

ART



Courtesy: Art Basel Hong Kong



Geographic location is key advantage... Hong Kong is right at the heart of Asia, and attracts visitors from across North and Southeast Asia, as well as from Australia and New Zealand. Its superb transport infrastructure and links make it convenient for Art Basel's visitors from the US and Europe.

Adeline Ooi
Director Asia, Art Basel

Hong Kong – The Creative Hub of Asia Pacific

West Kowloon Cultural District

Located on Hong Kong's Victoria Harbour, the West Kowloon Cultural District is one of the largest cultural projects in the world. Its vision is to create a vibrant new cultural quarter for Hong Kong. The HK\$24 billion (US\$3 billion) project on the 40-hectare waterfront site will encompass a variety of art and cultural venues, including:

- M+, Asia's first international museum for the 20th and 21st century visual culture, encompassing design, contemporary art, popular culture, moving image and architecture
- Hong Kong Palace Museum, with 7,600 square metres of gallery space, to display artefacts of Chinese art and culture from the imperial collection of the Palace Museum
- Xiqu (Chinese Opera) Centre, a world-class arts venue promoting the rich heritage of Chinese opera, was opened in January 2019
- Lyric Theatre Complex, to showcase dance and theatre, comprising three theatres, extensive rehearsal facilities and a Resident Company Centre
- M+ Pavilion, an exhibition and event space for artists, designers and other organisations to stage independent small-scale exhibitions and events, was opened in 2016
- 23 hectares of open public space providing a green open space, harbourfront promenade and a vibrant venue for music, dance, theatre, exhibitions and events

Tai Kwun and PMQ

Tai Kwun, the former Central Police Station, is a new centre of heritage and arts with space for galleries, exhibitions, performances and arts organisations. PMQ, the former Police Married Quarters, has become a creative industries landmark with over a hundred design studios, retail and pop-up space for designer products and crafts.

Thriving Art Districts

Hong Kong has a thriving art scene with an art district centred around Central, SoHo, NoHo, Sheung Wan and Sai Yin Pun as well as destinations that are evolving into art clusters in warehouse sized ex-industrial buildings in Wong Chuk Hang, Aberdeen, Chai Wan, Kwun Tong and Fotan. A purpose-built development for the arts, H Queen's, which opened in late 2017 in Central, has attracted world-renowned galleries as tenants.

With all these exciting developments, Hong Kong is poised to become a vibrant international centre for arts and culture in Asia.

Hong Kong Advantages and Opportunities

One of the World's Leading Art Markets

Hong Kong has increasingly been the location where auction records are set, proving its importance in comparison to New York and London. Hong Kong provides access to 6.2 million high net worth individuals (HNWIs) in Asia Pacific. HNWIs in Hong Kong grew by 15 percent to reach 170,440, while in Mainland China, HNWIs rose 11 percent to 1.26 million in 2017 (*World Wealth Report 2018 by Capgemini*). The rapidly growing number of wealthy Asian and Chinese collectors has resulted in skyrocketing prices for Chinese contemporary and western art, attracting many international galleries to set up in Hong Kong.

Simple and Low Tax

Hong Kong has one of the world's lowest and simplest tax systems. Under the two-tiered profits tax rates regime, the profits tax rate for the first HK\$2 million of profits of corporations is lowered to 8.25 percent. Profits above that amount continue to be subject to the tax rate of 16.5 percent. There is no import or export duty and no value added or sales tax.

World-class Logistics

Hong Kong has one of the world's most efficient transport and logistics networks, a world-class international airport, and one of the world's busiest container ports. Hong Kong's professional service providers are equipped with extensive knowledge and experience in handling artworks.

Asia's Most Popular City for International Business

Strategically located at the heart of Asia and gateway to Mainland China, Hong Kong is a world city and international financial centre, with unrestricted capital inflow and outflow, full currency convertibility, and English as the language of business – this is one of Asia's most popular cities for international business.



InvestHK 投資推廣署

The Government of the Hong Kong Special Administrative Region



Art for Everyone

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



Hong Kong 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. ”

**Arthur de Villepin
Founder and CEO
Art de Vivre Group**

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 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 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

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I like Hong Kong very much for its professional way of doing business. It is a melting pot of Asian and Western cultures. ”

Leng Lin
Regional Partner
Pace Asia



Set the Pace in Contemporary Art

Pace Gallery shows long-term commitment to Hong Kong's thriving art scene.

Established in the US in 1960, Pace Gallery is a leading contemporary art gallery representing many of the world's most talented contemporary and 20th century artists. The gallery has been operating in Hong Kong since 2014 with an exhibition space in the Entertainment Building but recently they have opened an additional larger gallery in the new H Queen's Building, with an inaugural exhibition of Yoshitomo Nara.

"Hong Kong provides easy access to Asian clients. We meet a lot of young collectors here, such as those of the K11 art mall alongside institutions such as M+ whom we have supplied some artworks to," Leng Lin, Regional Partner, Pace Asia, said. "I like Hong Kong very much for its professional way of doing business. It is a melting pot of Asian and Western cultures."

Leng set up Pace Beijing in 2008, Pace's first space in Asia. With the new gallery in H Queen's and another additional gallery in Seoul, which opened in 2017, Pace now operates the most exhibition spaces across Asia of any global gallery.

"After ten years in Beijing, we feel our belonging to Asia, especially in Hong Kong and Seoul are getting increasingly important for the global art market. With Hong Kong being a window to the world that allows us to broaden our scope both regionally in Asia and across the globe," he added.

"Hong Kong is also an incredibly dynamic market and cultural center for the arts at this point in time. Led by the opening of the H Queen's building, Tai Kwun for Heritage and Arts and the growth of Art Basel HK, the global art world are all watching the speed of development and want to get involved."

With their unique programme of both Western and Asian artists, Pace Hong Kong aims to connect with galleries from all over the world, both to represent Asian artists globally and share a robust programme of Western art within Asia. "It is interesting to see how our network continues to grow

organically here. We are not a gallery just selling artworks, but a global Hong Kong gallery which identifies and represents exemplary artists both locally and across Asia." Lin said.

Pace Gallery Hong Kong will also work with the global gallery's new body FUTURE/PACE, a pioneering organisation to assist the commission of major artworks in the public realm to re-examine the role of public art, architecture and urban planning into a 'gallery without walls'. "FUTURE/PACE is a particularly exciting avenue for us to bring to Asia to facilitate the vision of our artists and bring further public exposure to their work in aesthetically diverse cities and locations across Asia," said Leng.

"InvestHK's support is great. We are proud to play a part in Hong Kong's booming art community and contribute to its development," Lin concluded.

Pace Gallery

- Established in the US in 1960
- Established the first Hong Kong gallery in 2014 and the second gallery in 2018
- 10 locations worldwide, including London, New York and Beijing

 pacegallery.com

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Annual Art Fairs in Hong Kong

Art Basel Hong Kong (March)

The show features over 200 premier galleries representing countries and territories from around the world, with works of the highest quality ranging from modern masterpieces of the early 20th century to the most contemporary work by established and emerging artists, as well as an inspiring week of events, exhibitions, talks and art tours happening alongside the show.

<https://www.artbasel.com/hong-kong>

Art Central (March)

Situated at Central Harbourfront, Art Central was set up by founders of Art Hong Kong and inaugurated in 2015, with over 100 exhibitors showcasing the next generation of artistic talent alongside some of the most established contemporary galleries from across Asia and the globe.

www.artcentralhongkong.com

Asia Contemporary Art Show (March, October)

Asia Contemporary Art Show offers collectors, art enthusiasts, galleries and artists a relaxed environment to see, buy, sell and talk “art”, within several floors of the Conrad, Hong Kong, transformed with original paintings, limited editions, sculptures and photography from emerging and mid-career artists around the world.

www.asiacontemporaryart.com

Affordable Art Fair (May)

Affordable Art Fair presents an inspiring atmosphere in which original works of art in paintings, print, sculpture and photography by emerging artists through to household names are on show, with prices ranging from HK\$1,000-100,000.

<https://affordableartfair.com/fairs/hong-kong>

Fine Art Asia (October)

Dedicated to art and antiques, Fine Art Asia attracts prestigious galleries from Hong Kong, Asia, Europe and the rest of the world, exhibiting a wide range of museum-quality collectible artworks, including antique silver, jewellery and timepieces, impressionist, modern and contemporary art and design, and photography.

www.fineartasia.com

Ink Asia (October)

Ink Asia aims to promote ink art at an international level, creating a professional, open platform combining academic and business interests, presenting galleries and artists from Hong Kong, other Asian countries and Europe, featuring ink works in a wide variety of different forms, alongside a series of talks and seminars.

www.inkasia.com.hk

Useful Links

Asia Art Archive

www.aaa.org.hk

Hong Kong Art Gallery Association

www.hk-aga.org

Hong Kong Arts Centre

www.hkac.org.hk

Hong Kong Arts Development Council

www.hkadc.org.hk

Hong Kong Heritage Museum

www.heritagemuseum.gov.hk

Hong Kong Museum of Art

www.lcsd.gov.hk/CE/Museum/Arts/

Jockey Club Creative Arts Centre

www.hkbu.edu.hk/jccac

Oi!

www.lcsd.gov.hk/CE/Museum/APO/en_US/web/apo/about_oi.html

PMQ

www.pmq.org.hk

South Island Cultural District

www.sicd.com.hk

Tai Kwun

www.taikwun.hk

West Kowloon Cultural District

www.westkowloon.hk

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Invest Hong Kong is the department of the Hong Kong Special Administrative Region (HKSAR) Government responsible for attracting Foreign Direct Investment, supporting overseas and Mainland businesses to set up and expand in Hong Kong. We partner with clients on a long-term basis and are available at any stage of their business development process.

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