

A New Chapter for Collecting

Bonhams is set to elevate its presence in the region with the launch of its new Asia headquarters in Hong Kong this October.

Founded in London in 1793, Bonhams is a global auction house renowned for its expertise across over 60 collecting categories, including fine art, collectibles, luxury items, wine and spirits, and collector cars. It has a rich heritage that reflects over two centuries of dedication to excellence in the auction industry. With flagship salerooms in major cities such as London, New York, Paris, and Hong Kong, Bonhams serves a diverse and discerning clientele around the globe, providing bespoke services designed to meet their individual needs. As Asia plays an increasingly important role in Bonhams' global business, the auction house is accelerating its expansion in Hong Kong.

Expanding Horizons: Bonhams' New Asia Headquarters

For Bonhams, the strategic decision to establish a new Asia headquarters in Hong Kong is driven by its growth momentum and commitment to enhancing the client experience. Spanning 19,000 square feet across three floors at Six Pacific Place, this polished, expanded facility will feature a permanent saleroom, gallery space, and dedicated office areas.

"Our expansion in Hong Kong is a testament to Bonhams' long-term commitment to

this dynamic market," said Julia Hu, Managing Director, Asia of Bonhams. "Since we opened our first saleroom at One Pacific Place in 2014, our team and business have experienced substantial growth, with a 20 percent increase in our team over the past two years. To facilitate our next phase of development, we seek a more spacious and strategically designed space to support our continued growth."

"The design of our new headquarters seamlessly combines sleek, contemporary style with functionality, creating an inviting and sophisticated atmosphere. This enables Bonhams to offer an elevated client experience – from the moment clients enter our gallery to the presentation of artworks and the events we host, all tailored to their refined tastes," Hu added.

Hong Kong: The Global Arts Hub

As a global arts hub, Hong Kong plays a crucial role in Bonhams' growth trajectory. In 2024, Bonhams Hong Kong's Spring Season saw robust year-on-year growth of 33 percent, totalling HK\$270 million. A highlight was the sale of an exceptionally rare abstract work, *Infinity*, by renowned Japanese artist Yayoi Kusama, which fetched an impressive price of over HK\$46 million. Behind these stellar numbers lies a vibrant art market in constant motion. Nearly one in five buyers from Bonhams' Hong Kong Spring sales is new to the auction house, and over 30 percent are millennials and Gen Z.

"In recent years, Hong Kong's art and luxury markets have become increasingly vibrant and international," Hu stated. "The city presents a unique blend of cultural and commercial strengths, making it an ideal platform for serving both our Asian and global clients."

Hu noted key industry trends such as integrating art into our lifestyle, cross-category collecting, and the rise of younger collectors, including millennials and Gen Z. "These trends indicate significant long-term growth potential and align with our mid-market positioning, which focuses on works priced below HK\$10 million and targets a core group of collectors," Hu remarked.



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Julia Hu
Managing Director, Asia
Bonhams

Looking ahead, Bonhams aims to leverage its global strengths to introduce more exciting offerings to the Asian audience. "With our newly expanded space in Hong Kong, we are eager to creatively engage our clients all year round and bring treasures from our worldwide salerooms directly to their doorsteps," Hu concluded.



Bonhams

- With 14 international salerooms, Bonhams presents over 1,000 sales annually across more than 60 specialist categories
- The auction house launched its Hong Kong presence in 2007 and established its Asia headquarters in Hong Kong after the opening of its Hong Kong saleroom in 2014

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