

INDONESIA

Medan

Cultural Cities Profile
East Asia



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Tom Feming / creative consultancy

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The **British Council** builds connections, understanding and trust between people in the UK and other countries through arts and culture, education and the English language.
<https://www.britishcouncil.org/>

Tom Fleming Creative Consultancy is the leading international consultancy for culture and the creative economy. We offer research, strategy and policy leadership across the creative, cultural and arts sectors. We offer technical expertise, strategic thinking and the tools to position creativity to the heart of society. With offices in London and Porto and associates in 12 countries, we are an international agency operating in every region.
<http://tfconsultancy.co.uk/>

Indonesia Creative Cities Network (ICCN) is a hub organisation for cross-communities forum, connecting 200+ cities/regencies from all over Indonesia that are committed to implement the 10 Principles of Indonesia Creative Cities that was declared in 2015. ICCN published the White Book of Indonesia Creative Cities (2017) that adapts the 10 Principles to the Indonesian government's KPI, and is developing a dashboard of Creative Cities Index as a tool for local governments to make policies/ regulations based on the real time creative economy data of their respective regions. <https://iccn.or.id/>

Centre for Innovation Policy and Governance (CIPG) is a research-based advisory group which aspires to excel in the area of innovation, policy and governance. Considered to be among the first research-based advisory groups, CIPG grows to be an open-minded and multicultural think tank with keen interest in building Indonesian research capacities across many sectors.
<https://cipg.or.id/en/>

Tanahindie was established in 1999, composed of personnel from various backgrounds (researchers, authors, advocates, craftspeople, lecturers, students, social workers, and housewives). Exploring urban social development from the perspective of arts and culture, the organisation's activities include research, seminars, exhibitions, reviews, and publication.
<https://tanahindie.org/>

Introducing Medan

Medan is the largest city on the island of Sumatra, and the capital city of North Sumatra Province. Medan is the main gateway to western Indonesia, and with a population of 2.7 million drawn from across Indonesia, it is ethnically very diverse when compared to other Sumatran cities.

This diversity makes Medan unique, with 14 puak/ethnic groups, who influence all aspects of Medan life - from cuisine to architecture.

This diversity, combined with the city's access to infrastructure, technology and information, is contributing toward an increasingly dynamic cultural and creative energy has generated the emergence of various creative sectors. Medan City has well-established culinary brands and creative conferencing sectors. There is also huge potential in music, modern art, film, literature craft and fashion.

Nearby Lake Toba has been appointed as one of Indonesia's five 'super priority' destinations, which opens up additional opportunities for Medan to promote its cultural potential. Medan municipality plans to offer 'experience tourism', by revitalising the historical part of the city, and arranging it into a centre for culinary experience. In addition, the recent establishment of Koekraf, or Medan Creative Economy Committee, is designed to help support development planning from the bottom-up, working in collaboration with other cities and regions.

“

The uniqueness of Medan City is the fact that it was built and developed by, and is home to, 14 ethnicities. Medan has a vast blended culture, just like a melting pot.

F. Andreas,
Chairman of Koekraf,
Medan Creative Economy Committee¹

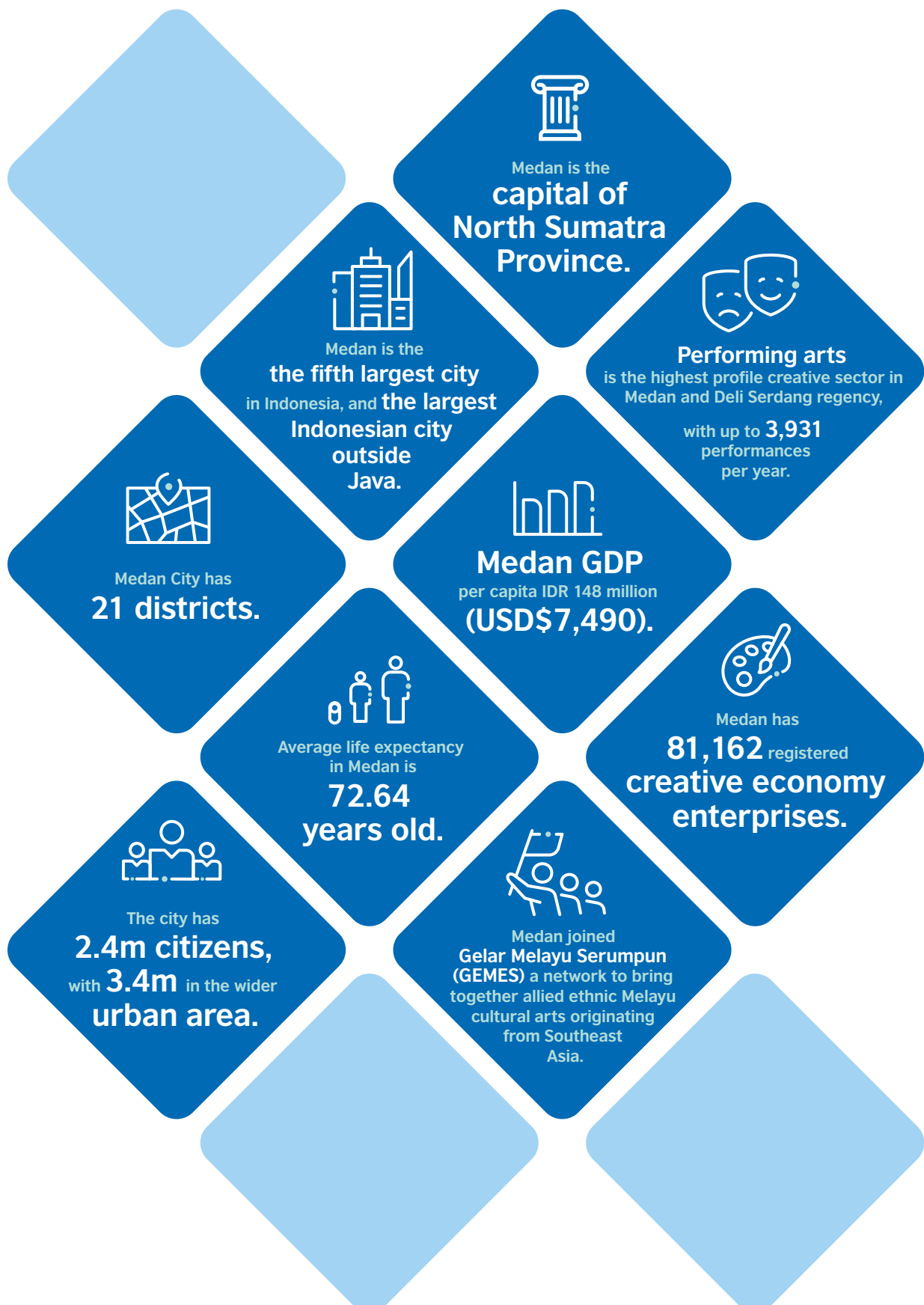
Medan cityscape

Photo © rt11

¹ Interview with CIPG, 11th Feb 2021



Medan in numbers



1. Context

Location / region

Medan is located in Northern Sumatra, close to the northern coast and overlooking the Malacca Strait. Medan City is divided into 21 districts and covers an area of 265 km², while the urban spread of greater Medan takes up to 478 km².

The city is at an altitude of between 2.5m- 37.5m above sea level, with a temperate tropical climate and an average temperature of 27C throughout the year.

Ethnic Diversity

The city is known for its diversity, and is home to 14 main ethnic groups. The largest proportion of the city's population consists of Bataknese and Javanese, followed by Chinese, Minangkabau and Malay people. There is also a smaller group of Acehnese, Indians, Nias, and Sundanese people. Medan is also inhabited by foreign residents, from India, Sri Lanka, Bangladesh, Thailand, Taiwan, Middle East, and other Asian countries².

Religious faiths in Medan include Islam (61%), Protestant (18%), Catholic (11%), Buddha (8%), Hindu (0.3%), Confucian (0.4%) and others (0.03%).

As a melting pot of different ethnicities & backgrounds, people in Medan commonly use Indonesian language for both formal and informal communication.

City vision, mission and branding

Medan's stated vision is to become a multicultural, competitive, humanist, prosperous and religious "City of the Future". The city's published missions relate to keywords such as: 'cooperation', 'creativity and innovation', 'diversity', 'poverty alleviation', 'multiculturalism', and 'smart city'.

The city's current slogan is '#yokbikincantikmedan' ('#Let's Make Medan Beautiful'), which recently replaced the diversity-orientated previous slogan: "Medan is our home" (Medan Rumah Kita).



It would be great if our movement (to turn Medan into a Creative City) is accepted by the general public, particularly by Medan Municipality and The City Legislative Body. We hope that this movement is planned better, since all creative actors in Medan have started to realise that they have crucial positions and roles for the growth of the city... We need a common vision and collective missions to be able to achieve our dreams: Medan Creative City.

F. Andreas,
Coordinator of Medan Creative
Project, 2018

² Leo Suryadinata, Evi Nurvidya Arifin, Aris Ananta, Indonesia's Population: ethnicity and religion in a changing political landscape, Institute of Southeast Asian Studies, 2003.



Medan Great Mosque

Photo © [expedia.com](https://www.expedia.com)

City Economy

Medan City's Gross Regional Domestic Product (PDRB) in 2018 was recorded at IDR 148 trillion. The wholesale and retail trade sectors, and car and motorcycle repair sectors are the highest contributors, with a share of 26% of GRDP. The other five largest sectors are: construction (19.56%), manufacturing (14%), real estate (7.78%), and information and communication (6.46%). Other sectors, including creative industries, combine to make up 26.20% of total GRDP.

Medan's creative and cultural industries

Data from the Indonesian Agency for Creative Economy (Badan Ekonomi Kreatif/ BEKRAF) and the Indonesian Central Bureau of Statistic (BPS) shows that there are 81,162 registered creative companies in Medan City.

Medan's creative economy comprises of 16 sub-sectors: cuisine, craft, fashion, television & radio, publishing, music, architecture, digital application & game development, advertising, photography, visual design, performing arts, product design, visual art, film animation & video, and interior design.

While the city has a large culinary sub-sector, the highest profile creative sector in Medan and surrounding Deli Serdang regency are the performing arts. Based on data from the Ministry of Tourism and Creative Economy, there are approximately 3,931 performances per year, employing 8,000 people, and resulting in a turnover of GDP£201,254 per year (1 GBP = 19,378 IDR). However, in 2020, this industry was severely impacted by the pandemic, when the total number of foreign tourists in April 2020 decreased by 99.92 percent, down from 22,000 visitors in April 2019 to just 17 visitors in April 2020.

History

Medan's history dates back to the 16th century, when Kampung Medan Putri, the land at the confluence of Deli and Babura Rivers became a part of the Deli Sultanate. Working with Dutch authorities in the 1800s, the 8th Sultan established tobacco plantations and a harbour, leading to international trade.

At the end of the 19th Century, the next ruler moved the Deli's Palace to the centre of Medan, and maintained relations not only with the Dutch but also with two Chinese businessmen brothers: Tjong Yong Rian and Tjong A Fie. This cooperation led to a significant rapid economic growth, making the city known as *het land dollar* (the land of the money). Today, Medan remains the only metropolitan area in Sumatra.

The Sultanate of Deli still exists today, but the royal administrative powers have been replaced with an elected city Mayor.

Medan's heritage assets

Medan's heritage is represented by a broad range of cultural sites and historic buildings throughout the city.

Central to the city's heritage and self-identity is the Merdeka-Kesawan area of town. Kesawan is the historic old town, and the adjoining Merdeka Esplanade has become the centre of economic and commercial activities in the city. Currently, Medan Municipality plans to turn the Merdeka-Kesawan into a heritage area, similar to Malioboro in Yogyakarta.

Historic buildings include the Central Post Office building, built in Art Deco style in 1911; the Tjong An Fie mansion, built by one of the two Chinese businessmen brothers; the Grand Al-Makshun mosque built in 1906; and Sri Deli Park, built for the Sultan of Deli and his family during the Dutch East Indies era.

Beyond the city limits, Kota Cina ('Chinese City') is a prominent archaeological site, located at the shores of Lake Siombak, Paya Pasir District. Discovered in 1986 during the construction of the Belmera Highway, the site is believed to be the forerunner of the current city of Medan, and dates back to the beginning of the 12th century. While not all historical traces of this site have been explored, there is evidence that this former kingdom had an international sea port inhabited by Chinese immigrants.

Tjong A Fie Mansion

Photo © Hello Talalay



The Kitchen of Asia

“

The main magnet of Medan is its culinary experience, and we need to complement it with historical tales or good storytelling. Arrangement of The Kitchen of Asia should be strengthened by technology adaptation and the diversity of creative economy products.

Sandiaga Uno,
Minister of Tourism and Creative Economy, 2021

Minister Sandiaga Uno supports the plan of Medan Mayor, Bobby Nasution, in establishing The Kitchen of Asia, a tourism slogan that aims to elevate Asian culinary experiences in Medan.

The slogan “The Kitchen of Asia” is a part of traveling pattern mapping plan at the super priority destination Toba Lake. With this arrangement, Sandiaga hopes that visitors of Toba Lake can stay in Medan, too, as a place of culinary history.

“

Medan may not have enough natural resources that can be developed into a potential tourist destination for the city, but its culinary experience can be a huge strength in attracting visitors...The area that will be developed into The Kitchen of Asia is one of the old parts of the city, where historical buildings and heritage sites still remain and are being maintained, developed, not changed. We will enhance the stories of these historical buildings, to add to the characteristics of the place.

Bobby Nasution,
Mayor of Medan, 2021



2. Culture, arts and civic policy

Culture, arts and civic policies that influence and inform Medan's cultural and creative economy are often aligned with North Sumatra's provincial strategies for the development of local culture and tourism. As such, there is an emphasis on initiatives to "increase and develop new entrepreneurs based on the creative economy in supporting tourism", but with reference to keywords such as cultural heritage, traditional values, local wisdom, and traditional arts. These strategies also highlight the systemic importance of human resources, data and information, and "community innovation and creativity based on science and technology, design, media, arts and culture".

In the last five years, Medan municipality itself has produced a number of policies concerning culture and arts. In 2017, Mayoral strategies for the development of local economic infrastructure placed the Tourism Office in charge of the development of the creative economy and tourism resources.

In 2020, to strengthen the creative economy, Medan City government formed the Medan City Creative Economy Committee, known as 'Koekraf'. As a priority, the municipality is currently in the process of developing plans for managing and restructuring Kesawan Old City in Medan as a centre for cultural heritage and heritage tourism.

The committee is also seeking to work with the city's younger demographic, whose participation is seen as having a significant effect on the development of the creative industries in Medan. For example, in April 2021, Koekraf collaborated with Battuta University and the Labour Department of Medan Municipality on a training programme called "Education, Training and Skill-Building for Vocational Content Creator Job Seekers". Participants were selected by the Labour Department, and received training in utilising creative technology and social media to assist enterprises in promoting and marketing their products.



Medan Municipality appreciates and welcomes the initiative of the Indonesian Agency for Creative Economy (BEKRAF) to facilitate the establishment of a legal body for creative economy actors in Medan. By having a legal organisation that focuses on creative economy, in the future programmes and events related to creative economy, the municipality can just right away involve the organisation, in order to have an improvement of the programs and events.

Renward Parapat,
Public Administration Assistant of
Medan Municipality³

Medan also has agreements for international cultural cooperation through the city's 'sister city' programme, which supports partnerships with the cities of Karachi (Pakistan), Gwangju (South Korea), Ichikawa (Japan), Chengdu (China), Ipoh (Malaysia), George Town (Malaysia), Mersin (Turkey), Rostov on Don (Russia), and Milwaukee (US).

³ Interview with CIPG

Book launch at Literacy Coffee.

Photo © Literacy Coffee



Cultural funding

Civic funding for cultural activities is taken from the Local Government Budget (Anggaran Pendapatan & Belanja Daerah/APBD). The Culture Department receives about 2% of the city's annual budget, and the Tourism Department receives about 6%.

Culture, environment and sustainability

In September 2019, Medan Municipality prepared an SDG Action Plan covering social, economic and environmental development.

Examples of city-led initiatives linking cultural activities with environmental protection and sustainability include community-level work associated with restoring the watershed of the Deli River; training on mangrove forest management in Belawan sub-district; Medan City Youth Organisation training on the utilisation and recycling of non-organic waste; and collaboration with the community-based River Observer Assistance Group (KOPASUDE) in managing the cleanliness of river streams in Medan.

The Department of Sanitation and Gardening also involves local communities to actively manage the functions of city parks, for example through tree planting programmes throughout Medan and its residential suburbs.

Additionally, on a socio-economic level, the Kepul Project is a digital start-up initiative, which uses waste-management and waste collection as a means to help economically disadvantaged families raise funds for access to education for children.



Kaldera Toba, UNESCO Global Geopark

Photo © Kompas.com

3. Cultural ecosystem and infrastructure

Medan's cultural ecosystem is currently in a process of development. Recent investment and strategic support from the city authorities, as exemplified by the 2020 establishment of Koekraf (Creative Economy Committee of Medan) as a body for cross-sectoral multi-stakeholder partnership, is a signifier of the city's intent to build its creative sector. Similarly, an emerging scene of semi-commercial creative hubs and communities are seeking to provide facilities that can also support wider creativity.

In addition, the Arts and Humanities faculties at the city's universities and higher education institutions play a key role in cultural life. For example, the Ethnomusicology department at USU / the University of North Sumatra has produced alumni who have gone on to become central figures in contemporary music, dance and the preservation of Sumatran and Batak cultural traditions.

Cultural institutions (selected)

Museum Gedung Arca⁴

This archaeological museum holds historical relics from all regions in North Sumatra. The collection covers prehistoric times, ancient civilisations, and the pre-colonial era up to the present times. The 7000 artefacts on display include sarcophagi, stone statues, shamanic and ritual objects, and collections of ancient Batak manuscripts (Pustaka Laklak) and handwritten Islamic scripts.

Museum Situs Kota Cina

The museum for Kota Cina ('Chinese City'), the 12th Century archaeological site, displays the history and artefacts associated with the ancient trading port.

Displays include ancient glass from the Middle East, potteries from South India, gold, Buddhist and Hindu manuscripts, ancient animal patterns crafts, Chinese porcelain from the Ming Dynasty, miniature figurines, and so on.

Rahmat International Wildlife Museum and Gallery⁵

Rahmat International Wildlife Museum And Gallery is the first of its kind in Southeast Asia - a natural history museum and zoo founded by Dr. H Rhamat Shah, a philanthropist and 'professional hunting sport enthusiast and conservationist'.

Maimun Palace

Maimoon Palace is the former royal palace of the Sultanate of Deli. Built by Sultan Ma'mun Al Rashid Perkasa Alamyah 1887–1891. The palace was designed by the Dutch architect Theodoor van Erp. Today, it serves as a museum, because of its historical heritage status and its unique interior design, combining elements of Malay cultural heritage, Islamic and Indian architecture, with Spanish and Italian furniture and fittings.

Medan City Public Library⁶

Medan City Public Library is a centre hosting two libraries: the Regional Library of North Sumatra Province and the Medan City Government Library Service. In addition to hosting library facilities, collections and local archives, the library plays an active role in supporting literature and literacy, through education and training events, readings, seminars and workshops for creative writing and publishing.

Merdeka Walk⁷

Merdeka Walk is a public space and commercial centre which operates as a culinary centre and performance arena adjacent to Merdeka Square in the centre of Medan. Surrounded by Art Deco-period buildings, Merdeka Walk's central area, Center Piece, hosts live events including music and performance, festivals, football screening, and so on.

Ria Agung Nusantara Art Institute⁸

The Ria Agung Nusantara Art Institute is a centre for performing arts, specialising in Sumatran traditional dance. The centre organises and hosts dance and choreography events, and provides training and education on Sumatran dance.

⁴ www.museumindonesia.com

⁵ <http://rahmatgallery.com>

⁶ www.perpustakaan.pemkomedan.go.id

⁷ <https://www.instagram.com/merdekawalk.medan>

⁸ https://www.instagram.com/ria_agungnusantara/?hl=en

A man with a beard, wearing a red polo shirt, is seated at a wooden desk in a co-working space, focused on his work. He is using a blue mouse and a laptop. On the desk, there is a small potted cactus and a calendar. The background shows other people working at similar desks, with large windows and wooden shelving units. A blue diamond-shaped overlay is positioned in the upper right quadrant of the image.

Co-working
space CoHive
Clapham

Photo ©
CoHive Space

Creative hubs and marketplaces

Many of Medan's creative hubs operate on a commercial or semi-commercial basis. A number of coffee shops and cafes operate as centres for creative and cultural activities. In keeping with this, the city's key community organisations have a particular focus on enabling the provision of resources and facilities for creative workers in general, rather than on the development of activities within specific creative sectors.

Cultural institutions (selected)

Medan Creative Project⁹

Formed in 2018 with the objective of supporting the development of Medan's creative economy, the Medan Creative Project is a stakeholder-run community working across cultural sectors to bring together creative practitioners with city civic representatives. The Medan Creative Project facilitates discussions, planning, strategy and events, and chairs Koekraf (Medan Creative Economy Committee).

Sanggar Seni Balai Marojahan¹⁰

Sanggar Seni Balai Marojahan is a contemporary dance institute, founded by classical and contemporary dancer and choreographer Mateis Suwarsono. The centre is known for its events and performances, often undertaken in collaboration with choreographers and residencies from around the world.

Degil House¹¹

Degil House is a café, creative space and library established in 2018. It is one of the leading tea houses in Medan which also serves as a creative space for young people, hosting musical performances, readings and workshops, film screenings and other creative activities.

Literacy Coffee¹²

Literacy Coffee is a café and creative space based within the Sumatera Centre for Research and Documentation Foundation (Yayasan Pusat Kajian dan Dokumentasi Sumatra, or Institut Sumatera). Through a broad programme of cultural and creative activities, Literacy Coffee is known as a progressive alternative space in Medan, providing a platform for local artists and creatives, including painters, musicians, dancers and academics. The space regularly holds discussions and appreciation events for art, book reviews, and research. It operates as a forum for practitioners, and a centre for students conducting research and studying local history.

Ruang Seni Kopi¹³

Ruang Seni Kopi is a coffee shop that operates as a performance and cultural space, hosting various events, talks and activities associated with music, arts, design, graffiti and tattooing.

Clapham Collective¹⁴

The Clapham Collective is a co-working collective seeking to support the entrepreneurial and creative community in Medan. Founded in 2015, they have expanded their activities to include real estate and commercial investment. They have since co-founded the CoHive Clapham¹⁵ facility, a building established as the first coworking and office space in Medan.

DiLo Medan¹⁶

Digital Innovation Lounge (DiLo) Medan is a government-sponsored creative hub for digital creatives and entrepreneurs. Initiated by Telkom Indonesia and The Indonesian Informatics and Technology Society (Masyarakat Informatika dan Teknologi Indonesia/ MIKTI), DiLo itself is established in many cities in Indonesia as a form of commitment by Indonesian State-Owned Companies (Badan Usaha Milik Negara/ BUMN), to build digital entrepreneurship and to support the technological empowerment of communities in Indonesia. DiLo Medan provides facilities, resources and working space for digital SMEs, and organises a broad range of events and developmental support services.

⁹ <https://www.instagram.com/medancreativeproject/>

¹⁰ <https://balemarojahan.blogspot.com>

¹¹ <https://www.instagram.com/degilhouse>

¹² <http://www.literacycoffee.com>

¹³ <https://www.instagram.com/ruangsenikopi/>

¹⁴ <https://www.clapham.id>

¹⁵ <https://cohive.space/buildings/clapham>

¹⁶ <https://dilo.id/medan>

Urban Sketchers Medan¹⁷

A city-based community group focusing on fine art and illustration in the urban context, Urban Sketchers Medan are the local chapter of the international Urban Sketchers network. Based on the Urban Sketchers manifesto of direct observation and truthful representation captured outdoors, the group organises exhibitions, networking events, seminars and public engagement initiatives associated with art and illustration.

Festivals

Bikin Bikin Fest¹⁸

Bikin Bikin Fest is a public festival organised by the Medan Creative Project. With a particular focus on urban culture – including murals, graffiti, skateboarding and BMX events – the festival is aligned with the city's “Let's Make Medan Beautiful”, operating as a public forum for young creativity while at the same time raising awareness and engagement with the environment and cleanliness of the city of Medan.

Festival Kuliner Medan¹⁹

The Medan City Culinary Festival lasts for three days, and presents a variety of cuisine from Medan as well as other typical North Sumatran culinary traditions. Featuring cooking competitions, a Medan Culinary Parade, and traditional performing arts, the event is designed to promote Medan's culinary creative sector.

Gelar Melayu Serumpun²⁰

An annual cultural event held by the Medan City Government through the Medan City Tourism Office. Melayu Serumpun (‘One Malay Root’) focuses on the diversity of Malay arts and culture. While it seeks to attract international and domestic tourists, this event also serves a role in encouraging education and exploration among younger people of Malay art and culture as the original cultural basis of Medan City.

Colourful Medan Carnival²¹

Pesona Colourful Medan is a series of events based around the anniversary of the city of Medan. In addition to cultural performances, fashion events and traditional music, the festival also hosts various seminars and professional events for the creative sector, with a particular focus on the potential of regional creativity and culture in promoting tourism.



‘Our “Buy Creative Toba” Campaign is held February to June 2021 as a part of the Bangga Buatan Indonesia (Proud of Indonesian Made) National Movement. “Buy Creative Toba” involves 200 creative economy enterprises with diverse products and brands: 121 culinary, 29 fashion, and 50 crafts from 33 cities in North Sumatra Province. Participants join a training programme to promote and market their products online. Beyond training, there will also be facilitations for them to be advertised in Facebook and Instagram; next to an export opportunity, in collaboration with the Director General of Customs. Another facility will be a free shipping cost, which we are currently formulating with the Indonesian Postal Company.

Yuana Rochma Astuti,

Director of Creative Economy Marketing, Ministry of Tourism and Creative Economy, 2021²²

¹⁷ <https://www.facebook.com/groups/1183353191751580/>

¹⁸ <https://indoagenda.com/bikin-bikin-fest-2019-1>

¹⁹ https://www.youtube.com/watch?v=uB_8VpARW9s

²⁰ <https://www.youtube.com/watch?v=gGGBYGDFvTw>

²¹ <https://www.youtube.com/watch?v=sWftyFhWqZk>

²² Interview with CIPG



“Buy Creative Toba” Campaign
launched with a fashion show
by Lake Toba

Photo © CoHive Space

Movers and shakers

Given the history and the development of Medan, the city has become home to many influential people in the creative and cultural sectors. With a broad range of occupations and backgrounds, they often act as advocates for creativity in the city as a whole, or as entrepreneurs or catalysts within their own communities of interest.

Movers and shakers – selected

F. Andreas Aritonang

F. Andreas is a key driving force for the cultural and creative economy in Medan. He is founder of Medan Creative Project stakeholder-led community, and Chairman of Koekraf (Creative Economy Committee) of Medan City.

Idris Pasaribu²³

Idris is widely known as a writer, journalist, film director, and novelist in Medan. He has worked at the daily *Harian Analisa* newspaper for 43 years, and has spent 21 years as the Culture Desk Editor.

Monang Butar Butar²⁴

Monang Butar Butar is a dancer and choreographer specialising in Sumatran traditional dance. He is most known for creating the 'Tari Zapin Darah Medan' (Zapin Darah Medan dance). He has been chairman of the Ria Agung Nusantara Art Institute since 1988.

Mateus Suwarsono²⁵

Mateis is the founder of Sanggar Seni Balai Marojahan, a contemporary dance institute. As a classical dancer, he has danced in various prestigious events both domestically and abroad, such as the Indonesian Dance Festival 2002 at Teater Utan Kayu Jakarta, Danzas Tradicionales Van Yogyakarta in the Netherlands, Festival De Lille in Italy, and KIAS in the United States. He is also known as a modern dancer and pantomime, and often collaborates with choreographers from Malaysia, Thailand, India and China.

Marsius Sitohang²⁶

Known as 'the father of Toba Batak traditional music', Marsius Sitohang started his career as a screen performer. Marsius is now teaching at the Ethno-Musicology Campus, University of North Sumatra.

Hendri Parangin Angin²⁷

Hendri is one of the founders of the Sumatra Incidental Music group, an experimental ensemble combining traditional and modern music, and including instruments built from discarded or recycled materials.

Irwansyah Harahap²⁸

Irwansyah Harahan is a musician and ethnomusicologist who specialises in the preservation and revitalisation of traditional Batak music activities. Irwansyah and his wife Rithaony Hutajulu formed Suarasama, a music group drawing on traditional music from around the world. He has received a number of grants and national awards for his contributions to the field of music. Irwansyah currently teaches at the Department of Ethnomusicology, USU Medan.

Hubari Gulo²⁹

Hubari is a dancer, choreographer and academic specialising in traditional dance and music from Nias Island. Known by the nickname 'Bang Barry Gulo', he is an alumni of USU's Ethnomusicology department, and a researcher, teacher, lecturer, and practitioner.

Rani Fitriana Jambak³⁰

Rani is a musician and sound artist interested in ecological and environmental sound. As co-founder of the Nature Creative Lab audio production community, Rani collaborated in Evi Ovtiana in producing the 'Sound of Medan' submission as part of the Goethe Institute's global soundart project 'Sound of X'.

²³ <https://www.instagram.com/IdrisRajabatak>

²⁴ https://www.instagram.com/ria_agungnusantara/?hl=en

²⁵ <https://balemarojahan.blogspot.com>

²⁶ <https://www.etnomusikologi.usu.com/uploads/1/8/0/0/1800340/skripsi-evan-claudio-tambunan.pdf>

²⁷ <https://www.medanbisnisdaily.com/news/read/2014/10/04/121392/hendri-peranginangin-tetap-eksis-di-musik-tradisional/>

²⁸ https://www.instagram.com/bbm_irwansyah

²⁹ <https://www.instagram.com/barrygulo>

³⁰ <https://www.facebook.com/Rani-Fitriana-Jambak-193488714627955/>

Julian Abraham ‘Togar’³¹

Julian Abraham ‘Togar’ is a multimedia and multi-disciplinary artist whose research-based and analytically focused artworks often combine installation, sound, music, programming and science. The artist is concerned with the relationships and connections between art, the environment, science and technology. Based on Medan and Yogyakarta, Togar’s projects regularly foster social engagement through community participation in workshops and instructional programmes, with outcomes for education and the dissemination of specialist scientific knowledge to the broader community.

Fedricho Purba³²

Fedricho Purba is a designer and artist interested in graffiti, murals and public art. In 2015 Richo founded Medan Mural Community as a forum for artists to share and channel their creative practices.

Kaleb Sitompul³³

Kaleb Sitompul is a freelance film maker, photographer and movie director. With a background in photography, Kaleb has made films since junior high school, before majoring in Film and Television Study at the Jakarta Arts Institute in 2016.

Ika Natassa³⁴

Ika is a writer, publisher, literacy advocate and financial entrepreneur who established LitBox³⁵, the first literary start-up of its kind in the country. It operates as a literary blog, podcast and online promotional resource for writers and publishers.

Magda Hutagalung³⁶

Magda Hutagalung is a well-respected interior designer and property developer, as well as a partner in the development consortium of The Daksa Residence, Jakarta. With properties across Indonesia, she is also co-founder of the educational charity Pansophia Indonesia.

Veronica Colondam³⁷

Veronica Colondam is a communications specialist and social entrepreneur with an international profile. The recipient of the UN-Vienna Civil Society Award (2001), Asian of the Year (2009), and Schwab Social Entrepreneur (2012), she is also the founder and CEO of the Yayasan Cipta Anak Bangsa Foundation since 1999.

³¹ <https://julianabraham.net/about/>

³² <https://www.instagram.com/fedrichopurba/>

³³ <https://www.linkedin.com/in/kaleb-sitompul-039aaa19b/?originalSubdomain=id>

³⁴ <https://www.ikanatassa.com/about>

³⁵ <https://www.litbox.org>

³⁶ <https://indonesiatatler.com/tatler-list/500list/magda-hutagalung>

³⁷ <https://indonesiatatler.com/tatler-list/500list/veronica-colondam>

4. Other future trends, opportunities and links

Medan is in the process of developing its creative economy, and in building a city-wide infrastructure that can better support and enable creative workers and creative communities.

- In economic terms, the city has a particular opportunity to enhance its cultural economy through the further development of Lake Toba as a priority tourist destination. This would positively impact on Medan's cultural economy, including creative products and services, cultural establishments, facilities and infrastructure.
- Through the Global Geopark network and the Asia Pacific Geopark Network, this initiative would also particularly contribute to the economic and cultural empowerment of local communities.

Medan independent band
performed at Guerilla Music
Local 3.0 in 2018

Photo © Medan Creative Project



