



Visual Communication Design Study Program, Petra Christian University

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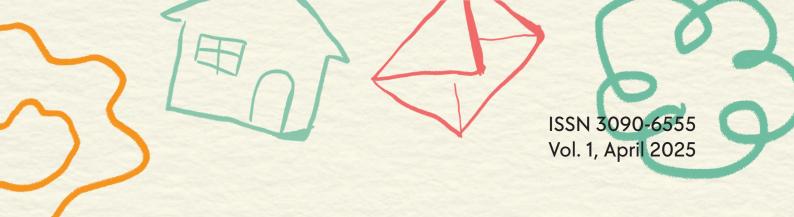


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December is a special month. In addition to celebrating Christmas, we also commemorate Mother's Day and mark the culmination of our hard work over the semester with the IDEsember 2024 exhibition.

The IDEsember exhibition began in a very modest way, with its roots tracing back to an idea born during the pandemic in 2021. It started with Christmas pop-up card designs created in the Creative Idea Communication (KIK) class. These works were sent from various cities across Indonesia to be assessed by teaching assistants, with the best designs selected for exhibition. The name "IDEsember" was the result of a brainstorming session over the phone between Bu Merry Silvia and Pak Deddi Duto. Those beautiful and unique card designs by KIK students were eventually showcased at Unicorn Art Space, Surabaya.

Since then, IDEsember has been held annually every December, featuring different themes each year. In 2022, the theme was White Space, followed by Euphoria in 2023, and this year, the theme is Dearest Mom. This exhibition has been held several times, but this is the first time we have had the opportunity to create a catalog. Hopefully, it will be useful and inspiring.

What started as something small has now grown significantly. This year's IDEsember exhibition involves students not only from Visual Communication Design (DKV), but also from the Textile and Fashion Design (DFT) program and International Program in Digital Media (IPDM) Petra Christian University (PCU). We also invite international students to contribute to this event, total there are eight countries are participating, including Indonesia, Thailand, South Korea, the Netherlands, Ireland, Japan, the United Kingdom, and New Zealand.

Despite limited time and resources, PCU Visual Communication Design lecturers have also contributed their works to show support for their students. The event is further enlivened with a variety of onsite and online seminars and talk shows featuring international speakers from countries such as Indonesia, South Korea, the United Kingdom, the USA, Taiwan, and Qatar. Additionally, workshops and contemporary competitions add to the excitement.

On this occasion, we also express our gratitude and remembrance for the late Mr. Deddi Duto, who played a significant role in IDEsember, marking one year since his passing. A heartfelt thank you goes to the dedicated lecturers who have been with IDEsember since its inception: Bu Merry Silvia, Bu Bernadette Maer, Bu Cindy, and Bu Vanessa, whose pop art works have always added color to the exhibition's opening.

Our gratitude extends to everyone who has worked tirelessly: the students involved in the exhibition, the organizing committee leaders, and the student and lecturer committees who collaborated to make this event possible. Special thanks to students who contributed to the exhibition from institutions such as Assumption University (Thailand), Dongseo University (South Korea), Saxion University of Applied Science (Netherlands), and the University of Galway (Ireland). We also appreciate the participation of PCU Visual Communication students from Sophia University (Japan), Woosong University (South Korea), the University of Liverpool (United Kingdom), and the University of Canterbury (New Zealand). Of course, a big round of applause to our own Creative Industry Communication (DKV) and DFT students, who worked hard for an entire semester to bring this exhibition to life, as well as the IPDM students for their audiovisual creations.

Our highest appreciation goes to the speakers at this event, including Inggrid Wenas (the designer of Indonesia's 79th Independence Day logo), Venus, Helga Ayu, Pak Constantius Tri Handoko, Pauline Josephine Marta, Rofiano Afiesto Palmeto Patria, as well as the workshop mentors Deo Sebastian Tantama, Natazha A.S. Hadiwijono, and Jessica Chendra.

In line with this year's theme, Dearest Mom, we are reminded of the figure of a mother who gives and nurtures life. She represents a heart full of love and boundless affection, patience, wisdom, and tireless strength.

So, let us keep up the spirit, continue to strive, create, and inspire.

Finally, in the words of the late Pak Deddi Duto: "A Round of Applause for All of Us."

Surabaya, December 18, 2024

Dr. Listia Natadjaja, S.T., M.T., M.Des. (Indonesia) Head of Visual Communication Design Study Program Petra Christian University





Welcome to the IDEsember 2024 Exhibition!

We are super excited to be hosting this year's international exhibition, which is themed "For Mother." December is such a special month for us, with Christmas and National Mother's Day on the 22nd. The theme of this year's exhibition, 'For Mother,' is all about showing love and appreciation for mothers, who play such an important role in our lives. Every work presented is a beautiful celebration of this extraordinary figure. The showcased works tell the story of mothers from various perspectives: the struggles of becoming a mother, the challenges of raising and educating children, and the loneliness mothers often feel as their children grow up. These themes are expressed through both 2D and 3D artworks, and some participants have also incorporated AI technology into their works.

The IDEsember 2024 exhibition is an incredible showcase of talent, with students from the DFT program, IPDM, and several international students from eight countries: Indonesia, South Korea, the Netherlands, Thailand, Japan, the UK, Ireland, and New Zealand. It's not just the students who are shining – several lecturers from the Visual Communication Design department of Petra Christian University have also contributed by showcasing their equally fascinating works. The IDEsember event series is packed with international talk shows and workshops, featuring speakers from Indonesia, South Korea, Taiwan, Qatar, the UK, and the USA. We've also organised photography and design competitions for high school students, which have been met with overwhelming enthusiasm.

We are so excited to announce that international students can now join in this amazing opportunity! By teaming up with IDEsember 2024, we're looking forward to sharing our cultures and perspectives through the incredible art showcased at the event. We can't thank everyone enough for their incredible contributions to the IDEsember 2024 success story. From our dedicated committee members, exhibitors, speakers, reviewers, talk show participants, workshop participants, competition participants, sponsors, and visitors, your passion and support have been overwhelming. We can't wait to enjoy the works presented at the IDEsember 2024 exhibition and embrace new, passionate ideas! We hope the IDEsember 2024 exhibition inspires us all!

Best regards,
Mega Ekklesia Putrihadi, S.Sn., M.M. (Indonesia)
Chairperson of IDEsember 2024
Visual Communication Design - Petra Christian University





REVIEWER NARRATION

A simple question for IDEsember participants and audiences: Have you ever greeted your mother a happy Mother's Day in person? Whether through greeting cards and gifts, a special dinner, or by celebrating Mother's Day with mother by travelling to the destination of her dreams. Many countries around the world commemorate Mother's Day in these ways.

Mother's Day is celebrated in the UK by giving gifts and flowers, sending cards, or sharing quality time with mothers and maternal figures. It is also a day when whole families get together and have a special meal to honor the mothers in their lives. In Thailand, Mother's Day falls on the birthday of Her Majesty Queen Sirikit, known as the 'Mother of Thailand.' Mothers can spend the day with their children because the entire country has declared a public holiday. As early in the morning, rituals are held to provide food offerings to Thailand's saffron-robed Buddhist monks, and some schools will hold a Mother's Day event in which children can honour their mothers. In Thailand, Jasmine is the traditional flower given on Mother's Day. Jasmine, known in Thai as dok mali, is considered a sign of purity and tenderness. Another South East Asian Country, Indonesia, celebrates Mother's Day on December 22, when most countries celebrate it on the second Sunday of May. In North Sumatra, children wash their mothers' feet. This custom is supposed to have originated because of a popular adage that translates to 'heaven is beneath a mother's foot'. Several parts of Indonesia are currently witnessing this type of activity as part of Mother's Day celebrations.

I believe that IDEsember has become a channel for participants to transmit their feelings to their mothers through their artworks, which include 2D, 3D, and films. These artworks can also serve as a platform for audiences to reflect on the relationship between mother and child and how that relationship is represented in their family life.

Overall, I see that IDEsember's artworks reflect the figure of a mother in a positive light. Is it because the exhibition's subject is 'celebration'? Does this lead participants to frame mother' as a 'positive' character, resulting in artworks that express affection and gratitude for mother?

Generally, the artworks symbolise the kindness of mothers; sacrifices or selfless dedication and the boundless affection represent the hope, strength, and unconditional love and care; mothers are represented as strength, courage, devotion, resilience, and the eternal presence of wisdom and tenderness; mothers as a source of knowledge, steady solution, and comfort in difficult times.

The whole of the narrative is to honour and nurture the connection between mothers and their children, recognising mothers as the ultimate gifts of life and love. The favourable image of mothers is based on the idealism of the mother figure in the cultural perspective of the world, particularly in the Asian region, reflected in the participants' artworks.



In the resear

In the research on the figure of mothers, Luciana et al., in her research entitled 'Parenting Culture(s): Ideal-Parent Beliefs Across 37 Countries' in the Journal of Cross-Cultural Psychology (2023), says that if the relationship between 'mother' is associated with 'children,' what emerges is 'love, take, and care.' In this perspective, Asian mothers' responses may often involve the idea of 'loving children,' or 'taking care of children' since these concepts have strong associations. As regards mothers and family relationships, the mothers are associated with 'love, housework, sacrifice, and honesty.' This suggests that 'loving family, doing housework for the family, or sacrificing for the family' are the main ideas of Asian mothers regarding the ideal parent.

As I previously stated, the cultural idealism of the mother figure appears to arise in the IDEsember exhibition. I see that the artworks exhibited reflect a 'healthy' relationship between mothers and children, which is an excellent representation of a world full of love and care. On the other hand, due to economic, cultural, societal, and political pressures, realising the ideal mother figure can be difficult or even unattainable. As a result, the mother role may appear reversed or contrary to the exhibition participants' actual experiences. However, the space for dialogue remains open, as demonstrated by Astararianti's creative work, which appears to stress the role of mother and child in the context of 'friend and foe', which is still missing. This is an essential instance of understanding the mother role in the mother-child relation.

I congratulate the participants and appreciate the committee's role in putting together the artworks in IDEsember exhibition. At the very least, the works of the participants can be the medium of expression to the mothers; these artworks and exhibition have successfully resonated through public space and the media in communicating the wishes and the spirits of "Happy Mother's Day!"

Constantius Tri Handoko, S.Sn., M.Hum., M.A., PhD. (United Kingdom) Exhibition Reviewer





MOTHER AND LIFE

The IDEsember exhibition at the end of 2024 is a creative journey that delves into the figure of a mother as an endless source of inspiration in life and design work. A mother, in all her forms, represents love, resilience, and strength that shape our lives from the very beginning. Her presence often manifests in simple ways—a warm hug, sincere advice, or just a caring gaze—yet it has a profound and irreplaceable impact. The figure of a mother becomes a universal symbol of selfless love and silent struggles that uphold the world around us.

In the world of art, we see this love and dedication illustrated in all sorts of ways. The designers in this exhibition have created beautiful works that capture the warmth and complexity of a mother's role. They've packaged their creative ideas in ways that represent life, protection, and growth, all tied to the wonderful figure of a mother. The visuals on display are more than just pretty pictures. They're like windows into the heartwarming relationship between a mother and child, and the world would be a different place without a mother's presence in it.

The exhibition also captures the inspiration that a mother brings, with works reflecting different views, both personal and shared. Each piece tells the story of a mother's warmth, from the challenges she faces in hard times, to her unconditional love that always gives us room to grow, and her role in shaping our identity and values as humans. This is especially true in the pieces that speak of longing. These visuals reflect the idea that a mother is more than just an individual – she's a symbol of strength and hope that lights up our lives.

The world of creativity is full of ideas, and the figure of a mother is a constant source of inspiration. In the world of design, a mother's presence is like a warm breeze that brings depth and meaning to everything she touches. We can see this in the beautiful visual explorations that celebrate the unique bond between a mother and child. It's as if the world of design is saying, "Thank you, mother, for giving us life, nurturing us, and ensuring our continued existence." We can see her tenderness in soft textiles, comforting colours and warm words. And her bravery and resilience can be seen in the messages we send, saying that even though she is tender, she is also strong.



This exhibition

This exhibition is a celebration of the incredible figure of a mother, and a space for all of us to really think about what her presence means to us. The works from the Visual Communication Design program, the International Program for Digital Media, and the Fashion and Textile Design program seek to capture the essence of a mother, who often appears in small yet meaningful moments. As you wander through, you'll be invited to reflect on how a mother's role has shaped, guided and coloured your own life. The works in this exhibition are a celebration of the incredible figure of a mother, and a reminder that love, sacrifice and a mother's warmth are the foundation of life, from which creativity begins and flourishes. This exhibition attempts to capture these values into a visual language that you can feel and absorb. We hope you enjoy the works on display, and that you will be reminded of the wonderful mothers in your life.

Obed Bima Wicandra, S.Sn., M.A. (Indonesia) Exhibition Reviewer





The IDesember art exhibition was a truly heartwarming celebration of the theme of "Mother." It showcased a beautiful array of artworks that honoured the nurturing and creative spirit of motherhood, sparking some truly transformative discussions about the future of the creative industry.

The event beautifully blended deeply emotional storytelling with insightful looks at traditional and digital art forms, highlighting how themes of care, growth, and resilience can inspire innovation.

IDesember was a wonderful event that showed how art can really change things for the better, especially in the creative industry. It also showed how art can be all about the human experience, like motherhood, in a way that's universal to all of us.

Venus Sabrina, S.Ds. ,B.FA. (South Korea) Exhibition Reviewer





Mothers are at the heart of so many stories, and this exhibition does a beautiful job of showing that connection. As I have seen through every piece of artwork, I could really feel the love and care behind each piece. The theme of "Mother" comes to life in so many unique ways, making you think about what motherhood means to all of us.

Each artwork is like a little story, it feels like a memory, a tribute, or even a love letter. Some made us smile, like capturing a tender moment between a mom and child, while others were more abstract, making us pause and think what's the story behind this artwork. It's a celebration of all the ways mothers show their love which are gentle, strong, protective, and always giving.

What makes this exhibition stand out is its variety. From the art of nostalgic photos that remind us of the past to bold illustrations filled with emotion, and even the heartwarming audiovisual project. We can truly see the love and care the artists have put into their work, and that's what makes it so touching. However, it's even more exciting to explore how stories can grow from each piece of artwork. By reading the concept explanation and its storytelling, the artwork can speak even louder. It feels like the start of something amazing, with so much meaning hidden behind it.

This exhibition isn't just about mothers, it's about relationships, memories, and the love that connects us all. Whether you're an artist, a mother, or just someone looking for inspiration, you'll leave with a warm feeling and a new appreciation for motherhood.

Congratulations to everyone who brought this exhibition to life! It's exciting to see the next exhibition ahead!

Pauline Yosephine Maria, S.Sn. (Taiwan) Exhibition Reviewer





IDEsember: Celebrating the Love for Mother in December

December is often associated with the Christmas atmosphere and the end of the year, but in Indonesia, this month also holds special meaning as it marks the celebration of National Mother's Day on December 22. Drawing inspiration from this moment, the theme "Dearest Mom" invites participants to create artworks dedicated to mothers—a figure full of love and sacrifice.

The figure of a mother is an endless source of inspiration. She is affection, sacrifice, and strength, wholeheartedly accompanying her children on every step of their lives. In various cultures, mothers are seen as the "heart" of the family, uniting all members in harmony. The theme "Dearest Mom" seeks to capture the essence of this role while encouraging students to express their gratitude through creative works. In December 2024, students from the Visual Communication Design (DKV) and Fashion and Textile Design (DFT) programmes were invited to create works that communicate the various dimensions of motherhood—ranging from gentle love, selfless sacrifice, to the extraordinary strength that is often invisible yet always felt. December, with its association to Christmas and the year-end celebrations, is the perfect time to celebrate love and appreciation for mothers. And for Indonesia, December 22 is National Mother's Day, so IDEsember is a double celebration! It honours the role of mothers within the family context while also celebrating the diversity of cultures reflected in artistic works. In this exhibition, students present visually beautiful works and embed deep emotional messages, creating a connection between the art and its audience.

IDEsember 2024 is not just a local celebration – it's a vibrant, international gathering that brings together students from diverse cultural backgrounds. Every piece on display is a unique expression, a window into the world of art and culture. IDEsember 2024 is set to be an incredible event, opening its doors not just to local students but also to international ones, making it a truly global celebration of art and culture. Every piece on display offers a unique perspective on the role of mothers across different cultures around the world. Through this collaboration, we'll get to experience the amazing diversity of representations of mothers in visual forms, narratives, and symbolism. From the perspective of art and design, this theme opens up a rich exploration space—spanning from traditional to modern styles, manual to digital techniques, and personal to universal expressions.



This exhibition

This exhibition is not only an appreciation event but also a reflection on the role of mothers in shaping the identity, values, and morals of individuals. A mother is often a source of strength in facing life's challenges, a loyal listener, and a pillar when the world feels heavy. In IDEsember, all these aspects are realised in meaningful works, ranging from graphic design, illustration, art installations, to fashion pieces that represent a mother's love and sacrifice. With the spirit carried by this exhibition, IDEsember 2024 is set to be an unforgettable experience. This event is not only a space for students to showcase their skills and creativity but also a heartfelt reminder to us all of the invaluable presence of a mother. This figure, often in the background, becomes the centre of attention, celebrated through various forms of art that touch the heart.IDEsember is more than just an art exhibition; it is an emotional journey that invites us to reflect on the service and love of a mother while interpreting it from a broader perspective.

Wening Hesti Nawa Ruci (Indonesia) Exhibition Reviewer



Committee List

Chair of the Committee

Mega Ekklesia Putrihadi, S.Sn., M.M.

Secretariat

Elisabeth Christine Yuwono, S.Sn., M.Hum. Cindy Muljosumarto, S.Sn., M.Des. Bernadette Maer, S.Sn., M.A.

International Exhibition Committee

Dr. Listia Natadjaja, S.T., M.T., M.Des. Anang Tri Wahyudi, S.Sn., M.Sn. Erica Rachel Budianto, A.Md., S.Sn., M.Ds.

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Daniel Iskandar, S.Sn. Vanessa Yusuf, S.Ds., M.Ds.

Publication

Ryan Pratama Sutanto, S.Sn., M.Med.Kom

Documentation

Dr. Andrian Dektisa Hagijanto, S.Sn., M.Si. Daniel Iskandar, S.Sn.

IDEsember Event Committee

Mendy Hosana Malkisedek, S.Sn., M.Ds. Ani Wijayanti, S.Sn., M. Med.Kom. Merry Sylvia, S.Sn. Dibya Adipranata Hody, S.E., M.M.

Design & Layout

Dr. Aniendya Christianna S.Sn., M.Med.Kom. Rebecca Milka Natalia Basuki, S.Sn., M.Ds.

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Obed Bima Wicandra, S.Sn., M.A. (Indonesia) Wening Hesti Nawa Ruci (Indonesia) Constantius Tri Handoko, S.Sn., M.Hum., M.A., PhD. (United Kingdom) Venus Sabrina, S.Ds., B.FA. (South Korea) Pauline Yosephine Maria, S.Sn. (Taiwan)







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EVENT RUNDOWN

GRAND OPENING

TALK SHOW INTERNASIONAL 15.00-17.00 (ONLINE)

Topic:

The Future of Creation

Speaker:

Constantius Tri Handoko, S.Sn., M.Hum., M.A., PhD.

Pauline Yosephine Maria, S.Sn.

Rofiano Afriesto Palmeto Patria, S.Ds.

PAMERAN

WORKSHOP "UNTUK IBU"

09.30-12.30

Topic:

Digital Graphic & Introduction to AI

Speaker:

Deo Sebastian Tantama, S.Ds. & Natazha A. S. Hadiwijono, S.Ds.

PAMERAN

WORKSHOP "GIFT FOR MOM"

15.00-16.30

Heart Coaster making

Speaker:

Jessica Chendra, B.Ac. (Blanche Studio)

WORKSHOP "GIFT FOR MOM"

17.00-18.30

Topic:

Reed Diffuser making

Speaker:

Jessica Chendra, B.Ac. (Blanche Studio)

PAMERAN

TALK SHOW NASIONAL (ONLINE)

10.00-11.00

From Behind the Seams: The Untold Stories of

Fashion Industry Professionals

Speaker:

Helga Ida Ayu, S.Sn.

TALK SHOW NASIONAL (ONSITE)

13.00-15.00

Topic:

The Creative Life: Behind Creative Agency and 3D Modelling

Speaker:

Inggrid Wenas, S.Sn. & Venus Sabrina, S.Ds., B.Eng.

PAMERAN

PAMERAN

AWARDING CEREMONY

CLOSING





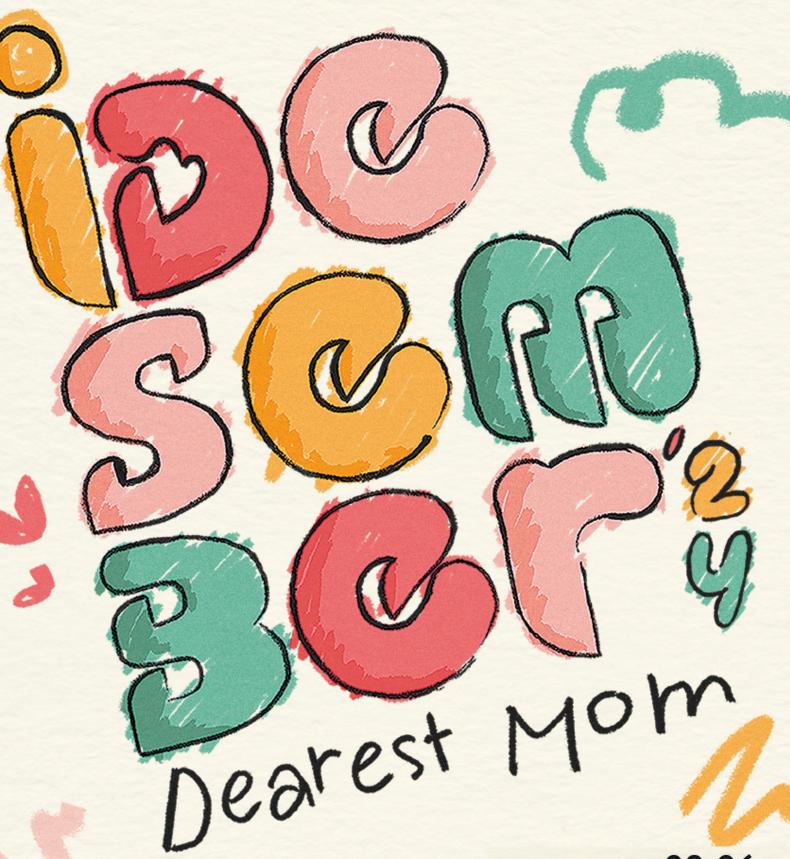












Art Exhibition, Talkshow, Workshop Gallery Q.08.03, Q.03.02, & Q.03.03 Petra Christian University

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02-06 Dec'24

121 - 131 Siwalankerto Street Surabaya 60236 Indonesia





Artworks







IDEsember International Exhibition 2024

Visual Communication Design Petra Christian University















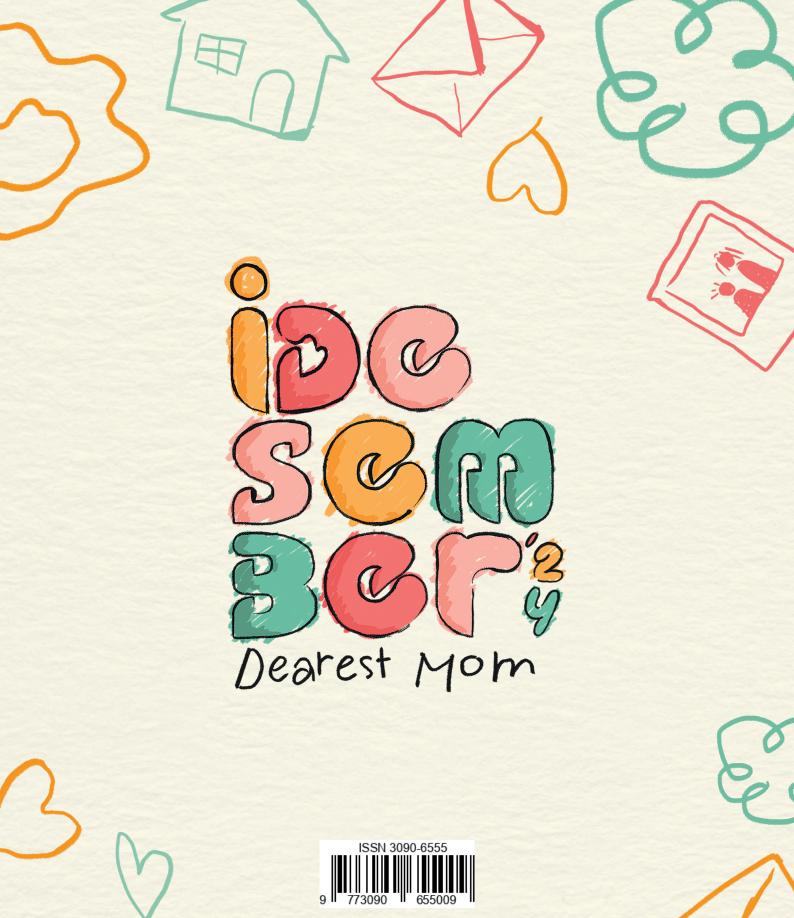
Cindy Muljosumarto
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HEALING HANDS

DESCRIPTION

A tribute to mother's hands that always ready to lift a faltering soul, and her words always guide a person who sometimes stumbles. These gestures symbolize a mother's healing touch for a soul that is broken or lost. Her hands lift, comfort, and wrap her child in a warm embrace. This reflects the kind of conversations that often occur between a mother and her daughter or son. Encouraging words can sometimes hold greater power than material support. Yet, children may often overlook the meaning behind these gestures or dismiss them as annoying nagging. Someday, as they grow older, they will recall the wisdom their mother shared during their younger years. When that time comes, may those memories bring gratitude instead of regret or sadness. This art

hopes to resonate with anyone who sees it, serving as a reminder of the love and sacrifices mothers selflessly make for their children. Happy Mother's Day.



IDEsember International Exhibition
Petra Christian University

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