



ART WORLD FORUM HONG KONG

Friday 17th March, 12pm - 5pm
Liang Yi Museum, Sheung Wan, Hong Kong

FOR IMMEDIATE RELEASE - *March 2017*

Art World Forum Hong Kong presents *New Ways of Seeing*

Art World Forum proudly presents its second forum, '*New Ways of Seeing*', on Friday 17 March from 12pm - 5pm at Liang Yi Museum, Hong Kong.

Amidst the hype of Arts Month in Hong Kong, Art World Forum is pleased to collaborate with Liang Yi Museum to offer a selection of carefully curated discussions by art and corporate professionals. Other than informational, marketing and networking opportunities for art industry experts, our platform aims to address the opportunities and challenges faced by marketplace players, build an international art business community to promote the arts, and provide an open networking environment for the exchange of ideas and information.

Guests will have the opportunity to network with leading professionals in the industry and across the world, learn more about what is trending in the art market and explore new business models which are currently being practiced in the market.

Our theme, *New Ways of Seeing*, refers to the entrepreneurial approaches taken by key players within the art and corporate sectors to promote innovation and introduce new business models to the art market. Targeted topic discussions will include the dynamics posed by the physical vs the digital space, art fairs and the role they play, the subtleties between institutional models and how they differ, and the essence of ownership in the context of leasing art.

Organised in Hong Kong, a cultured and prominent player of the international art market, we look forward to welcoming you to the second Art World Forum event on March 17th. Details of the event will be announced in February 2017.

About Art World Forum

Art World Forum is an emerging global platform which aims to build valuable networks between art professionals and business leaders. Through its high quality, high value international events, Art World Forum aims to be established in each of the world's key art markets where transactions and investments are taking place.

Through our carefully curated sessions, delegates of our conferences and guests at our events will have the opportunity to network with leading experts in the art-business industry from around the world, to learn about how the art market interacts with business, financial, consumer and knowledge markets, and to develop strategic alliances that may lead to business opportunities and social impact.



About Liang Yi Museum

Opened in March 2014, Liang Yi Museum is Hong Kong's largest private museum, located on Hollywood Road in the heart of the historic district. Housing a world-class collection of Chinese classical furniture from the Ming (1368–1644) and Qing (1644–1912) dynasties, as well as an extensive selection of European vanities, it is one of the most eclectic collections in the region.

Singular among Hong Kong institutions in its continuing commitment to collecting and presenting works of craftsmanship, heritage, and design, Liang Yi presents a changing array of exhibitions and public programs dedicated to engendering increased appreciation of art and culture. The Museum aims to make these collections relevant to audiences by providing visitors with an understanding of the complex narratives of the historical periods these works are drawn from—as well as the cultural connections that now characterise our lives in a global community.

Contact:

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