

# FINE ARTS ECOSYSTEM GAINS MOMENTUM IN HONG KONG

Crozier Fine Arts transforms the customer centric experience with a sleek new Hong Kong flagship art storage and viewing space that leads the group's expansion beyond logistics.

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**KEN NG**

General Manager  
Crozier Fine Arts Hong Kong



With Gen Z and millennial collectors and buyers on the rise, fine art logistics and services company Crozier embarked upon a revolutionary journey to meet the evolving expectations of this new generation of art enthusiasts. No longer confined to traditional warehouse operations, it has recently invested in a 47,000-square-foot, state-of-the-art facility to offer a novel and modern personalised art experience.

## Strategic Expansion to Hong Kong

Founded in 1976 in New York City, Crozier is a specialist in fine art logistics and services with 31 overseas offices. In 2023, Crozier opened its first Asian office in Hong Kong following its parent company Iron Mountain's acquisition of a local logistics company in 2022. As Ken Ng, General Manager of Crozier Hong Kong, explains, the rationale for establishing Hong Kong as its

regional headquarters is both strategic and straightforward: “Hong Kong is a sophisticated global art hub, home to major art fairs and leading international auction houses. With no import or export duty or VAT, it is the ideal trade destination for international collectors.”

## Redefining Art Experience

Hong Kong is spearheading Crozier's move from operations to customer-centric services with unique art experiences. Its museum-grade facility is equipped with desiccant air control units and Hong Kong's first Barrisol lighting in the art viewing spaces, which is designed to showcase art in unparalleled condition. Private lounges and meeting rooms enable curated art events, offering a completely new dimension to art appreciation. Hong Kong is the launchpad among its 34 locations for Crozier's new strategic direction, with other facilities to follow.

To further bolster this transformation, it is enhancing the team's communications and account management skills while augmenting the team with new registrar and shipping hires. “Hong Kong talent is persistent, hardworking, smart and always finds the most efficient way to reach new goals,” said Ng.

Ng looks to InvestHK for support in tapping new markets in Hong Kong and the Guangdong-Hong Kong-Macao Greater Bay Area. “InvestHK has provided a great networking platform to let people know we are a key player in the art industry. We have been able to connect with potential clients and partners, and strengthen our presence in the region's fast-growing art ecosystem,” Ng concluded.

## Crozier Fine Arts

- Founded in 1976 in New York City, Crozier is a specialist in fine art logistics including transport, storage and handling with more than 1.8 million square feet of storage across 12 global markets
- Owned since 2015 by Iron Mountain, its Hong Kong regional headquarters was established in 2022, spearheading the group's focus on unique art ownership experiences with a team of 30 experts

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