

PEOPLE

"I love everything. I enjoy all the process and experience." This talented 32-year-old is a presenter, actor, entrepreneur, producer, and a rapper in the making. "I like to grow as a person, I wanna have as much experience as I can while I still live."

The Prodigal Patriot

aniel
Mananta





Brand First, Subtle Movement Second

“Have you ever been involved in a long distance relationship?” asked the recipient of Panasonic Gobel Awards 2013 for Best Talent Show Presenter. “That’s what triggered me to launch Damn! I Love Indonesia clothing brand. Prior to my 7 years of studying in Australia, I felt so fed up about everything in Indonesia. I felt like I went through everything there is to know about the country and had about enough. But when I spent those seven years abroad, I suddenly felt such longing towards Indonesia, like I’ve lost my Indonesia and missed every single thing about it. So when I went back here to Jakarta, I felt such a huge relief. From then on, I never took Indonesia for granted, and I’m really super grateful to be living in this rich country.”

The first thing Daniel noticed about Indonesia since his arrival is how the youth has negative perception on their own country, with the traffic, the pollution, and the politics, “If all the youth

posses this kind of attitude, then when will Indonesia grow?” His clothing brand, which was initiated on October 28, 2008, has increasingly grown and has seven outlets so far. On October 28, 2013, those who share the same nationalism among the Damn! I Love Indonesia fans are united in one community called Damn Patriots, with its roaring tagline: “Patriotism Never Looked This Good”. It doesn’t stop there for this film enthusiast, together with Damien Lim, Daniel formed a mega entertainment Damn! Inc, which consists of three divisions: modeling, movie, and events.

What was once a little gesture has turned into a movement to express various nationalist acts, and the brand is not only worn and bought by

Indonesians, but also by foreigners who travel to Indonesia. “One of my customers (the foreigner) told me that his neighbor was surprised to see him all alright after he visited Indonesia, because our country has been depicted as this chaotic place where terrorism and disaster collide. The neighbor asked the questions after seeing him wearing a Damn! I Love Indonesia t-shirt. My customer showed the neighbor the photos he took when he was in Indonesia, and the neighbor was convinced that Indonesia is beautiful – and even planned to travel to Bali and Jogjakarta.” Daniel reminisced. “This is the sporadic effect that I hope to see more and more.”



But to open your e-mail and found, 'Hello Mr. Daniel Mananta, I represent Robert Redford, inviting you as Executive Producer of Killers to Sundance Film Festival 2014.'

Going International

With the pace he's going in presenting, nationalism branding, entrepreneur – currently honing his business skill in mobile telecommunications and F&B business, it's just a matter of time before this Edith Cowan University graduate goes international. Daniel admits that after becoming a presenter in Miss World 2013, "It breaks through another market. I was called to host a football show in Singapore called Football Crazy, and it airs across Asia."

The next equally awesome achievement he currently embarks is being one of the executive producers for *Killers*, a dark psychological film from The Mo Brothers. January 20th, 2014 will mark another global success in Indonesian film scene as *Killers* will have its world premiere in Sundance Film Festival in Salt Lake City, Utah.

"When The Mo Brothers was looking for investors to fund *Killers*, we decided to be one of them after reading the script, and think, 'it just had

to happen!" said Daniel, who's currently reading Philip Green's biography. "We were all well-prepared, and since we were also shooting the film in Japan, we also worked with Japanese investors, and so the production began. But then the tsunami happened, and everything was put on hold, luckily a year later Japan recovered, and so we got a pool of resources that were ready to invest in the film."

Initially, said this Baz Luhrmann fan, they aimed the film to be featured in Cannes. "But to open your e-mail and found, 'Hello Mr. Daniel Mananta, I represent Robert Redford, inviting you as Executive Producer of *Killers* to Sundance Film Festival 2014.' is still freaking awesome!" concluded Daniel, who exclusively shared that his next project might be a sport-related film. ■

TEXT GALUH TATHYA
 PHOTO FRANCISCO L MANUPUTTY
 STYLIST KEZIA PONGGAWA
 MAKEUP & HAIR JENIE
 JACKET, SHIRT AND JEANS LOUIS VUITTON

The Name Game

DREAM DESTINATION?

"The moon. I would really love to go there, put Indonesian flag while wearing Damn! I Love Indonesia t-shirt."

ONE THING THAT WOULD SURPRISE PEOPLE ABOUT YOU?

"I'm a good Catholic, I go to church every week and give 10% of my income to Samaritan Foundation."

THREE FAVORITE FILMS OF ALL TIME?

"*Matrix*, *Moulin Rouge*, and *The Godfather*."

THREE CURRENT OBSESSIONS?

"I would like to receive an Oscar award for Best Foreign Film, starring in Hollywood films, and being involved in a large scale of international reality show like *Amazing Race*."

2014 RESOLUTION?

"Listening more to podcast about leadership, read more business-related books, live healthier, and better networking."