

Art for Everyone

French entrepreneur brings leading gallery brands to Hong Kong with an aim to make art collecting more accessible.



Art de Vivre Collection is a contemporary art platform under the Art de Vivre group founded in France by Arthur de Villepin, son of former Prime Minister of France, Dominique de Villepin. With a vision to propagate art in everyday life and making it more accessible for all, the company presents a number of leading art brands in Asia, and offers original artworks across all media with an affordable price.

De Villepin believes that art is for everyone. As an art collector himself, he sees Art de Vivre Collection as a platform to democratise art collecting, and at the same time to cultivate and promote French culture. "Our aim is to provide a place not only for established collectors, but also first time buyers to explore and discover new artists in a unique and friendly environment," said de Villepin.

In 2013, Art de Vivre began its journey in Hong Kong by bringing YellowKorner, a France-based limited-edition fine art photography gallery network, to the city. The encouraging market response to the concept of accessible art has inspired de Villepin to bring another leading art brand here- Carré d'Artistes.

Sitting on Hollywood Road, a renowned art district in Hong Kong, Carré d'Artistes showcases a wide range of styles from classical paintings to 3D Pop Art collages. According to de Villepin, the company will add more Asian artists as well as Hong Kong artists to enrich its diversity.

De Villepin thinks that the city offers great qualities for his art business. "Hong Kong is a dynamic and energetic place. People here



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Arthur de Villepin
Founder and CEO
Art de Vivre Group

are very open-minded and welcoming," he said, "the city has provided me with a vibrant retail landscape with a hunger for new ideas and concepts. These qualities have allowed our brands to flourish in the market."

He added that the city's well-established financial and legal infrastructure also makes setting up a business easy and accessible.

Art de Vivre Collection currently has over 20 staff members and de Villepin plans to expand the team as their business grows. "There is an incredible pool of promising artists here," commented de Villepin, "and I look forward to the possibility of collaborating with local talented artists."

He also finds the assistance provided by InvestHK is valuable to the company. "The networking events are very useful, and I appreciate their advice and support on administration, recruitment and legal matters," he concluded.

Art de Vivre Group

- Carries two gallery concepts namely YellowKorner and Carré d'Artistes
- Under the two brands, the company now represents over 850 international artists with more than 100 galleries globally

 www.artdevivre-collection.asia