

Immediate release

**K11 Art Foundation and K11 Craft & Guild Foundation
Present *Boundless Reverie: Chinese Savoir-Faire and Contemporary Art***

**A Resplendent Celebration of Cultural Exchange and Artistic Creativity
during Hong Kong Art Month**

26 March to 19 May 2024



Hong Kong (6 February 2024) – The K11 Art Foundation and the K11 Craft & Guild Foundation, supported by FTLife Insurance Company Limited, LG Electronics Hong Kong (LG), SUPREME, a premium brand of Hutchison Telecom Hong Kong and Lingnan Group, present *Boundless Reverie: Chinese Savoir-Faire and Contemporary Art* at K11 MUSEA in Hong Kong from 26 March to 19 May 2024, coinciding with Hong Kong Art Month. *Boundless Reverie* highlights the intersection of cultures across time as fertile ground for artistic inspiration, exhibiting rare Chinese antiquities alongside contemporary artworks that look to our shared global heritage and the fluidity of cultural expression.

Boundless Reverie begins by showcasing the exquisite gilt-decoration craftsmanship that recalls the prosperous maritime trade between China and Europe which flourished from the late 15th century. Objects of great rarity and luxury, they were part of a confluence of Chinese and Western influences that transcended geographical boundaries.

Viewers will embark on a journey through time as the exhibition unfolds with a remarkable collection of artifacts from the K11 Craft & Guild Foundation. From jewellery cabinets and tea boxes of the 18th century to hand-painted courtyard scene fans and bookcases of 19th century, the exhibition is complemented by immersive audio and visual experiences that celebrate the contemporary resurgence of traditional crafts.

As *Boundless Reverie* moves through to the present, creative expressions defined by their contemporaneity come into view. The exhibition will present new and recent works by some of today's most promising contemporary artists, each with a distinctive connection to China as a place and its inherent cultural diversity. The works on display offer glimpses into their creative approaches in response to established Chinese and Western artistic traditions, demonstrating how they navigate their ever-evolving identities in a world that is in constant flux.

The artists featured include Jes Fan, Dominique Fung, Chris Huen Sin Kan, Ji Xin, Sun Yitian, Xiyao Wang, Ziping Wang, Xia Yu, Vivien Zhang and Zhang Zipiao; along with Coco Ho, Gerry Li and Pongyu Wai, who were part of the [K11 Group × ArtReview residency programme](#). Drawing on dazzling objects that hark back to time when cross-continental exchange was rare, *Boundless Reverie* moves beyond the past to explore the mutual influence of Eastern and Western artistic styles in an increasingly interconnected world.

K11 Art Foundation will announce the winner of the **K11 Artist Prize** at a gala ceremony to mark the opening of the *Boundless Reverie*. A new initiative aimed at providing emerging Asian artists with a significant platform for recognition and advancement, the prize is the first initiative developed by the K11 Art Foundation International Council as part of their commitment to empowering and supporting the next generation of artists.

“Embracing our brand promise to create value beyond insurance, we are pleased to partner with K11 Art Foundation and K11 Craft & Guild Foundation to encourage appreciation towards arts and culture, offering customers and their families diverse lifestyle strategically under one of our four life pillars of EDUtainment. To enrich the experience of the exhibition,” said **Denise Au-Yeung, Chief Strategy Officer of FTLife Insurance Company Limited**, “we are organising a series of edutaining master classes to ignite children’s artistic potential and foster their all-round development, where exceptional artworks may participate in the world-touring exhibition to embark artistic connections across cultures.”

“As the leader in OLED screens for the past eleven consecutive years, we are extremely proud to join forces with the K11 Art Foundation as the exclusive digital screen partner for the ‘Boundless Reverie: Chinese Savoir-Faire and Contemporary Art,’” said **Yuri Han, Managing Director of LG**. “Driven by our unwavering commitment to pushing the boundaries of screen technology, we have been embarking on a journey to merge practicality with artistic brilliance seamlessly. This collaboration showcases the enchanting fusion of LG's state-of-the-art technology and Chinese creativity, going beyond visual expression.”

Kenny Koo, Executive Director and CEO of Hutchison Telecommunications Hong Kong Holdings Limited, said “Hutchison Telecom Hong Kong has been committed to promoting art tech all these years, curating a wide range of unique and extraordinary events for our valued customers. SUPREME, our premium brand targeting the high-end customer market, is delighted to serve as the Official 5G Partner for this exhibition, and join hands with the K11 Craft & Guild Foundation to showcase a collection of ancient and contemporary Chinese artworks. Bringing a digital immersive experience, we hope to provide our customers an opportunity to appreciate the beauty of traditional Chinese craftsmanship and experience the latest art tech.”

“We are delighted to be a partner of *Boundless Reverie* in K11 MUSEA,” said **Li Feng, Deputy General Manager of Lingnan Group**. “‘Rediscovery’ is a cultural brand project, developed by China Hotel; a subsidiary of Lingnan Group and Guangzhou Museum, it focuses on preserving and innovating traditional Guangzhou culture. At this exhibition, guests can explore the century-old flavors of Cantonese cuisine, seamlessly integrating with culture, tourism, and gastronomy, gaining insights into Guangzhou and its history through the unique lens of food.”

Enhanced exhibition experiences

Visitors can use TÖÖF, an art tour companion developed by K11 Art Foundation which offers further opportunities to interact with the exhibition, alongside complimentary docent-led tours in English, Cantonese, and Mandarin. A Reading Corner developed with Asia Art Archive will feature a curated selection of publications on contemporary Chinese art and artist Vivien ZHANG will be part of a talks programme on 29 March 2024.

Hong Kong Art Week

As part of Art@Harbour 2024, K11 Group, in collaboration with Pace Gallery, will unveil Alicja Kwade’s monumental sculpture *l'ordre des mondes (Totem)* (2024) on K11 MUSEA’s promenade.

Presented in 6F, Kunsthalle, K11 MUSEA a pop-up display of the D.O.U.G. robot arm built by Chinese-Canadian artist and researcher Sougwen Chung will be on view. Presented in partnership with Digital Art Fair, it will celebrate the marriage of art and technology and human-machine collaboration.

- **Editor's Notes** -

Boundless Reverie: Chinese Savoir-Faire and Contemporary Art

Date 26 March 2024 to 19 May 2024
Venue 6F, Kunsthalle, K11 Art & Cultural Centre, K11 MUSEA
Address Victoria Dockside, 18 Salisbury Road, Tsim Sha Tsui, Hong Kong
Website www.k11artfoundation.org
<https://www.k11craftandguild.org>
Ticketing www.k11experience.com

For details about the participating contemporary artists, please refer to Appendix 1.

For details about K11 Art Foundation and K11 Craft & Guild Foundation, please refer to Appendix 2.

Social Media

Please join the conversation on Instagram (@k11artfoundation @k11craftandguild), with hashtags #K11ArtFoundation #K11CraftandGuild #K11MUSEA #contemporaryart #Chinesecraftsmanship

Download high-resolution images:

Selected artwork images and artists' portraits:

<https://nwshare.k11.com/DownloadFile.aspx?key=C3dbA4PaD07aNmxlbEWmyQQqkOvxgCzQwuFtLlhWHrwSjYZuRxnWkwtLclptAxMG>

Download will expire on 2024/03/06

Appendix 1:

Participating Contemporary Artists:

Jes Fan

Jes Fan (b. 1990, Scarborough, Canada) lives and works in Hong Kong and Brooklyn, USA. Fan was trained in glass making but has expanded his practice to encompass diverse mediums and approaches. From video to sculpture, his trans-disciplinary practice explores the intersection of biology and identity in relation to the materiality of the gendered and racialised body.

Fan is the recipient of various fellowships and residencies, including the Pollock-Krasner Foundation Grant (2022), Joan Mitchell Painters and Sculptors Grant (2017), and the Jerome Hill Artist Fellowship (2019-2020). Recent exhibitions include Empty Gallery, Hong Kong (2023, 2018); MIT List Visual Arts Center, UCCA Dune (2022); Kunsthall Trondheim, Trondheim (2021); X Museum, Beijing (2020); Rockbund Art Museum, Shanghai (2019); Hayward Gallery, London (2019); and the Museum of Arts and Design, New York (2017). He also participated in the Venice

Biennale (2022), the New Museum Triennial (2021), the Liverpool Biennale (2021), and the Sydney Biennale (2020). Fan has also participated in artist residencies at numerous institutions, including the Bemis Center for Contemporary Arts, Recess Art, Smack Mellon, and Pioneer Works.

Dominique Fung

Dominique Fung (b. 1987, Ottawa, Canada) lives and works in Brooklyn, New York. She received a BAA from the Sheridan College Institute of Technology in Toronto, Canada. Her recent solo exhibitions include *(Up)Rooted*, Massimo de Carlo, London (2023); *Objects for Comfort in the Afterlife*, Pond Society, Shanghai (2022); *Coastal Navigation*, Nicodim, Los Angeles (2022, solo); *It's Not Polite to Stare*, Jeffrey Deitch, New York (2021); *Relics and Remains*, Nicodim, Los Angeles (2020); and *Wash Your Corners*, Ross + Kramer, New York (2019).

Fung's recent group exhibitions include *A Tale of Ancestral Memories*, Rockefeller Center, New York (2023); *Orrizonti*, Casa Masaccio – Centro per l'Arte Contemporanea, San Giovanni Valdarno (2023); *MATERNITY LEAVE: NONE OF WOMEN BORN*, Nicodim in collaboration with the Green Family Art Foundation, Dallas (2023); *Crossing*, Kotaro Nukaga, Roppongi (2022); *In Bloom*, Massimo De Carlo Pièce Unique, Paris (2022); *Wonder Women*, curated by Kathy Huang and Jeffrey Deitch, New York and Los Angeles (2022); *Luncheon on the Grass*, Jeffrey Deitch, Los Angeles (2022); *Women of Now: Dialogues of Identity, Memory and Place*, Green Family Art Foundation, Dallas, Texas (2022); and *Dominique Fung and Katherina Olschbaur: My Kingdom and a Horse*, Galeria Nicodim, Bucharest (2021).

Chris Huen Sin Kan

Chris Huen Sin Kan (b. 1991, Hong Kong, China) lives and works in London. Huen obtained a BA in Fine Arts at The Chinese University of Hong Kong in 2013. Huen focuses on how people understand objects through "seeing" through his paintings, which mainly depict his family and the everyday. With limited brushstrokes, Huen illustrates his subjects remarkably – a technique he developed from the influence of Chinese ink painting – and paints entirely from memory.

His recent exhibitions include *The Illuminated Mundane*, Ota Fine Arts, Tokyo (2019), *Chris Huen Sin Kan*, Simon Lee Gallery, New York (2018), *Out of The Ordinary*, Gallery EXIT, Hong Kong (2015), *Absolute Collection Guideline*, Sifang Art Museum, Nanjing, (2015). His works are in the collections of The Art Gallery of New South Wales, Sydney; Kadist Art Foundation, Paris / San Francisco; and Sifang Art Museum, Nanjing. He was an artist-in-residence of the residency programme presented by the Royal Academy of Arts and K11 Art Foundation in 2022.

Coco Ho

Coco Ho (b. 1995, Hong Kong) is an artist based in Shanghai. Ho graduated with a double BA in Interdisciplinary Visual Arts and Psychology from The University of Washington, Seattle. Ho's artistic practice stems from her personal experiences, focusing on the notions of intimacy, love,

mental health, and existentialism while emphasising Chinese and Asian cultures as well as the third culture. Ho's surreal and highly personal works are executed in various formats, including experimental film, digital and analogue collages, and poems.

Originally from Hong Kong, the artist has lived and worked in Beijing, Seattle, New York, and now Shanghai. Her diverse experiences are fused into her works, which explore and expose the psychological states caused by modern society from a cross-cultural perspective.

Ho was one of the young artists participating in the K11 Group × ArtReview Artist-in-Residence programme in 2023.

Ji Xin

Ji Xin (b. 1988, Nantong, China). He obtained his BA and MA degrees from the Oil Painting Department at the China Academy of Art in 2010 and 2013; in 2012, he studied in Paris as a visiting artist through the academy's exchange programme.

Ji often combines traditional Eastern modeling methods and Western oil painting techniques in his paintings. They reflect his in-depth study of the paintings from the Song dynasty, as well as his research into Renaissance iconography, and the interplay of light and shadow. Nevertheless, his works do not intend to respond to any specific period in history; rather, he focuses on how one understands the world and how personal experiences can be portrayed.

Ji's solo exhibitions include *Ji Xin: Trance Afternoon*, Hive Center for Contemporary Art, Beijing (2021); *Ji Xin: Vanished Eden*, Hive Center for Contemporary Art, Shenzhen (2018); and *Ji Xin: Interval*, Hive Center for Contemporary Art, Beijing (2016). His major group exhibitions include *The Tale of Tales* at G Museum, Nanjing (2022); *Appeal to the Infinite Within*, Hive Center for Contemporary Art, Beijing (2022); *UNIVERSES 5*, The Hole NYC, New York (2022); *Off the Beaten Track*, Gallery Baton, Seoul (2022). Ji's works are in the collections of ICA Miami; Long Museum, Shanghai; Power Long Museum, Shanghai; Deji Art Museum, Nanjing; and X Museum, Beijing.

Gerry Li

Gerry Li (b.1996, Hong Kong, China) is a digital artist and fine-art photographer based in Hong Kong. Li's body of work explores the inner world of human beings, and he attempts to create new ways of perceiving time, space, and memory. Through his works, Li integrates digital technologies and new media to create immersive art experiences.

Li participated in the Hong Kong International Photo Festival Incubation Programme from 2019 to 2020. Under the guidance of his mentor Mr. Wing Shya, Li held his first solo exhibition *Eternal Light in the Darkness* at PMQ, Hong Kong in 2020. After that, Li was invited to participate in numerous group exhibitions, including *The Stillness Within*, 10 Chancery Lane Gallery, Hong Kong (2020) and

New Talents, Photographic Exploration Project, Berlin (2020). In addition, his works were exhibited at Art Central and Digital Art Fair in 2022.

Li was one of the young artists participating in the K11 Group × ArtReview Artist-in-Residence programme in 2023.

Sun Yitian

Sun Yitian (b.1991, Zhejiang, China) graduated from the Painting Department of China Central Academy of Fine Arts, Beijing in 2015 and earned her master's degree in 2018. Her practice, which spans painting, installation, performance, and fashion, employs material objects as metaphors of labour and production to reveal the inner mechanisms of our consumer society. Sun's photorealist works examine the increasingly tenuous connection between seduction and fear as well as the sculptural 'thingness' of her subjects.

Sun has been exhibited at the Lion Palace, Berlin; Samaritaine, Paris; the Macao Museum of Art; UCCA Edge, Shanghai; and Frieze London; FIAC, among all. Her recent exhibitions include *Bordercrossing: Possibilities and Interactions*, Yuz Museum, Shanghai (2023); *Projection*, Sifang Art Museum, Nanjing (2023); *Nián Nián: The Power and Agency of Animal Forms*, Deji Art Museum, Nanjing (2023); *Summer '22*, Esther Schipper, Berlin (2022); and *The Pieces I Am*, UCCA Edge, Shanghai, (2022). Her work is in the collections of Hort Family Collection, New York; White Rabbit Gallery, Sydney; Museum Voorlinden, Wassenaar; M WOODS, Beijing; Yuz Museum, Shanghai; Sifang Art Museum, Nanjing; and Long Museum, Shanghai.

Pongyu Wai

Pongyu Wai (b. Hainan Island, 1982) graduated from the Fine Arts Department of the Chinese University of Hong Kong in 2006. Wai has been drawing with a ballpoint pen on paper, contemplating the notions of the cosmos, time, and nature. His drawings serve as a tool to navigate the complexities and conflicts inherent to human existence.

Wai has exhibited at Art Basel Hong Kong (2013-2023); the Kathmandu Triennale 2077, Kathmandu (2022); the Macao Museum of Art, Macao (2022); Para Site, Hong Kong (2020); and the Guangdong Museum of Art (2020). Wai's work has been collected internationally, including by the M+ Museum in Hong Kong, the Asian Art Museum of San Francisco, and the Ashmolean Museum at the University of Oxford.

Wai was one of the young artists participating in the K11 Group × ArtReview Artist-in-Residence programme in 2023.

Xiyao Wang

Xiyao Wang (b. 1992, Chongqing, China) currently lives and works in Berlin, Germany. Wang holds

a BA from the Sichuan Fine Arts Institute, Chongqing; a BA from the University of Fine Arts of Hamburg (HFBK Hamburg); an MFA from the State University of New York at Purchase, New York; and an MFA from the University of Fine Arts of Hamburg, Hamburg.

Wang creates large-scale paintings in which gestural lines evoke echoes of landscapes, bodies, movements, and thoughts. Wang considers abstract painting the most direct form of expression. In the process, she develops a kind of hybrid abstract painting that combines various influences and inspirations: Taoism and post-structuralism, ancient Chinese pictorial traditions, bodywork, dance, martial arts, and the canon of Western art history. Her abstract paintings can best be described as movements captured on canvas, expressing boundlessness and unbridled life energy.

Ziping Wang

Ziping Wang (b. 1995, Shenyang, China) works and lives in Shenyang and New York. She holds an MFA from the Pratt Institute, New York, and a BFA from the Rhode Island School of Design.

Drawing on the visual languages of advertising and illustration, Wang's paintings demonstrate her interest in the overwhelming experience of living within an attention economy in the digital era. Visually seductive food packaging often serves as the starting point for her colourful configurations that combine a wide array of references and styles, ranging from cartoonish renderings of food, traditional Chinese and Japanese decorative motifs, still life paintings by old masters, geometric patterns, and amorphous shapes. Wang's paintings offer the mirage of a narrative, of a space in which dissociative fragments cohere, yet resist any further extraction of meaning. The subtext of Wang's compositions, however, remains as unknowable to the viewer as the black box of the algorithmic machine.

Wang's recent solo and group exhibitions include *Traces of Love and Timeless Adventure*, Galerie Marguo at K11 MUSEA, Hong Kong (2023); *The Loudest Silence*, Peres Project, Seoul (2022); *Obsession, Indifference and Onion Skin*, Galerie Marguo, Paris (2021); *The Other Landscape*, Unit London, London (2021); *Sentimental Touch*, Unit London, London, (2020); *Platform 2020*, Winston Wachter Fine Arts, New York (2020); *ASYAAF*, Gallery LVS, Seoul (2020); *Holiday project 1 Group Show*, Inna Art Space, New York (2020); and *Daydreaming*, J.Yuan Associates LLC, New York (2019). She recently created the 'Sweet tooth' handbag, one of the five artistic collaborations in the 5th edition of the Artycapucines Collection of Louis Vuitton.

Wang's works are in the collections of the ICA Miami; Zhuzhong Art Museum, Beijing; X Museum; Beijing; K11 Art Foundation, Hong Kong; and Le Consortium, Dijon.

Xia Yu

Xia Yu (b. 1981, Anhui, China) lives and works in Beijing. Xia graduated from the Third Studio of the Oil Painting Department at the Central Academy of Fine Arts in 2004. Xia's paintings capture the

lives of ordinary people, expressing the happiness and joy or helplessness and inadequacy that one feels.

Xia's solo exhibitions include *Xia Yu: Oncoming* at West Bund Art Center, Shanghai (2023); *Xia Yu: Glittering Light and Sunken Jade Solo*, Song Art Museum, Beijing (2023); *Xia Yu: Here and Now*, Hive Center for Contemporary Art, Beijing (2021); and *Xia Yu: Subjunctive Mood*, Hive Center for Contemporary Art, Beijing (2019). His recent group exhibitions include *PORTRAITS: The Tenth Anniversary of the Long Museum*, Long Museum (West Bund), Shanghai (2023); *Bordercrossing: Possibilities and Interactions*, Yuz Museum, Shanghai; *Silhouette of Splendors*, Hive Center for Contemporary Art, Shanghai (2023); and *Cross Frontiers*, Nassima Landau Art Foundation, Tel Aviv (2023).

Vivien Zhang

Vivien Zhang (b. 1990, Beijing, China) is a London-based artist who spent her formative years in China, Kenya and Thailand. She received a BA in Fine Art from the Slade School of Fine Art, London in 2012, and an MA in Painting from the Royal College of Art, London in 2014.

Zhang's recent solo exhibitions include *undo undo undo*, Pilar Corrias, London (2022); *Lorem Ipsum*, Long March Space, Beijing (2021); and *New Peril*, TANK Shanghai, Shanghai (2020). Her works have been featured in numerous group exhibitions, including *Barbe À Papa*, CAPC musée d'art contemporain de Bordeaux, Bordeaux (2022); *The Disconnected Generation*, Song Art Museum, Beijing (2022); and *Mixing It Up: Painting Today*, Hayward Gallery, London (2021).

Zhang Zipiao

Zhang Zipiao (b. 1993, Beijing, China) attended the Maryland Institute College of Art and graduated from the School of the Art Institute of Chicago in 2015. Bacon's painting *Figure with Meat* (1954), housed at the school's Modern Wing, inspired the artist during this period.

She has had solo exhibitions at Pond Society, Shanghai (2023); LGDR, New York (2023); the Long Museum, Shanghai (2022); Salon 94, New York (2021); White Space Beijing (2020, 2018); Mine Project Gallery, Hong Kong (2019); Star Gallery, Beijing (2017); and Ying Space, Beijing (2015). Recently, her paintings have been included in group exhibitions at Yuz Museum, Shanghai (2023); Gagosian, Hong Kong (2023); Song Museum, Beijing (2022); Pace, Palo Alto, California (2021) and Pearl Art Museum, Shanghai (2020), among others.

Obvious Art

Obvious Art (Paris, France) is an artist collective specialises in using artificial intelligence (AI) to create works of art. This commissioned piece titled *Eight Immortals* (2023) is composed of eight digital panels. Inspired by the Chinese mythology which gave the work its title, the artist group created an algorithm that turns text into digital images. The panels are double-sided installations

using gilt-decorated lacquerware, each showing one immortal with their associated magical tools. In the contemporary art world, AI has become a new idiom of artistic expression. Here, the artists raised important questions about the symbiotic relationship between artists and their tools.

Weng Jijun

Weng Jijun's (b. 1955, Shanghai, China) installation *Standing* (2018) consists of three dry lacquer columns that combine the texture feelings unique to varied stages of lacquer creation — painting, mounting ramie, scraping, polishing, metal leafing, etc. Embellished with metal leaves in various colors, the grandeur and solidity of the overall shape contrasts sharply with the lightness of bodiless lacquer.

Vincent Cazeneuve

Vincent Cazeneuve's (b.1977, Toulouse, France) work shows his long-term study on the history and craftsmanship of Chinese lacquer, as well as the inspiration he has from daily life and time-specific objects. The installation work *Untitled* (2023) consists of 52 lacquer pieces with base of old rice sacks, which can be freely assembled in proportioned matrices. Abstract symbols and patterns are painted on the polished lacquer surface of each piece with gilt-decorating technique in the colours of gold, bronze and tin. The work shows rhythmic layers and beauty.

Appendix 2:

About K11 Art Foundation

Founded by Dr. Adrian Cheng in 2010, the K11 Art Foundation is a non-profit organisation in Hong Kong dedicated to nurturing emerging Asian artists on the international art scene while fostering the development of contemporary art.

In pursuing its mission, the K11 Art Foundation organises a diverse range of art projects, including exhibitions, artist residencies, and educational programmes, providing platforms for artists to showcase their talents, embark on new endeavours, and engage in exchanging ideas. Many of these projects are presented in partnership with leading art and cultural institutions around the globe, which enables meaningful cross-cultural collaborations among emerging and established artists, esteemed curators, and other industry specialists. Through its efforts, the K11 Art Foundation also contributes to broadening audiences' creative horizons, strengthening the connections among different art communities.

Over the years, the K11 Art Foundation has collaborated with the Royal Academy of Arts, Serpentine Galleries, the Institute of Contemporary Arts, and international contemporary art magazine *ArtReview* in London; Centre Pompidou, Palais de Tokyo, and Musée Marmottan Monet in Paris; Fundació Gala-Salvador Dalí in Figueres; The Metropolitan Museum of Art, the New Museum, and The Museum of Modern Art, and MoMA PS1 in New York; The Museum of Contemporary Art in

Los Angeles; UCCA Center for Contemporary Art in Beijing; Videotage, British Council Hong Kong, Design Trust, and Asia Art Archive in Hong Kong, among others.

About K11 Craft & Guild Foundation

Founded by Dr. Adrian Cheng in 2018, K11 Craft & Guild Foundation (KCG) is a registered charitable institution in Hong Kong.

We are cultural crafters who conserve and rejuvenate fast-disappearing Chinese artisanship to create craft ecosystem with sustainable social impact. By incorporating Creating Shared Value (CSV) to bring crafts, businesses and the society together, we make crafts more accessible to the community, educate the public with research initiatives and curate collaborations with artisans, aiming to bridge the gap between culture and economy.

Dr. Adrian Cheng founded the charity with the aim to conserve and rejuvenate fast-disappearing Chinese artisanship, while Creating Shared Value (CSV) for the society. He believes that the power of business lies not only in generating profits, but also in supporting and empowering other stakeholders in the community. He believes that the new vision of CSV will bring a sustainable and positive impact to the local community.

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