

# BEN BROWN FINE ARTS

Ben Brown Fine Arts to open in Hong Kong – November 2009

Ben Brown Fine Arts is pleased to announce the opening of its Hong Kong outpost later this month. With two established spaces in London's Mayfair, this will be the third ambitious venture by Hong Kong born dealer Ben Brown. The launch comes at a time of great cultural effervescence in Hong Kong, with the city firmly establishing itself on the global art map. The increasing array of arts and culture initiatives, such as Art HK and West Kowloon Project, makes the city the perfect location for the gallery's impressive Western Art programme.

After two very successful shows in Hong Kong, it is a natural progression for Ben Brown Fine Arts to open a permanent gallery, allowing us to fully engage with the artistic scene and make the most of the expertise Ben Brown has gathered over the years with regards to this sophisticated market. Ben Brown Fine Arts will take residence in the heart of Central, in a bespoke gallery space designed by John Parson trained architect Andre Fu of AFSO. The impressive 4m gallery space is created with 3 interlinking chambers, each crafted in seamless architectural proportions to provide varying viewing angles for individual art pieces. Andre also seeks to contrast the bold forms by introducing subtle refined details and intriguing bamboo flooring.

It will exhibit an eclectic programme of Western and International Art, with an emphasis on Post War American and Italian Art. The Pedder Street space will open with a group show demonstrating the gallery's strength in depth, including important works by Andy Warhol, Gerhard Richter, Ed Ruscha, Lucio Fontana, Francis Bacon, Pablo Picasso and Hiroshi Sugimoto.

Concurrently, we will be holding our inaugural exhibition at IFC with a solo show of 13 works by internationally renowned sculptor Ron Arad. This will be a tightly-curated and ambitious show, following Arad's successful retrospective at the Pompidou Centre in Paris and MoMA in New York.

At the heart of the exhibition will be *Oh, the Farmer and the Cowman should be Friends*, executed in 2009. The 6 metre long stainless steel bookshelf depicts the outline of the American continent and its states, the hollow spaces to be filled by books and American history to be re-written and re-filled by the prospective owner.

*Lolita*, an imposing Swarovski crystal chandelier executed in 2004, will take pride of place within the show, engaging the viewer in an interactive experience and displaying Ron Arad's trademark humorous twist. The visitor will be able to text an SMS message to a dedicated phone number, and the message will then run along the length of the spiral, raising questions of authorship, ownership of the art and the public's place within the art historical dialogue.

Joining these two outstanding works from Ron's recent production, will be *Big Easy Volume 2 for 2*, an early (1989) and seminal piece which is now associate worldwide with Ron Arad's particular brand of engaging and immaculately executed artistic design.

Both Ben Brown and Ron Arad will be in Hong Kong for the launch of this exciting new project, and will be hosting a number of events in both spaces to celebrate the beginning of this adventure.

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