

White Cube: Connecting the World through Art

One of the first international art galleries to establish itself in Hong Kong, since 2012 White Cube has been an essential destination for serious Asian art collectors and investors looking to access work by some of the world's most exciting contemporary artists.

“Hong Kong's openness and inclusiveness towards art and culture are rare in the Asia region, as are its internationalised market, sophisticated collectors, diversified art fairs, and steadfast Government support.”

Wendy Xu
Managing Director, Asia
White Cube



Springing to renown in London in the 1990s, international contemporary art gallery White Cube opened its first space outside of the United Kingdom in Hong Kong in 2012, and now operates in London, Paris, New York, Seoul, and Hong Kong. According to Wendy Xu, White Cube's Managing Director for Asia, establishing a presence here was an essential move in the gallery's global expansion. "Hong Kong is such an important city for art, as an international arts hub and a vital route into the wider Asian art market," she said, noting that along with Mainland China, Hong Kong's art sales volumes are the highest in Asia in terms of sales revenue and market share.

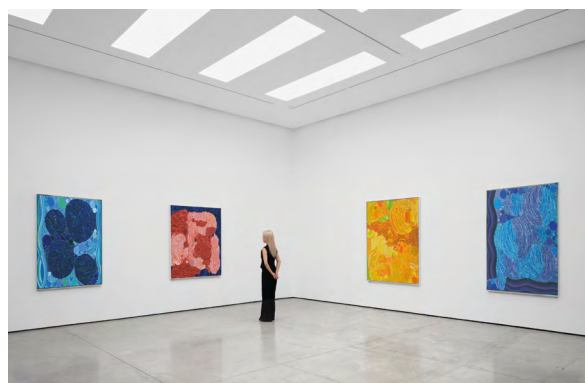
In this vibrant context, White Cube has gained a reputation as a regional art force.

Increasingly, said Xu, White Cube Hong Kong acts as a focal point for discerning collectors from across Asia and beyond. At the same time, it is supporting cultural development by representing local artists and forging close connections with local institutions. The gallery is also leveraging Hong Kong's close ties with the Mainland to serve a growing breed of Mainland collectors, while also representing more up-and-coming Mainland artists.

White Cube thrives on Hong Kong's rich and varied art ecosystem. "This is a city where major international galleries like White Cube sit alongside dozens of long-established local galleries," said Xu. "Then there are major public art institutions, like M+ and Tai Kwun, and many non-profit art organisations. The constantly evolving Hong Kong art scene drove our expansion in 2024, as we help to shape the regional art ecosystem and create a unique Hong Kong voice in the international art scene."

Backing White Cube's success is strong Government support for business and arts development, alongside a rapidly growing Mainland market. "In recent years, Invest Hong Kong has

provided valuable promotional support for our gallery, and was a vital resource during the pandemic," said Xu. In recent years, the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) has revealed itself as a vast potential market with a knowledgeable and affluent collector base. "To tap into the vigorous Mainland art scene and open doors for new growth, we've recently set up a dedicated business development and service team," said Xu.



White Cube

- White Cube is an international commercial gallery representing over 70 artists and estates, with gallery spaces in London, Hong Kong, Paris, New York and Seoul
- Launched in London in 1993, White Cube opened its first overseas gallery in Hong Kong in 2012, recognising the importance of the city as the centre of the Asian art market

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