

## BALI BUCKET LIST

living the island  
to the fullest



dewandra djelantik / jon glover / will goldfarb / irene hoff / jack penrod / daniela burr

# irene hoff

COMING ALL THE WAY FROM THE NORTH OF HOLLAND, IRENE WON THE HEARTS OF THOSE IN BALI WITH HER RECENT EXHIBITIONS DURING THE ART AUXION AT W RETREAT & SPA BALI, AND THE ART FESTIVAL AT THE STONES HOTEL LEGIAN. HER POP COLLAGE ART APPROACH ADDS A FUN FACTOR TO HER PIECES, AND NOW SHE TALKS TO *HELLOBALI* ABOUT HER GREATEST ACHIEVEMENT.



## be creative a la irene

- 1 Create what feels right for you, and don't mind what other people think
- 2 Creativity is already there, inside of everybody. You just have to connect with it
- 3 Simply start, and don't worry about the outcome

**As an artist, I get my inspiration from** aspects of my life that matter, things I would like to change in the world, or to give attention to. I often "download" without consciously knowing it. Like at the moment there is already a kind of image developing in the back of my mind, and when it's ready I will pull it forward into my consciousness and translate it on canvas. One of my series is called "The World of Weast", which is about integrating the best parts of the West and the East - all there is of it, seen and unseen, turning it into a world which surpasses reality and fiction, a world everybody loves to be in. This is the result of my living in Asia for many years. It enables me to put life in different countries into other perspectives.

**My style of art includes** pop art and collage. It's colourful, fun, full of surprises, and powerful.

**The greatest achievement in my career** was getting an email from TAKSU gallery in Singapore, informing me that a 2-year-old boy had been visiting the gallery every day for two weeks. He sat down on a bench and stared at two of my paintings because he loved them so much. This is one of the reasons why I do what I do.

**When facing a designer's block** I go to the beach, take a morning walk, drink coffee at KU DE TA, and walk back. Aside from that, I meditate every day, which helps calm my mind, allowing my creativity to run freely.

**The craziest work I've ever done is** the painting I made for a pillar at The Stones Hotel Legian, which for me was very different to what I normally do.

**An artist should** believe firmly that what they're making is amazing, even if people around them don't like it. I always think that maybe such people are not ready yet for what I offer this world.

**The best time to work is** in the morning.

**The goal of my art is** to increase the number of great looking pieces of art in the world, helping people adopt a new way of thinking, challenging them to step out of the ordinary, and to give their lives a new perspective. To me art is energy, energy is progress, and progress is art. • RUNI INDRANI