

**Press release - For immediate release**

To: News/ Feature/ Arts and Culture/Education Assignment editor/editors and reporters

**Holly's International (Hong Kong)  
Celebrates the opening of Integrated Art Complex and SPACE 229  
Bringing Services to the World from the Bay Area**

(26 November 2018, Hong Kong) A pioneer in the auction industry in Southern China with 25-years of history, Guangzhou Holly's International Auction Co., Ltd. ("Holly's Int'l") is now launching its newest branch in Hong Kong, namely **Holly's International (HK) Auctions Co., Ltd. ("Holly's Int'l (HK)")**. On 26 November 2018, Holly's Int'l (HK) celebrates the official opening of its brand-new Integrated Art Complex at 229 Queen's Road.

Ms Lucie Chang Yue, Executive President of Holly's Int'l (HK) said that "The Lingnan area has built a distinctive environment with its unique geography and language since ancient times. It has always been the source of China's revolutionary innovation and vitality, and the gateway to China's earliest contact with the Western world. Hong Kong is an important hub for the international art market in the Asia-Pacific region. Holly's International Auctions, based in Guangzhou, officially settled in Hong Kong. The future business is directed to the Bay Area, establishing an auction house with Lingnan characteristics. We plan to organise a large scale auction annually, and the first auction is expected to be held in the first half of 2019, in order to give full play to Hong Kong's window of communication and more effective links between Chinese and Western scholars and top collectors."

Holly's Int'l (HK) team comes from professionals in the international art circle. It consists of four departments covering a wide range of art collectibles, including (1) the Department of Modern and Contemporary Art, the Chinese and Western, embraces the collection of famous and new artists, and the oil painting and ink painting, sculptures, and photographs, provide collectors with a wealth of collection choices; (2) Chinese Classical and Modern Paintings and Calligraphy Department, which is closely linked to the vast art circle in the Mainland, and connects local and overseas collectors to provide a wider range of historical and artistic values, allowing the collectors appreciate the aesthetics of traditional Chinese art from many angles; (3) The Chinese Ceramics, Jadeite and Works of Art Department provides collection of porcelain, jade and handicrafts from antiques to furniture, all of which are unique in international treasures, and bring unique collection experience to collectors; 4) The Sophisticated Jewellery and Watches Department has a gorgeous and exquisite collections with different styles and no shortage of famous works.

Holly's Int'l (HK)'s newly established art space - SPACE 229 is also holding the opening special exhibition, with "Wu Guanzhong: The Landscape of Life", showing 10 important works of Wu Guanzhong in different periods in the 60s and 90s; ancient and modern Chinese and Western art treasures; Antiques from the Ming and Qing Dynasties; paintings and calligraphy works by masters such as Zhang Daqian and Zheng Banqiao, and dazzling jewellery worth more than HK\$55 million. The exhibition will start from now until December 23, 2018.

Holly's Int'l (HK) has been preparing for more than one year and is the only auction company in Hong Kong to have its own building. The six-storey art building offers different types of art exhibitions and services, the most distinctive of which is the three-story art space from the ground floor - SPACE 229, with a jewellery and clocks

showroom; a wine tasting area; VIPs meeting room; a private department, offices, studios and workshops to support the development of diverse arts.

During the Opening Ceremony, the officiating guest Dr Louis Ng Chi-wa, Interim Director, Hong Kong Palace Museum of the West Kowloon Cultural District; Mr He Jianfeng, President of Midea Holding Co., Ltd. and Chairman and President of Infore Investment Holding Group Co., Ltd.; Dr Li Yifei, CEO of Holly's International Auction Co., Ltd. and Chairman of Holly's International (HK) Auctions Co., Ltd.; Ms Lucie Chang, Executive President of Holly's International (HK) Auctions Co., Ltd.; and other members of Holly's Int'l (HK) hosted the ribbon-cutting ceremony together.

Details of the opening exhibition:

Date	27 Nov 2018 - 23 Dec 2018
Opening hours	10am to 7pm (Close on Sundays)
Location	SPACE 229 - 229 Queens Road, Sheung Wan, Hong Kong
Photos of Selected works	<a href="https://drive.google.com/open?id=1JN39vg59wovyOozxa8yLT6e_c1Jxx4a">https://drive.google.com/open?id=1JN39vg59wovyOozxa8yLT6e_c1Jxx4a</a>

Photos of opening ceremony



Photo 1:  
Guests of honour hosted the ribbon cutting ceremony for **Holly's International (HK) Auctions Co., Ltd**



Photo 2:  
Guests of honour taking a glimpse of the opening exhibition.

High resolution photos downloadable at <https://drive.google.com/open?id=1AHzvLQuwnPrRLGn8ezO-LJEpOoB-oh31>

This press release is dispatched by **Mention PR Consultants Ltd.** on behalf of Holly's International (HK) Auctions Co., Ltd. For media enquiries, please contact: Danny Cheng | +852 3749 9878 / 9035 4994 | [danny.cheng@mansumpr.com](mailto:danny.cheng@mansumpr.com)

Olivia Pang | +852 3749 9878 / 9630 6990 | [olivia.pang@mansumpr.com](mailto:olivia.pang@mansumpr.com)

**About Holly's International (HK) Auctions Co., Ltd.**

Holly's International (Hong Kong) Auctions Co., Ltd. is an auction house providing professional connoisseurship and auction services in Hong Kong starting from 2018. Its parent company, however, Guangzhou Holly's International Auction Co., Ltd., has been a pioneer in the auction industry in Southern China for a remarkable history of 25 years, contributing and witnessing the development of China's auction market. In 2015, the company joined the Infore Investment Holding Group Co., Ltd and this move has undoubtedly further strengthened its competitiveness.

Holly's Int'l (HK) has successfully established an international team of qualified experts from the art scene. The major four departments include Modern and Contemporary Art, Chinese Classical and Modern Paintings and Calligraphy, Chinese Ceramics and Works of Art, and Jewellery and Watches. To add to the exquisite resources, and talented team of professionals, an integrated art complex of Holly's Int'l (HK) is located in the art hub of Hong Kong, featuring SPACE 229, a three-storey art space taken up from ground floor; showrooms for watches and jewellery; wine and tea tasting areas; VIP lounges; private-sale sector; offices; studio and workshops etc. The development endeavors to attract a wide range of art lovers, and to bring together top scholars, and collectors from around the world.

Hong Kong has long distinguished itself as the most vibrant hub in APAC regions connecting to the global art market. 2018 marks a great leap of Hong Kong's economic networks thanks to the new development milestones: establishment of the Hong Kong Section of the Guangzhou-Shenzhen-Hong Kong Express Rail Link, and the opening of the Hong Kong-Zhuhai-Macao Bridge. With Holly's Int'l (HK) directly benefited from these opportunities and is enjoying the privilege of complementing our parent company in Southern China, we are aspired to offer professional auction services and information to collectors worldwide.

【新聞稿：請即發佈】

致：港聞/副刊/文化藝術/教育版 採訪主任／編輯／記者

## 華藝國際（香港）綜合藝術大樓暨藝術空間 SPACE 229 隆重開幕 奠基大灣區 邁向國際級

(2018 年 11 月 26 日，香港) 成立近 25 年、執華南地區拍賣行業牛耳的廣州華藝國際拍賣有限公司（「華藝國際」），於 2018 年 11 月 26 日以華藝國際（香港）拍賣有限公司（「華藝國際（香港）」）正式進駐香港，座落皇后大道中 229 號的綜合藝術大樓同日啟用，目標成為大灣區內首屈一指的拍賣機構，業務提升至國際水平。

華藝國際（香港）執行總裁常越女士表示：「嶺南地區自古以來憑藉獨特的地理及語言，形成得天獨厚的環境，一直是中國革命性創新與活力的源頭，也是中國最早與西方世界接觸的門戶，當中香港更是亞太地區連結國際藝術市場的重要樞紐。立足廣州的華藝國際是次正式落戶香港，未來業務定位面向大灣區，建立具嶺南特色的拍賣行，每年將定期舉辦大型拍賣會，首場拍賣預計於 2019 年上半年舉行，務求發揮香港溝通東西的窗口優勢，更有效地連結中西方學者與頂尖藏家。」

華藝國際（香港）團隊來自國際藝術圈內專業人士，設四大部門涵蓋多元化藝術珍品，包括(1)現當代藝術部，中西並蓄，搜羅著名及新進藝術家的作品，涉獵油畫、水墨畫、雕塑、相片等，為藏家提供豐富的藏品選擇；(2)中國書畫部，與內地龐大的藝術圈緊密聯繫，同時連結本地及海外藏家，提供更廣泛的歷史與藝術價值並重精品，讓藏家能從多角度鑑賞與品味中國傳統藝術審美；(3)瓷器·玉器·工藝品部藏品從古玩到傢俱包羅萬象，國際化珍品各具特色，為藏家帶來獨特的收藏體驗；及(4)珠寶及鐘錶部，華麗精巧的藏品，風格各具特色，不乏名家之作。

華藝國際（香港）的藝術空間 - SPACE 229 正同時舉行開幕專題展《吳冠中：人間風景》，展出 10 幅吳冠中分別在 60 與 90 年代不同時期的重要作品，並古今中西藝術珍品，包括博物館級明、清時期的古董器物、張大千與鄭板橋等藝術大師的書畫和書法作品、及價值逾 5,500 萬港元的耀眼奪目首飾珠寶。展期由即日起至 2018 年 12 月 23 日。

華藝國際（香港）籌備超過一年，是香港唯一擁有獨棟大樓的拍賣公司。綜合藝術大樓樓高六層，提供不同類型的藝術展場和服務，其中最具特色的是從地舖開始的三層藝術空間 - SPACE 229，並設有珠寶鐘錶陳列室、賞茗品酒區、貴賓會見室、私洽部、辦公室、攝影棚及工作室，支援機構發展多元藝術。

於開幕儀式上，主禮嘉賓香港特別行政區西九文化區管理局香港故宮文化博物館暫任館長吳志華博士、美的控股有限公司總裁、盈峰投資控股集團有限公司董事長兼總裁何劍鋒先生、華藝國際拍賣有限公司首席執行官兼華藝國際（香

港) 拍賣有限公司總裁李亦非博士、華藝國際(香港) 拍賣有限公司執行總裁常越女士及其團隊，一起主持剪綵儀式。

開幕專題展《吳冠中：人間風景》詳情：

展期	2018 年 11 月 27 日至 12 月 23 日
開放時間	每日早上十時正至晚上七時正(星期日休息)
地點	SPACE 229—香港上環皇后大道中 229 號
重點展品圖片	<a href="https://drive.google.com/drive/folders/1JN39vg59wovyOozxa8yLLT6e_c1Jxx4a?usp=sharing">https://drive.google.com/drive/folders/1JN39vg59wovyOozxa8yLLT6e_c1Jxx4a?usp=sharing</a>

開幕圖片連說明：



圖片一：  
一眾主禮嘉賓為華藝國際(香港) 拍賣有限公司主持剪綵儀式



圖片二：  
主禮嘉賓細心觀賞開幕展覽

請由此下載高質圖：<https://drive.google.com/open?id=1AHzvLQuwnPrRLGn8ezO-LJEpOoB-oh31>

此新聞稿由文心公關顧問有限公司代表華藝國際(香港) 拍賣有限公司發放。  
傳媒登記及查詢，請聯絡：

鄭堅楚 | +852 3749 9878 / 9035 4994 | [danny.cheng@mansumpr.com](mailto:danny.cheng@mansumpr.com)

彭子端 | +852 3749 9878 / 9630 6990 | [olivia.pang@mansumpr.com](mailto:olivia.pang@mansumpr.com)

**關於華藝國際(香港) 拍賣有限公司**

華藝國際（香港）是一家於 2018 年正式登陸香港的專業藝術品機構。母公司為成立至今已近 25 年的廣州華藝國際拍賣有限公司，一直是華南地區拍賣行業龍頭，為中國藝術品拍賣市場的發展作出了巨大的貢獻。於 2015 年，華藝國際（香港）加盟盈峰投資控股集團有限公司，進一步加強品牌的競爭力。

籌備超過一年，華藝國際（香港）的團隊由一批國際藝術界的專業人士組成。四個主要門類包括現當代藝術、中國書畫、瓷器•玉器•工藝品、珠寶及鐘錶。除實力雄厚、人才濟濟外，華藝國際（香港）的綜合藝術大樓座落香港藝術地段，設施包括有始於地面合共三層的藝術空間 SPACE 229、珠寶鐘錶陳列室、賞茗品酒區、貴賓會見室、私洽部、辦公室、攝影棚及工作室等。旨在更有效地連結中西方學者與頂尖藏家，吸引並服務廣泛的藝術愛好者。

長久以來，香港都是亞太區內一個連結國際藝術市場的重要樞紐。2018 年更迎來了高鐵香港段、港珠澳大橋通車等重要新里程，標誌著香港經濟網絡條件的飛躍提升，華藝國際（香港）直接受惠於這個機遇，與位處於華南核心的總部相輔相成，定能為國內及海外藏家提供最專業的藝術品拍賣服務和資訊。