

Case study

THE ATMOSPHERE OF INFINITY MIRRORED ROOM (A WORK OF YAYOI KUSAMA) AS THE BRANDING OF MUSEUM MACAN IN JAKARTA

ABSTRACT

One of the well-known artists in the world, Yayoi Kusama, successfully hypnotizes the visitors of *Museum Macan* with the works shown. From her artworks, there is a contemporary installation that is the hallucination of the mental disorder suffered. She named its work as Infinity Mirrored Room. The room atmosphere made has been copyrighted by museums all over the world; one of them is *Museum Macan* in Jakarta. The management party not only promotes this installation to the media but also makes it as the city branding of *Museum Macan*. The research is interested in conducting by using a qualitative method through a description of process and analysis. through interview techniques directly in the museum to the visitors, museum assistants, and security officers and documenting it in the form of photos. The result of this research shows that the implementation of the atmosphere by using Barry and Evan's theory can realize the City Branding Image of *Museum Macan* based on Anholt theory.

Keywords: *Infinity Mirrored Room, Yayoi Kusama, Branding, Museum Macan*

INTRODUCTION

Infinity Mirrored Room is one of the work of Yayoi Kusama which expresses his soul brilliance delivered in form of installation. Every work of Yayoi is the expression of a hallucination caused by her sight disorder. However, Yayoi can control the hallucination by expressing it in creativity. The creation of Yayoi obtains extraordinary appreciation both in international and in Indonesia in every exhibition conducted. Infinity Mirrored Room is in form of room installation which is narrow, mirror-wall, and LED-lighted with various colours. If the visitors come to this room, they will feel like in a limitless room and a spacious atmosphere. However, unfortunately, to enter this room, the visitors only have 30 seconds for one-time entrance. If the visitors are not satisfied yet, they can enter this room by having a queue again in the line as the beginning.

The creative production of the imaginative room with this kind of atmosphere is was never conceived in a gallery or other museums. This Infinity Mirrored Room attracts extremely the people's attention especially millennial generation to come and to feel its sensation in it. They also look for prestige to post on their social media especially *Instagram*. Their posts will invite other *Instagram* followers to come to the location.

The follower's curiosity makes them look for as much information through @museummacan on *Instagram*. Commonly, they will ask the administration party about the room's opening period, the museum's operating hours, the ticket price, and the end period of Infinity Room shown and so forth.

Based on the questions and the comments of the *Instagram* followers, this *Museum Macan* is made as an opportunity by the management party to make a permanent room, especially for Infinity Mirrored Room.

This present research aims to know the implementation of Atmosphere Infinity Mirrored Room as the branding strategy of *Museum Macan* to attract visitors' attention.



Figure 1: Comments on feed @vanissakaris

Source: *instagram* @vanissakaris

REVIEW OF RELATED LITERATURE

Atmosphere

According to Barry and Evans (Meldarianda, Lisan, Kristen, & Bandung, 2010, pp. 3–6), "Atmosphere can be divided into several elements: exterior, general interior, store layout, and displays." It will be explained further in the following:

1. Exterior with characteristics such as a. Storefront; b. Marquee; c. Entrance; d. Display Window; e. Height and Size Building; f. Uniqueness; g. Surrounding Area; h. Parking
2. General Interior with elements comprising of a. Flooring; b. Colour and Lightening; c. Scent and Sound; d. Fixture; e. Wall Texture; f. Temperature; g. Width of Aisles; h. Dead Area; i. Personnel; j. Service Level; k. Price; l. Cash Register; m. Technology Modernization; n. Cleanliness
3. Room Layout; the things that should be paid attention in designing layout are as follows:
 - a. Allocation of floor space for selling, personnel, and customers. In a store, the room should allocate (1) Selling Space; (2) Personnel Space; (3) Customers Space.
 - b. Traffic Flow with the setting of store traffic flow as follows: Grid Layout, Loop/Racetrack Layout, Spine Layout and Free-flow Layout
4. Interior Point of Interest Display consists of
 - (a). Theme Setting Display (b). Wall Decoration

Infinity Mirrored Room

Infinity Mirrored Room is one of the art installations created by Yayoi Kusama (FORREST, 2017) The purpose of creating this infinity mirrored room is when someone who enters the room and standing in the middle can see his or her self reflection multiply limitlessly and connected as a psycho-sexual in the mirror. This installation is created based on the personal experience of Yayoi that frequently experiences hallucination (Stock, 2017) This art installation uses the combination of the mirror on wall face to face, room sky is combined with lamp balls having various colour components. This room setting obtains optical illusion that gives pointless room effect because of the meeting between mirror and lamp ball ornament. (Geraldina & Hadiwono, 2019, p. 520)

Branding

The branding concept according to Anholt (Intyaswono, Yulianto, & Mawardi, 2016, p. 3) has six aspects in the assessment of city branding effectiveness namely: (1). Presence; (2). Potential; (3). Place; (4). Pulse; (5). People; and (6). Prerequisite.

METHOD

The research type used is qualitative research by describing and analyzing the implementation of Infinity Mirrored Room Atmosphere as the branding strategy of *Museum Macan*. The research is conducted in *Museum Macan* in AKR Building, Kebun Jeruk Street Number 5, Jakarta.

The data collection technique in this research is done through field observation, direct interview with the visitors, interview with the museum assistants, and documentation.

RESULT AND DISCUSSION

Implementation of Infinity Mirrored Room Atmosphere

The implantation activities done by the management of *Museum Macan* are:

1. Exterior with characteristics;
 - a. Storefront; the storefront of Infinity room is only in the form of gypsum wall with white color
 - ur b. Marquee; No marquee or sign to Infinity Mirrored Room
 - c. Entrance; since the installation of Yayoi has been the permanent part of *Museum Macan*, therefore, it is placed outside next to the entrance gate to the exhibition area room of other artists' works. Also, railing stand divider is placed.
 - d. Display Window; No display window in this Infinity room
 - e. Height and Size Floor; the height of this room is approximately 3 meters and the height of the building is 10 meters. Besides, the size of the room is approximately 7000-meter squares
 - f. Uniqueness; no uniqueness outside Infinity Mirrored Room
 - g. Surrounding Area; the nuance both in the Infinity room and in the exhibition room should be quiet; only slow talk is allowed so not to disturb other visitors.
 - h. Parking, the parking provided should be capacious so that the visitors should not worry if drive their vehicle
2. General Interior with elements consisting of:
 - a. Flooring; the floor in this Infinity room is black-coloured made from ceramics. There is a special area with a width of 75x100 centimetres with red line for visitors standing point and prohibited to pass to keep the works safe inside
 - b. Colour and Lightening; the light in the room is only from LED lamp with colours changing every five seconds
 - c. Scent and Sound; there is no scent and sound
 - d. Fixture; the placement of this room has been made in a concept and not disturbing visitors or the management
 - e. Wall Texture; the wall in this room is layered by a mirror without any space at all
 - f. Temperature; its room temperature is highly normal approximately 20-26 Celsius degree
 - g. Width of Aisle; there is no aisle, but moving space is given with size of 75x100 centimetres as the standing and the walking point for the visitors with red line given

- h. Dead Area; there is no dead area because the layout of this room has been conceptualized well
- i. Personnel; the museum assistants are many in numbers but only one person in charge in the Infinity room
- j. Service Level; the museum assistants working in charge are extremely patient and informative
- k. Price; the price to enter this Infinity room is IDR 50.000 per person and the packet price to enter the exhibition of other artists' works is IDR 100.000.
- l. Cash Register; the cash register will not ask the visitors regarding which room they will enter except the visitors themselves who ask to enter Infinity room only.
- m. Technology Modernization; technology in Infinity room is six dimensions with its interactive room
- n. Cleanliness; all area is highly tidy and clean

3. The layout of *the Museum Macan* room by paying attention, its design is as follows:

- a. The ticket selling allocation counter is downstairs and separated from the exhibition room to avoid the visitors' queue in the cash register with the exhibition room
- b. The staff room is made especially for resting and eating for the museum assistants which is located close to the toilet
- c. The visitor room; there is a toilet for man, woman, breastfeeding room, and restaurant near to the window beside the entrance gate of *Museum Macan* exhibition
- b. Traffic Flow; with the setting of traffic follow of Loop/Racetrack Layout square with railing stand divider

4. Interior Point of Interest Display consists of

- a. Theme Setting Display; the decoration in the room is in line with the videos and photos from @museummacan on *Instagram* which is in line with the name of *Infinity mirrored room* which means limitless room
- b. Wall Decoration; the decoration is extremely *instagramable* for the millennial generation that is fond of posting photos and videos on social media; this room is also good for health therapy for a mental disorder.

Effect of Infinity Mirrored Room Atmosphere Implementation toward the Branding Strategy of *Museum Macan*

To know whether the implementation of Infinity Mirrored Room Atmosphere the branding strategy of *Museum Macan* management, has an effect on increasing the number of visitors, the researcher analyzes with Branding Hexagon Anholt theory approach as follows:

1. Presence; Infinity Mirrored Room was firstly made by Yayoi Kusama in 1965 in Tokyo. Her work is highly impressive and reflecting something boundless, which is copyrighted by more than 20 museums all over the world; one of them is in *Museum Macan*. It is proven by the abundant number of *Museum Macan*. Visitors who come and focus on the installation of Infinity Mirrored Room, that queue in the track to the room; the visitors are ready to queue, waiting a many times to take photos and videos as they expect
2. Potential; from the economy side, it will bring beneficial potency for the management party of *Museum Macan*. From the visitors' viewpoint, the installation of Infinity Mirrored Room provides prestige for them on social media.
3. Place; the location of *Museum Macan* in AKR Building in Kebun Jeruk is easy to find both by using personal vehicle and by using public transportation. The facilities are

maintained well by the management party, escalator or elevator that always functions well, the toilet that is clean and convenient, a special toilet for disabled and baby room are provided. In this place, a souvenir shop and restaurant can be found on the same floor. In the ground floor, there is a coffee shop, mini market, bread shop and other restaurants which are relatively inexpensive.

4. Pulse; the interesting thing from *Museum Macan* besides Infinity Room Branding is many activity agendas like a workshop for children and adult with different concepts, seminar, screening and film discussion, museum tour and curatorial.

5. People; the museum assistants are more friendly and patient; they provide clear information and they have full knowledge about the works of the art exhibition.

6. Prerequisite; The supporting facilities outside the museum are close to Siloam Hospital, near to Kebun Jeruk toll gate, and there is no even-odd driving system, close to busway stop, close to *Taman Anggrek Mall*, *Central Park* and *Neo Soho*. It is also near to several Guest Houses and *Esa Unggul University*, *Krida Wacana Christian University*, *Trisakti University*, and *Atma Jaya University*. This Infinity Room branding is utilized by the management party to fill the activity emptiness if the exhibition is ended. However, the visitors, especially the millennial generation seeking for existence, will present and perpetuate their memories in the room to be posted and to be made viral on their social media.

CONCLUSION AND SUGGESTION

Conclusion

Based on the research that has been done regarding the Atmosphere of Infinity Mirrored Room as the branding of *Museum Macan* in Jakarta, it can be concluded that: With the potency and the superiority of contemporary installation exhibited, workshop, seminar, curatorial, and education about arts, *Museum Macan* has successfully built an identity as the first Contemporary Museum in Indonesia. The permanency of Infinity Mirrored Room used as the museum branding has been inviting economy value from the visitors of *Museum Macan*, especially millennial generation.

The Implementation of Infinity Mirrored Room Atmosphere installed from beginning opened *Museum Macan* is not only used as a promotion, but it also becomes the museum image branding to its followers on *Instagram*.

Suggestions

All millennial visitors always repeated queue because the time is very fast (only 30 seconds). There was making noise because they were running in the hallway to get back in line. This is very disturbing to other visitors in the room because of that.

Based on the above, the researcher gives suggestions which are; providing longer time for visitors to enter Infinity Mirrored Room so that the visitors should not queue several times. It is especially for a visitor that will have mental therapy in the room; it is impossible if the therapy takes thirty seconds.

The Infinity rooms are very cold and can be used as a therapy room. Providing aromatherapy in the Infinity room so that it transfers positive energy in the room

The Mushola (small mosque) is only in a basement area, the exhibition hall is on the 6th floor. It was difficult for visitors who come to the exhibition in *Museum Macan*. because you have to go down and back upstairs. Meanwhile, heading to the basement there is only 1 elevator and must take turns with a maximum of 10 people in the elevator. Visiting time is very limited, only 2 hours to get around the exhibition area. It's Confused for millennial visitors and others. The Suggestion; They should be providing *mushola* (small mosque) room and resting room located in the same room as the exhibition room. It is

because if the visitors exit the arena and they should move to other floors, the visitors will feel bored and feel unwilling to know further about the exhibition shown.

The exhibition area in *Museum Macan* is very wide. Even the distance between spaces is very far apart. A lot of visitors only inside two exhibition rooms and going out of the area due to fatigue. In the exhibition, the arena does not allow a place to sit, does not allowed to sit on the floor, does not allowed to squat and does not allowed to bring food and drinks in the arena. Of course, this is very torturous and tiring both for parents, children and millennial generation. From that situation, the author gives suggestion which is; to providing seats in the exhibition arena because the exhibition is capacious and many rooms that should be dropped in. They can rest while enjoying the work of artists and can complete a tour around the exhibition area without having to go out and in of the exhibition arena.

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