya, the artworks are from painting, sculpture, graphics and crafts.

Students of visual communication design subject from Petra Christian University, students and lecturers of visual communication design subject from Ciputra University also held an exhibition entitled *Unleashed Batik Jewelry*. That exhibition is a concern to explore the decorative motifs of Javanese batik motifs in the form of modern and contemporary jewelry. It is also working with groups of artists and art communities in Surabaya or those outside Surabaya to exhibit at the house of sampoerona gallery. They are; the Young Artists Community of Surabaya (kosmubaya) led by MuitArsa, The Artist Community of East Java (koperjati), photography communities conducted by *Indonesia Press Photo Service* (IPPHOS) and several young artists groups that holding exhibitions with various themes.

In addition, it collaborates with the community of artists who still preserve traditional art in Indonesia. One of them is the community of east java batik in Surabaya *(Kibas)*. *Kibas* Alone is a group of batik lovers as the Indonesian cultural heritage.

House Of Sampoerona also often cooperates with CCCL a French cultural institution in holding photography exhibitions involving artists from France. Involving in exhibition that is organized by government agency such as the library and archival department of East Java by exhibiting photography.
from the selection in competition result. Involving in the East Java Biennale exhibition which was held by the Cultural Park and East Java Culture and Tourism Service Department.

Picture 4. The atmosphere of the exhibition of East Java batik community in Surabaya (kibas), the House of Sampoerna gallery. (Source: www.jurnalindonesia.net)

The House of Sampoerna Gallery exhibits and provides a place for artists and the community to hold their artwork and giving an understanding to Surabaya citizens that an artwork is not only limited to painting and sculpture, but also there are some fine arts inherited from the past and also fine art that continues to grow and develops in accordance with the development of era.


Gallery is an institution that has responsibility in distributing artwork, it requires professional handling by the managers or owner. As an institution whose orientation is close to the aesthetic and economic area, a gallery must be capable to control the field and being responsive to an opportunity and have a strategy in order to always become an attention for the arts public as well as art lovers. Gallery must give explanation to the art public and art lover that an artwork has aesthetic value, besides it also has an investment value and economic value apart from the power of appreciation.

The House of Sampoerna Gallery is located with the company that they founded. The company is not too concerned with the issue of the commercial value of an artwork. They focus more on how to be able to provide space for expression and facilitate artists to exhibit in accordance with the vision, mission and program of the gallery. But the gallery itself does not ignore the possibility of being able to market or sell artworks that have been exhibited in the gallery. Because the gallery itself has business partners and colleagues in the company who like and collect artworks. Every exhibition, the gallery management informs and invites colleagues and business partners to give appreciation.

Coming back to the main purpose of the gallery is to facilitate and provide space for artists to exhibit. Because the gallery is a form of company service to the society. An institution or private company has social responsibility in various aspects or commonly called Corporate Social Responsibility (CSR). Where the company is established or runs its business is obliged to do social responsibility towards the surrounding society. The responsibility has several levels starting from giving donations, maintaining the natural environment as the responsibility of exploring nature, and improving the quality of education and giving training and improving the human resources around it. One of the form of improving human resources is giving
knowledge and education about art by establishing an art gallery which is in the company environment. By involving artists around Surabaya and artists in Indonesia also cooperating with foreign artists.

The Role of House Of Sampoerna Fine Art Galler

The art gallery as a distributor in the social field of art has a very important role in the fine art practice. The role run by the house of sampoerna fine art gallery in Surabaya can be categorized as a gallery owned by a private institution managed by a company. In running a role as a gallery, which is managed or owned by a private company, it has a different character compared to individual property. Such as in the preparation of exhibition programs that are in accordance with the mission of the gallery or routine exhibition programs in one year that have been arranged before also doing periodic exhibition with varying numbers and patterns. Thus, the gallery strengthens its character with distinctive features in the selection of artworks to be exhibited.

The gallery managed by private company such as the house of Sampoerna has regular exhibition program also exhibit artists and more varied artworks. Because they run the gallery program in order to serve to the environment and the society around it. The House of Sampoena Gallery itself every year for about eight to ten times doing exhibition. The artworks that are exhibited by the gallery are not limited to modern artworks, but also exhibit the artwork that bring traditional nuances and modern art or more familiar with the term of contemporary art.

In selecting or curating the work that will be exhibited, the house of Sampoerna gallery has a different perspective and pattern than the gallery in general. The work that will be exhibited can be curated by the team from the gallery or by the artists or proposing their own curator through consideration from the gallery. The gallery often gives the artists the freedom that will exhibit to curate their own works with the consideration that the artists themselves are considered to have high credibility in doing their professions. In addition, gallery house of sampoerna often cooperates with other agencies that have links in the world of fine art. Collaborating with artists who still retain the works that are still tradition such as the Kibas community, in collaboration with educational institutions in Surabaya city, exhibiting the works of local artists and occasionally work with artists who have international level in exhibition experience and also inviting foreign artists to be used as materials for comparison with local artists. Besides, it also gives a new discourse for artists and the art public about the development of art issues that occurred at that time.

The Function of House of Sampoerna Fine Art Gallery

House of Sampoerna has responsibility to increase human resources and providing space for artists to create artworks in their environment. Among them are often working with educational institutions in Surabaya. Every once in a year they always show artwork from universities, whether from state or private universities. Because they are
part of the generations of artists who will become more professional. Collaborating with communities of artist that still preserve and maintain traditional values. They are also given a space to exhibit because they are part of a society that still preserves culture. Collaborating with the communities of artists in Surabaya mainly raises local themes about heroism. Alongfrequently working with artists outside Surabaya and abroad as a comparison material and exchange experiences with local artists.

Gallery as a commercial institution, of course, in every exhibition activity requires a lot of operational costs. By preparing all the equipment that is needed in an exhibition. In every exhibition, galery promotes by spreading posters, making a catalogue, determining who are invited until the matter of the banquet for the invitees. Most of the artwork fann from the upper class people or business people. They are collectors, conglomerates, entrepreneurs, expatriates, young executives and other professionals who are consumers and market fields in the social field of art. By collecting an art for investment or interior design, it is the gallery's hope that it can continue to keep doing activity and fulfilling market needs. The house of sampoerna gallery further introduces the works on display to colleagues and business partners in their environment.

The House of Sampoerna Gallery since its established with the aim to increase the capability of artists in the surrounding environment and giving the place as expression space. Giving knowledge to the public about the aesthetic values of the artwork itself. But, it does not mean the gallery does not promote the works of artists commercially. The Gallery continues to promote the work of artists to their colleagues. The main purpose of the gallery is to provide space and education to the society. So that the criteria of artists cannot be measured by who and how their journey in the social field of art, but rather on the tendency of gallery program needs and emphasizes how to provide space for artists, especially Surabaya artists to exhibit their works.

Conclusion

The development of fine art in Surabaya cannot be separated from the presence of a gallery as a distributor of artwork. One of them is the gallery house of Sampoerna which is involved in improving the exhibition activities in Surabaya. Its presence is also part of the development of modern fine art in Surabaya. By holding exhibition involving various kinds of artwork that are presented to the public of art.

The role of the Gallery as part of the growth of modern fine art in Surabaya can be seen from the development of art infrastructure. The house of sampoerna gallery in the social field of art is more likely to exhibit and spread a work of art from a cultural perspective rather than value. Because the gallery house of sampoerna itself has more responsibility for the contribution of companies or institutions to the goals of sustainable development towards the wider society. But the gallery house of Sampoerna itself does not close the possibility of spreading value commercially.
House of sampoerna gallery in doing its functions culturally and commercially is more inclined to its desire to give knowledge about a value and meaning to the public that is conveyed through fine art exhibition.

Gallery interested in giving knowledge to the public by doing exhibition which is involving various elements of artwork. Like artists of tradition, young artists, professional artists, educational institutions and communities as well as groups which are active in the world of fine art. Involving artists related to the background and diversity of artworks and creating artists credibility to the public. The diversity of artworks related to style, flow, technique and the form of artworks are part of the selection of artworks that are related to understanding the function culturally. Various exhibitions from the theme and creativity side are emphasized in the areas of appreciation and discourse that are presented to the public.
BIBLIOGRAPHY


http://www.eastjavatraveler.com
https://meds-creation.deviantart.com
http://i-portalberita.com
http://dwisekan.petra.ac.id
www.jurnalindonesia.net
http://www.josstoday.com
http://suaraindonesia-news.com