

PRESS RELEASE

5 JUNE 2025

**ROH launches b-side, a new project space, with *PUJASEROH*, a participatory performance by Fajar Abadi**

**Jakarta, June 2025** – ROH is delighted to announce the launch of b-side, its new project space located in the heart of Jalan Surabaya's antique market, with *PUJASEROH*, a live work by Bandung-based artist Fajar Abadi.

*PUJASEROH* continues Abadi's ongoing interest in social practice, particularly in activating moments of exchange, intimacy, and humor. An iteration of his earlier work *Kueh Senyum*—where cookies are exchanged for smiles—this four-hour performance transforms b-side into a makeshift snack center (PUJASERA), inviting passersby, art audiences, and local vendors to engage in spontaneous interactions through food and gesture.

In *PUJASEROH*, art becomes an everyday encounter. Through snacks and smiles, the performance cultivates connection between art and street, gallery and market, artist and community. This opening activation sets the tone for b-side as a porous, socially responsive space rooted in its urban surroundings.

*PUJASEROH* opens to the public on 5 June 2025 from 11 am to 3 pm. Follow b-side Instagram account @bsideroh or reach out to info@rohprojects.net for further updates on operational hours and public program announcements.

## **FAJAR ABADI**

Fajar Abadi Ramadhan Dwi Putra (b. 1985, Jakarta) is an artist based in Bandung whose practice explores performance, participation, and relationality. Food, humor, and collective interaction often play central roles in his work, inviting audiences into playful yet critical encounters that blur the boundaries between art and everyday life.

Fajar's performances frequently center on acts of sharing—be it snacks, stories, or gestures—as means to highlight social bonds, care structures, and the simple yet radical act of paying attention to one another. His work has been presented in various contexts across Indonesia and internationally.

## **b-side**

b-side is ROH's new project space dedicated to experimentation, dialogue, and site-responsive artistic practices. Located a five-minute walk from the main gallery, b-side occupies a former cassette shop along the historic Jalan Surabaya. Its name refers both to this musical past and to its position as an alternative, complementary platform to ROH's primary program.

With a focus on immediacy, context, and community engagement, b-side offers a flexible site for artists, neighbors, and audiences to explore different ways of working and relating—on the flip side of formal exhibition-making.

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For further information, please reach out to [info@rohprojects.net](mailto:info@rohprojects.net).