

**CREATING AMBIENCE THROUGH FLOWER
PALETTES AT THE BAL FLORAL EXHIBITION
ANTWERPEN, BELGIUM**

ARTIKEL ILMIAH



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**PROGRAM STUDI DESAIN MODE BATIK
FAKULTAS SENI RUPA DAN DESAIN
INSTITUT SENI INDONESIA
SURAKARTA
2025**

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Untuk Memenuhi Sebagai Persyaratan
Mencapai Derajat Sarjana Terapan D-4
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Dengan ini menyatakan bahwa artikel dari karya “The Punokawan” yang diikutsertakan dalam lomba/festival/kompetisi *Bal Floral - Floralien, Antwerpen, Belgia*, dengan judul artikel “*Creating Ambience through Flower Palettes at the Bal Floral Exhibition Antwerpen, Belgium*” adalah benar-benar karya asli saya dan tim.

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Surakarta, 14 Februari 2025

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MOTTO

“Kesempatan akan datang kepada mereka yang siap dan terlihat siap”

“Kita kadang terperangkap di zona nyaman dan cuma menerima informasi, padahal sebenarnya informasi hanya akan selalu jadi informasi tanpa adanya aksi”

(Sopyan Kudhori)



ABSTRAK

Pameran Floralien 2024 di The Meir Palace, Antwerpen, Belgia, menyuguhkan instalasi bunga bertema “BAL FLORAL” yang terinspirasi dari karya James Ensor. Melalui Yayasan Sumbang Kawruh Indonesia (SUKRI), Indonesia memamerkan instalasi yang terbuat dari bahan-bahan lokal seperti daun pisang, daun kelapa, dan klobot jagung yang dipadukan dengan bunga-bunga berwarna-warni dan cerah. Penelitian ini menggunakan metode kualitatif dengan menganalisis elemen-elemen seni dan teori warna dalam instalasi tersebut. Hasil penelitian menunjukkan bahwa warna-warna kontras, seperti merah, biru, ungu, kuning, dan hijau, memperkuat daya tarik visual dan menyampaikan pesan emosional. Partisipasi Indonesia dalam pameran ini menampilkan kekayaan budaya Indonesia sekaligus menunjukkan keselarasan seni tradisional dan modern dalam konteks global. Pameran Bal Floral menjadi platform untuk pelestarian budaya, ekspresi artistik, dan kerja sama internasional, yang menyatukan tradisi dan inovasi melalui instalasi yang estetis dan penuh makna.

Kata kunci: *Bal Floral, James Ensor, Seni Instalasi, Budaya Lokal, Teori Warna, Psikologi Warna.*

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Surakarta, 14 Februari 2025

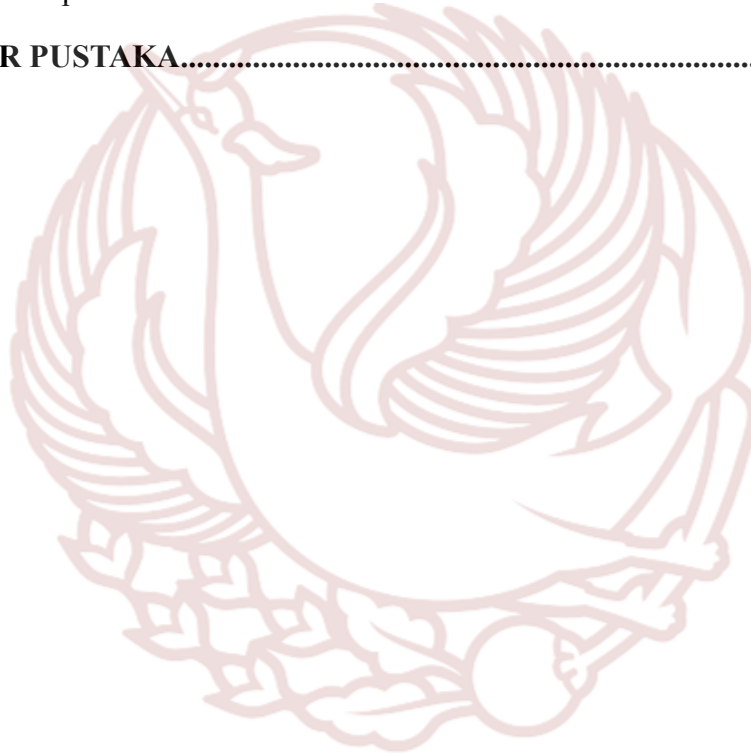


Sopyan Kudhori

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Creating Ambience through Flower Palettes at the BAL Floral Exhibition Antwerpen, Belgium



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ABSTRACT: The Floralien 2024 exhibition at The Meir Palace, Antwerp, Belgium, presented a floral installation themed "BAL FLORAL" inspired by the work of James Ensor. Through Yayasan Sumbang Kawruh Indonesia (SUKRI), Indonesia exhibited an installation made from local materials such as banana leaves, coconut leaves, and corn cobs combined with colorful and brightly colored flowers. This research analyses the art elements and color theory in the installation. Results showed that contrasting colors, such as red, yellow, orange, blue, purple, and green, strengthened the visual appeal and conveyed an emotional message. Indonesia's participation in this exhibition showcases the richness of Indonesian culture while demonstrating the harmony of traditional and modern art in a global context. The Bal Floral exhibition became a platform for cultural preservation, artistic expression, and international cooperation, bringing together tradition and innovation through aesthetically pleasing and meaningful installations.

KEYWORDS: Bal Floral, James Ensor, Installation Art, Local Culture, Color Theory, Color Psychology.

I. INTRODUCTION

The Floralien Flower Show is a prestigious flower show inspired by the colorful work of James Ensor, an imaginative painter with a floral touch. The Floralien Flower Show 2024 theme is "FLORAL BAL," which explicitly highlights the themes of flowers, colors, and masks inspired by the famous Belgian artist James Ensor. James Ensor's paintings were bold and approached crazy (absurd), extreme, or creepy images exposed in the 19th and 20th centuries (Fitriyah & Nurhamidah, 2019). The flower poem theme of the festival allows visitors to enjoy the most beautiful and extraordinary flowers, plants, and indoor or outdoor creations.

At The Meir Palace, a grand palace located in the center of Antwerp, Belgium, the Bal Floral exhibition was held. This event is the Floralien Flower Show, from October 1 to 6, 2024. The Meir Palace is a jeweled palace dating back to the 18th century, which Napoleon Bonaparte once owned. The palace once again presents beautiful floral installation art creations, creating an unforgettable atmosphere for visitors. The palace is decorated with an art exhibition of floral installations by the best flower arrangers from home and abroad, inspired by the plant motifs that adorn the palace interior. From point of view Sungkar (2021), installation art with a three-dimensional artistic genre was designed using a specific arrangement of leaves and flowers in a particular location to change the perception of space to make it look more beautiful and artistic. The Bal Floral Festival aims to showcase the work of talented flower arrangers worldwide in spectacular, creative installations that draw the best, from delicate bouquets to large installations in the historic palace of The Meir Palace.

Indonesia has a wealth of diverse arts and culture that must be introduced to the international world. The presence of Indonesian flower arrangers in the Bal Floral festival is to show the identity and image of the nation, presenting the beauty of the combination of fresh flowers of various colors, folds of janur, folds of banana leaves, folds of corn husks that are created into charming works of art of floral installations. Yayasan Sumbang Kawruh Indonesia (SUKRI) is based in Yogyakarta and was established three years ago. The foundation is engaged in education, social economy, tourism, and cultural preservation based on sustainable development. SUKRI Foundation is the only Indonesian delegation team in the prestigious Bal Floral event. Indonesia's participation in the Bal Floral exhibition is a form of preservation of cultural wealth and diverse local wisdom. Rahadian (2016), said that sustainable development aims to meet the needs of the present without sacrificing the right to fulfill the needs of future generations through cultural preservation and international partnerships.

II. STUDY APPROACH

Artists highly consider elements in a work of art as a basis for forming and understanding a work of art. Artists use these elements to convey ideas, emotions, and messages through the artwork. In a work of art, artists use the elements of color, texture, and shape to create visual harmony, where these elements interact with each other to form a complete and meaningful work of art. Color is one

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of the most essential and prominent aesthetic elements because color can clearly distinguish the beauty of an object in a work of art. Meilani (2013), explains in color theory that color can be defined subjectively/psychologically, which becomes a direct understanding by the experience of the sense of sight of art connoisseurs and objectively/physically as the nature of the light emitted. Color theory is applied to find a harmonious color balance to create visuals that are more attractive and can be enjoyed by the eyes of art lovers with a psychological understanding of color theory. In art, design, and decoration, color theory is essential for creating visual harmony and conveying specific messages in artworks. Brewster's Theory is one theory of color psychology that is often widely applied worldwide. Brewster's theory uses four main groups in the division of colors: primary colors, secondary colors, tertiary colors, and neutral colors. Color classification is used to help understand how colors function and interact in various contexts (Thejahanjaya & Yulianto, 2022).

Table 1. Brewster Theory Color Division Classification (Sopyan Kudhori, November 13,2024)

No.	Color	Color Group Type
1.		Primary Colors
2.		Secondary Colors
3.		Tertiary Colors
4.		Neutral Colors

III.BAL FLORAL ART EXHIBITION, ANTWERPEN BELGIUM

Every process done by a person can be said to be art. Art combines thought, expertise involving physical skills, and results, which are realized in form or movement. Supanto (2019), concluded that art combines thought and expertise involving physical skills, and the final result manifests as a masterpiece. A work of art is not far from what color is. Color will make the work of art more alive, and the colors the artist uses can convey a message through the work created. Color is an essential element in the art of beauty related to shape and space. Nurmalita Zahra (2024), reveals that color composition is the arrangement of colors used in art and design, which are arranged into a regular composition to create an attractive appearance, and the situation also determines the composition because the color is always perceived with the environment and atmosphere.



Image 1. Installation Results of Indonesian Participants Exhibition
(Photo: Sopyan Kudhori, September 30, 2024)

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At the Bal Floral Festival art exhibition, the Indonesian delegation created an exhibition installation using several elements, namely leaves and flowers. In the installation work that will be exhibited, there is janur from coconut leaves, which has long been an integral part of Indonesia's cultural traditions, playing an essential role in various traditional ceremonies and religious celebrations as a symbol of beauty and spirituality, so it has become a national urgency to preserve and introduce not only to the nation's successors so that they understand and appreciate this cultural heritage, but also to the outside world, by combining janur with flowers of various colors in the form of modern innovative works, to show how ancient traditions can adapt and develop in the context of contemporary art and culture.

Corn husks, initially considered agricultural waste, can be processed into beautiful and artistic handicrafts, showing how often overlooked materials can be creatively utilized for aesthetic products. Corn husks are usually considered unprofitable, with farmers only utilizing corn husks as animal feed and for cigarette wrappers. Corn husks are considered unfavorable and can be used as craft works (Utami et al., 2020). In addition to corn husks, banana leaves can be used as a craft art. Banana plants are one of the abundant and multifunctional tropical plants in each part, one of which is the leaves. Banana leaves can not only be used in various daily purposes such as food wrappers and compost materials but also have tremendous potential as a basic material for outstanding works of art, where these leaves can be beautifully assembled and arranged in various creative designs, creating artistic arrangements that show the beauty and richness of tropical culture.



Image 2. Photo of James Ensor's painting

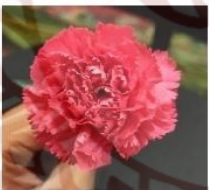
(Source: <https://vlaamsekunstcollectie.be/james-ensor>, November 13, 2024)

In our flower arrangements, we use several types and colors of flowers. The flowers used are fresh and have beautiful bright colors. Contrasting colors are colors that are opposite to each other (Purnama, 2010). The use of flowers with contrasting colors is the theme of the painting by James Ensor, which has sharp contrasting colors in his paintings. Flowers have a deep philosophy and are often symbols of life, beauty, and eternity. Flowers can also be an artistic metaphor to express an expression or feeling, such as love, friendship, or appreciation. The leaves and flowers used in the installation of the exhibition at the Bal Floral Festival are as follows:

Table 2. List of Flowers (Sopyan Kudhori, November 13, 2024)

No.	Flower Name	Image	Color
1.	Gompie Corona Chrysanthemum		Orange Yellow
2.	Gerbera		Pink

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3.	Nutan Tango		Orange
4.	Hydrangea Hortensia		Blue
5.	Peony Mum		Purple
6.	Gympie		Yellow
7.	Carnation		Pink
8.	Anthurium		Light Green
9.	Wheat Grass		Green

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10.	Pitosporum Nigra		Green White
11.	Corn Husks		Bone White
12.	Banana Leaves		Dark Green
13.	Coconut Leaves		Light Green

The types of flowers used are cut flowers that have a longer life expectancy after the cutting process on the flower stems. The flowers also have bright, contrasting, and beautiful patterns and colors. The cut flowers used in the Bal Floral installation artwork series are cut flowers that bloom perfectly, have a healthy and fresh condition, and have strong and sturdy stems so that the flowers become durable and long-lasting. Chrysanthemums are one of the most popular and essential flowers in the world. In the ornamental plant trade world, chrysanthemums are among the flowers in great demand by several Asian countries, such as Japan, Singapore, and Hong Kong, and Europe, such as Germany, France, and England (Husna, 2016).

IV. CREATIVITY, COLOR THEORY, AND SELF-EXPRESSION

1. Creativity is relevant to generating new, original, and valuable ideas, solutions, or works in solving a problem. Ambarwati (2021), explains that creativity is a person's ability to solve problems that allow the person to find ideas or produce an adaptive (helpful function) that is fully developed. Creativity involves thinking outside the box and combining existing concepts in unique ways. It is closely related to skills, including cognitive and creative skills, to carry out an idea and create something with aesthetic, functional, or innovative value effectively and efficiently. An example of making Bal Floral exhibition artwork is combining leaf and flower ornaments assembled into a beautiful whole. Combining the traditional elements of janur with colorful flowers as a modern exhibition innovation shows how ancient traditions can adapt and thrive in contemporary art and culture. The folds of coconut leaf blarak, banana leaf, and corn husk leaf are arranged to resemble a gunungan wayang with a green and brown background, combined with the modern style of fresh flowers of various types and colors to make the artwork look more lively and colorful.
2. The process of realizing creativity with the ability of ideas, the ability to generate new and innovative ideas in the artistic process. In making the Bal Floral exhibition work, all the highlighted elements include the color of the ornament objects in the installation. The combination of colors in each flower arrangement creates artistry and beauty in the work. Color is art; each color contains aesthetic elements that artists must consider carefully. The selection of appropriate colors will make the design of a work of art more communicative and aesthetic. Color has strengths in it. A good selection of colors in designing a work of art can help generate and stimulate the viewer's thoughts, feelings, and attention (Purnama, 2010). Color composition is the arrangement of colors used in art and design. Colors are arranged into a regular composition to

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create an attractive appearance, and the situation also determines the composition because colors are always perceived with the environment and atmosphere.

3. Color theory is applied to a work of art with the aim that the work of art has meaning through the color, becomes more alive, and can represent the message that the artist wants to convey. Color is an essential part of visualizing the manifestation of the beauty of a work of art. The meaning of color is abstract; it is very subtle, relative, and requires deep thought power. There is also a psychological meaning to color. Karja (2021), explains that the psychological meaning of color means that color has a therapeutic role, especially in overcoming psychological burdens for the audience. Usually, this process can be applied by doing activities using color and enjoying works of art.
4. The colors of the flowers used in the Bal Floral exhibition installation are bright, lively colors that have their charm when people see them. The colors used are red, yellow, orange, blue, purple, pink, and green. Monica & Luzar (2011), as stated by an English physicist, Sir Isaac Newton, in 1642-1727, found that white light refracted through a prism can be broken down into a spectrum of colors, namely red, orange, yellow, green, blue, indigo and purple. The choice of various colors of flowers is a form of self-expression for the artist; they represent the expression they want to convey to the audience through the colors of flowers used in the exhibition installation. Color is also like music; both have rhythm and harmony that are used to give feelings, where color can be felt with the five senses and emotions and thoughts under the viewer's subconscious of the artwork.

V. COLOR PSYCHOLOGY IN FLOWER BAL FLORAL EXHIBITION

As a form of color psychology, color has philosophies, symbols, and emotions related to interpreting meaning with a particular color. In visual art, color is an essential element of fine art, such as line, shape, tonality, pattern, and texture. Fajar Paksi (2021), explains that color psychology is a psychological science that studies color as a factor influencing human behavior. Color can affect perception, which then becomes a process of evaluating visual attraction stimuli to increase desire, taste, and emotion to form a mood or mood in a person. Karja (2021), explains that the psychological meaning itself is a meaning that can influence the development of thoughts, emotions, and feelings carried out during the practice of creating art and thoughts about color in the artwork created. Psychological color is functionally considered to have the ability to influence human emotions, psychology, and behavior. Brewster's theory is used in the psychological meaning of color in the Bal Floral exhibition flowers, a theory of color psychology often used worldwide. Divided into four main color groups in Brewster's Theory: primary, secondary, tertiary, and neutral. This classification helps us understand how colors function and interact in various contexts (Thejahanjaya & Yulianto, 2022).



Image 3. Application of Flowers in Exhibition Installation
(Photo: Sopyan Kudhori, September 14, 2024)

Many colors are commonly seen by art lovers, and the meaning of each color and its effect on the viewer's psychology. The same has been done by Indonesian participating artists in the Bal Floral exhibition, who applied flowers to their exhibition works using color theory and the study approach method of color composition, color psychology, and elements applied to the work.

GREEN



Image 4. Coconut Leaf and Banana Leaf Craft Creations
(Photo: Sopyan Kudhori, September 14, 2024)

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The exhibition work is composed of several elements of leaves and flowers. The leaves used are those of plants that live in tropical weather, like in Indonesia. Young banana leaves are light green, and old banana leaves are dark green. Young coconut leaves are light greenish.



Image 5. Anthurium flower

(Photo: Sopyan Kudhori, September 14, 2024)

Anthurium is one of the most popular ornamental plants because of its unique and luxurious appearance. It originates from the tropics of Central and South America, making it suitable for growing in warm and humid climates (Adiyoga & Nurmalinga, 2013). Anthurium flowers have a light green color that looks fresh and gives a sense of calmness to the person who sees them.



Image 6. Wheat Grass Flower

(Photo: Sopyan Kudhori, September 14, 2024)

Wheat Grass flowers are commonly referred to as wheatgrass flowers. When flowering, wheatgrass produces small, green seed heads.

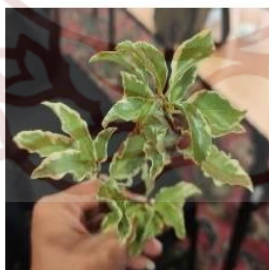


Image 7. Pittosporum Nigra flower

(Photo: Sopyan Kudhori, September 14, 2024)

Pittosporum Nigra is a flower that is often used in flower arrangement installations. This plant is green with white lines on the sides of its leaves, giving an elegant and remarkable impression when people see it.

Green symbolizes nature, gives a cool, fresh effect, and is often associated with psychological aspects such as emotional stability and openness in communication (Fadiah & Satriadi, 2024). Thejahanjaya & Yulianto (2022), revealed that the color green could provide a sense of calmness in the mind and body, making it suitable for giving the environment a more lively atmosphere and increasing a person's emotional and physical sense. In the Bal Floral exhibition, the green color has a soothing and pleasant effect on the people who see it. The green color will provide a sense of calmness in the mind and body of the person who sees it. Monica & Luzar (2011), explained that from the positive side, the color green has meanings such as fertility, growth, healing, success, natural, harmony, honesty, and youth.

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YELLOW



Image 8. Gompie Chrysanthemum
(Photo: Sopyan Kudhori, September 14, 2024)

The flower used is the Gompie Chrysanthemum. Chrysanthemums are famous for their beautiful flower shape, dense petals, and bright colors such as yellow, white, or other color combinations. Included in the group of cut flowers that have long durability after harvest, Gompie Chrysanthemums are in great demand in the floriculture industry (Husna, 2016). According to Thejahanjaya & Yulianto (2022), yellow is also often associated with positive meanings such as happiness, positive thoughts, passion, cheerfulness, and joy. Visually, yellow can attract attention quickly compared to other colors, so yellow is used in selecting flower colors at the Bal Floral exhibition.

RED



Image 9. Gerbera flower
(Photo: Sopyan Kudhori, September 14, 2024)

According to Yani (2009), Gerbera is a flower widely known for its large, bright flowers and has a variety of colors, such as red, yellow, orange, pink, purple, white, and other interesting color combinations. Red symbolizes a sense of spirit, energy, strength, courage, joy, enthusiasm, and heat and is considered a symbol of energetic life (Thejahanjaya & Yulianto, 2022). According to Fadiah & Satriadi (2024), from the point of view of color psychology, red can increase and provide a sense of joy and enthusiasm for people who see it.

ORANGE



Image 10. Nutan Tango flower
(Photo: Sopyan Kudhori, September 14, 2024)

One type of exotic ornamental flower that is often used in modern flower arrangements is the Nutan Tango Flower. Nutan flowers are famous for their unique flower shape resembling a needle or brush and have bright colors that make them look more attractive to the person who sees them, such as bright orange with a tinge of yellow. Thejahanjaya & Yulianto (2022), explain that the color orange describes the meaning of enthusiasm, a positive outlook on life, communication skills, and self-confidence. In addition, the orange color can also provide attractive power and attention and create a warm and friendly atmosphere when viewed. Meanwhile, from the point of view of Monica & Luzar (2011), the virtue of the orange color is that it can convey specific messages and influence a person's behavior and emotional response when they see it.

BLUE



Image 11. Hydrangea Hortensia flower
(Photo: Sopyan Kudhori, September 14, 2024)

According to the explanation by Rachmawati & Wardiyati (2017), Hydrangea Hortensia is a flower famous for its shape the form of a sizeable ball-shaped collection with small petals that give a beautiful and stunning appearance. In the Bal Floral exhibition, the Hydrangea Hortensia flowers are blue, giving the impression of elegance, beauty, and calmness. The blue color was chosen because it can effectively convey messages of communication and artistic expression to the audience. The blue color can create a calming, deep impression, so it is often chosen in various forms of art and design to convey more profound and reflective emotions (Thejahanjaya & Yulianto, 2022).

PURPLE



Image 12. Peony Mum Flower
(Photo: Sopyan Kudhori, September 14, 2024)

Peony Mum flowers have a large, dense flower shape and resemble peonies. Fitra (2023), explains that the Poeny Mum flower has various colors, such as white, pink, purple, red, yellow, and orange. The Peony Mum flower in the Bal Floral exhibition is purple, symboling luxury, wisdom, richness, appreciation, and elegance. Therefore, purple often attracts the attention of art lovers who like beauty. On the positive side, purple means luxury, wisdom, imagination, magic, level, inspiration, wealth, appreciation, and mysticism (Monica & Luzar, 2011).

PINK



Image 13. Carnation flower
(Photo: Sopyan Kudhori, September 14, 2024)

Referring to the explanation of NANDA (2022), the Carnation is known as the carnation flower. The name “carnation” comes from the Latin word carnis, which means “flesh,” which refers to the pale pink color, like the color of meat, which is the original color of this flower. Pink depicts the spirit of the younger generation, and the color is quite attractive because it can give a cheerful, sweet, wild, and feminine impression (Monica & Luzar, 2011).

Creating Ambience through Flower Palettes at the BAL Floral Exhibition Antwerpen, Belgium

During the six-day Bal Floral exhibition, many visitors came to enjoy the work of floral artists worldwide. They enthusiastically enjoyed and were amazed at the beauty of the installations of each artist who participated. Several visitors were interviewed for their opinions on the installations created by the Indonesian participants.

Visitor 1: "As General Manager of Floralien Bal Floral, I truly appreciate and admire the beauty of these flowers. The bold colors and combining traditional elements such as janur are stunning. It is a great visual experience!" (Interview Mr. Pieter Toebaert, 2024).

Visitor 2: "This installation is so vibrant, it seems to carry a message of harmony through its colors. I felt as if I was being invited to understand a rich culture, yet packaged in a very modern way." (Interview Mrs. Kristina Nelen, 2024).

Visitor 3: "This exhibition was spectacular! Seeing simple corn husks and banana leaves turned into artworks is inspiring. This is an art that speaks! Each installation feels like a living, heartfelt story" (Interview Mrs. Nana Oorschot, 2024).

Visitor 4: "I was impressed by the creativity. The fresh flower arrangements and traditional ornaments blended perfectly, conveying the message of cultural sustainability in such an elegant way." (Interview Mr. Rafi'Noa Iskandar, 2024).

VI. CONCLUSIONS

The Bal Floral 2024 exhibition at The Meir Palace, Antwerp, Belgium, combined floral installation art with local and modern cultural values. The theme "BAL FLORAL," inspired by James Ensor, raised the exploration of color, form, and traditional elements that reflect the harmony between classical and contemporary art. Indonesia's participation through Yayasan Sumbang Kawruh Indonesia (SUKRI) showcased the richness of its culture by utilizing local materials such as banana leaves, coconut leaves, and corn husks, which were innovatively combined into a beautiful multi-colored floral installation. This contribution strengthens the preservation of Indonesia's local culture at the international level while demonstrating how traditional art can thrive in a global context.

Creativity and color theory are the key elements in this exhibition, highlighting the combination of color psychology to make an appeal and create an emotional experience for art lovers. Brewster's color theory in the Bal Floral exhibition is primary and secondary colors, while Brewster's color theory is not exhibited, namely tertiary colors and neutral colors. The selection of contrasting and bright floral colors such as red, yellow, orange, purple, blue, and green brings deep symbolism and enriches the visualization of the exhibition installation works. Bal Floral is not just an exhibition celebrating a flower festival that showcases aesthetics but also a platform for cultural expression, global cooperation, and recognition of art as a universal medium of communication that unites tradition with innovation.

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