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MASTERPIECE
THE MASTERPIECE PAVILION

4 March 2019

Masterpiece to expand to Asia | The Masterpiece Pavilion at Fine Art Asia, 4-7 October 2019

- Masterpiece London and Fine Art Asia have agreed to a long-term partnership through which Masterpiece will launch *The Masterpiece Pavilion* at Fine Art Asia as part of this year's edition
- *The Masterpiece Pavilion* marks the first stage of Masterpiece's international expansion, which is being supported by MCH Group
- The partnership will also see Fine Art Asia's presence at Masterpiece London in June 2019

Held within Asia's leading fine art fair, *The Masterpiece Pavilion* (4-7 October 2019) will bring Masterpiece's established vision of cross-collecting to an Asian audience, complementing Fine Art Asia, and strengthening Hong Kong's offering as an international art centre through its unique contribution.

The Masterpiece Pavilion will showcase exhibitors from Masterpiece's existing roster of art and design specialists, as well as a select number of new additions. The work presented will span eras and disciplines.

Fine Art Asia and Masterpiece London have a history of collaboration. In June 2013, Masterpiece London hosted 'Hong Kong Pavilion - Asian Treasures', a selling exhibition presented by Fine Art Asia. In October of the same year, in turn, Fine Art Asia hosted 'European Treasures', presented by Masterpiece London.

Lucie Kitchener, Managing Director of Masterpiece said:

"Masterpiece has established itself as a leading international art fair. Since its first edition in 2010, its outlook has become increasingly international, not only through the exhibitors and artworks it presents, but through the collectors, museum figures and patrons it attracts. We are excited about our partnership with Fine Art Asia, and what it will enable both Masterpiece and Fine Art Asia to achieve. With Fine Art Asia's support, we believe Masterpiece will be a great success in Hong Kong and are delighted about this opportunity to bring Masterpiece and our exhibitors to new audiences."

Andy Hei, Founder & Director of Fine Art Asia, said:

"We are delighted to enter into a new partnership with Masterpiece. Hong Kong is an international city with a truly free trade port. The art market in Hong Kong continues to develop apace, with support from the government"

巨匠臻藏展館
MASTERPIECE
THE MASTERPIECE PAVILION

and creative initiatives by the industry. Therefore, a collaboration between two leading international fine art fairs such as Masterpiece in London and Fine Art Asia in Hong Kong, is entirely appropriate for Hong Kong now and we are confident it will be mutually beneficial.”

Hans-Kristian Hoejsgaard, CEO of MCH Group, said:

“We are delighted to be supporting Masterpiece in bringing its cross-collecting ethos to new locations internationally, beginning this October with its first event in Hong Kong. This is an exciting first step in Masterpiece’s international expansion, which is one of MCH Group’s key strategic initiatives.”

Notes to Editors

About Masterpiece:

Founded in 2010, Masterpiece has established itself as the world’s leading cross-collecting fair, offering the finest works of art, design, furniture and jewellery, from antiquity to the present day.

Masterpiece London enters its tenth year at the South Grounds of the Royal Hospital in Chelsea. Held in a bespoke marquee inspired by Sir Christopher’s Wren Royal Hospital Chelsea; inside, 160 international exhibitors present exceptional works for sale for new and established collectors to discover. The Fair integrates exhibitors from every major market discipline, demonstrating how different works of art can be combined in a stimulating way, and introducing visitors to disciplines and periods of art, they might otherwise not encounter. Masterpiece London’s tenth edition will take place from 27 June to 3 July 2019 (Preview: 26 June).

On 30 November 2017, MCH Group acquired a majority stake (67.5%) in Masterpiece London Ltd. MCH Group is supporting Masterpiece London’s international expansion.

About Fine Art Asia:

Fine Art Asia, founded in 2006, has earned a reputation in the international art world as Asia’s leading annual fine art fair. The fair presents an impressive collection of museum-quality fine art exhibited by world-renowned galleries from Asia, Europe and the USA, spanning 5,000 years of cultural history from the Neolithic period to today.

Showcased at Fine Art Asia are Asian and Western antiques, including ancient Chinese and Himalayan bronzes, Near Eastern, Indian, Egyptian and classical Roman antiquities, Chinese ceramics, textiles,

巨匠臻藏展館
MASTERPIECE
THE MASTERPIECE PAVILION

jades, lacquer, furniture and scholar's objects. The fair also displays masterpieces of Impressionist, modern and contemporary art; antique silver, fine jewellery and timepieces, and photography.

Fair details:

The Masterpiece Pavilion at Fine Art Asia

Location: Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wanchai, Hong Kong

Dates: 4-7 October 2019 (Preview: 3 October)

Website: www.masterpiecefair.com

For press enquiries contact:

About Masterpiece London:

Rachel John at Sutton London | rachelj@suttonpr.com | +44 (0) 20 7183 3577

About Fine Art Asia:

Hong Kong, Asia Pacific and North America:

Helena Hui at Trinity International Limited | Helena@3trinity.hk | +852 3583 3131

UK & Europe:

Pippa Roberts at Pippa Roberts Publicity & Communications | pr@pipparoberts.com | +44 (0) 1707 26208