

[Nido International Company Ltd opens new gallery in Hong Kong \(with photo\)](#)

Nido International Company Ltd announced today (June 21) the opening of its new gallery, aimed at leveraging Hong Kong's international city status and sophisticated art industry to help alternative artists connect with local and international art scenes and flourish.

The gallery sits on Hollywood Road, a popular location for many galleries from around the globe. Nido International Company Ltd's co-founder Ms Ivy Hung said that the company sees Hong Kong as the regional base to reach out to an international audience, and that her gallery is "unusual" in terms of its operations.

Ms Hung said, "Hong Kong is one of the most international cities in the world. The gallery industry and related trades are also very robust here, giving us an ideal foothold to anchor and reach out to a diverse range of art collectors and a discerning audience from around the world."

She added, "We also see a gap in the market as creative artists who focus on craftsmanship in the region could not find a commercial channel. Hence, we aim to be an unusual art gallery in Hong Kong, offering a platform connecting art, design and hand craftsmanship and people who are interested in these areas."

She said that along with the gallery's "crowd-sourcing" concept, its debut exhibition will feature not only multimedia installations, but also an interactive late night audio-visual live show performed by two artists, Dutch-born audio-visual artist 0010x0010 and Hong Kong artist Quistography.

Associate Director-General of Investment Promotion Dr Jimmy Chiang welcomed Nido International Company Ltd's decision to open its gallery in Hong Kong. He said, "Hong Kong has a thriving art scene. Many international galleries have already set up their presence in the city. Together with the access to the fast growing number of high net worth individuals in Asia-Pacific, the city is an ideal place for overseas galleries from which to expand in the region."

About Nido International Company Ltd

Nido is an unusual art gallery located in Hollywood Road, Sheung Wan. Not just an art gallery, Nido is a platform connecting art, design, hand craftsmanship and people. For more information, please visit nido.asia/.

About Invest Hong Kong

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