



“The efficient banking system, professionalism in art handling and logistics, and the ease of communicating in English gave us more confidence in setting up a gallery in Hong Kong.”

**Jeffrey Lee, Director
Longmen Art Projects**

Curating an Art Journey

Founded in 1975 in Taipei and re-established in Shanghai in 2010, Longmen Art Projects has opened their second gallery in Wong Chuk Hang, a new art district on the south side of the Hong Kong Island, with a vision to feature more international artists

Longmen Art Projects has been showcasing Chinese modern and contemporary art since it opened its Shanghai art gallery back in 2010. The gallery had been pondering to open another gallery to feature more international artists. After considering Los Angeles, Hong Kong and Taipei, the gallery decided to go for Hong Kong because of the perfect timing and the opportunities they see in the city.

Hong Kong as an Art Hub

Since the inaugural launch of Art Basel Hong Kong in 2013, art has been slowly broadening from a niche to a more general market in Hong Kong. These days families are going to Art Basel and the city is filled with a variety of events, workshops and public art installations that complement the annual show. “It benefits the entire art industry in Hong Kong. More people are talking about it and more people can experience and enjoy art. Combined with the growth of the art market and record breaking auction records, art has created more attention in the city,” said Jeffrey Lee, Director.

Through having its own booth in Art Basel, Longmen Art Projects has enhanced the exposure of the gallery and the artists they represent. The positive impact they received from the fair has encouraged them to consider opening a gallery in the city.

According to Lee, Hong Kong allows them to gain easy access to the international market in the aspect of convenience in attending international art fairs, plus shipping of artworks in and out of the city with no customs or import tax. “Furthermore, the efficient banking system, professionalism in art handling and logistics, and the ease of communicating in English gave us more confidence in setting up a gallery in Hong Kong.”

investhk.gov.hk

Location of the gallery is equally important. Noticing the trend of prominent art galleries moving to Wong Chuk Hang, Lee finds this new art community full of potential. The calibre of the galleries in Wong Chuk Hang also reinforces the idea of opening the second Longmen Art Projects here. The Shanghai gallery features modern and contemporary Chinese artists while the Hong Kong gallery focuses more on artwork from different parts of Asia and beyond. Last but not least, Lee hopes to bring more Hong Kong emerging artists to their gallery as he always feels that it is important to embrace local arts.

InvestHK has assisted Longmen Art Projects' opening in the city, providing support in bank account opening, visa application and networking opportunities.

Lee grew up in New York and finds that there are lots of similarities between the two cities. Both are truly international cities where one can meet a diversified and interesting people.

Longmen Art Projects

- Founded in 1975 in Taipei, Longmen Art Projects now have art galleries in Shanghai and Hong Kong
- The gallery represents and exhibits a diverse spectrum of modern and contemporary artworks

longmenartprojects.com



InvestHK 投資推廣署
The Government of the Hong Kong
Special Administrative Region