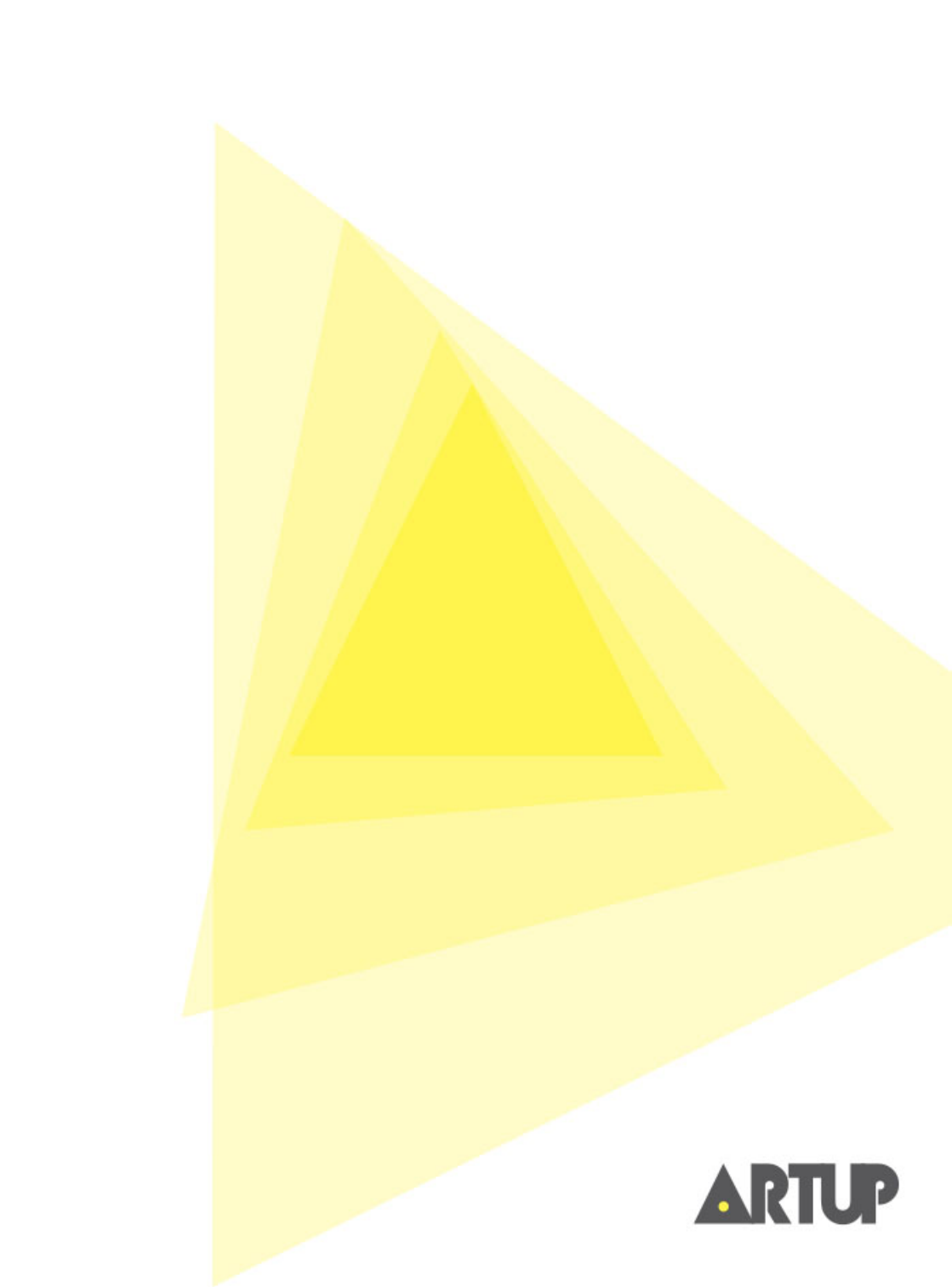
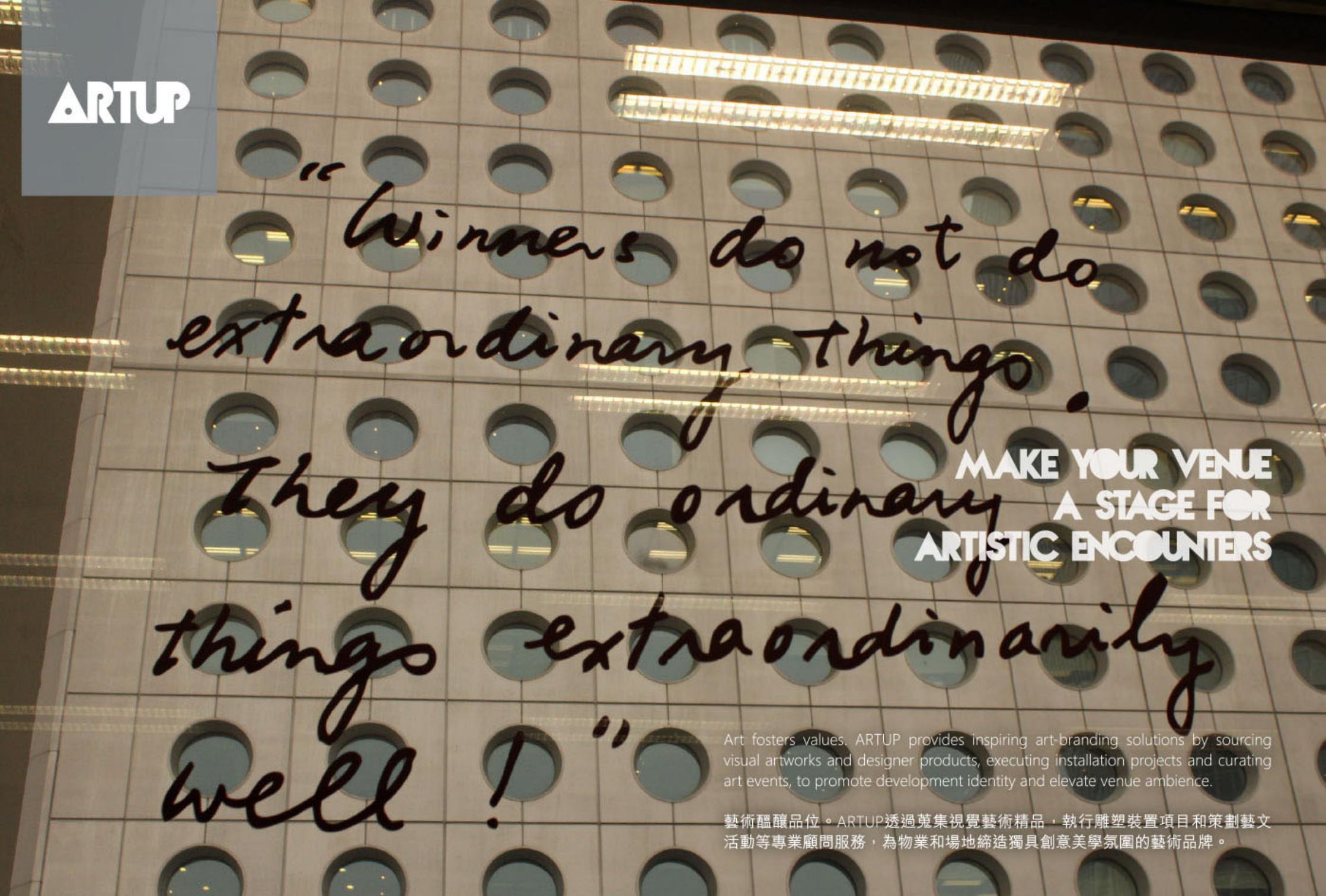




ARTUP

MAKE YOUR VENUE A STAGE FOR ARTISTIC ENCOUNTERS

Art fosters values. ARTUP provides inspiring art-branding solutions by sourcing visual artworks and designer products, executing installation projects and curating art events, to promote development identity and elevate venue ambience.

藝術醞釀品位。ARTUP透過蒐集視覺藝術精品，執行雕塑裝置項目和策劃藝文活動等專業顧問服務，為物業和場地締造獨具創意美學氛圍的藝術品牌。

ARTUP is a HK-based art consultant which specialized in providing Art Consultancy service to property development and venues.

ARTUP藝術顧問　成立於香港，為各類物業及場地提供專業服務。

With the professional expertise of our international curators, artists, architects, interior and landscape designers, we provide an integral Art Consultancy service of visual arts, installation and designer FF&E (Furniture, Fixture and Equipment) from planning, design, production to installation stage. Our one-stop service includes image and brand building, artwork sourcing, freight control, delivery and installation, as an integral solution with our team of architects, interior, landscape and lighting designer.

我們的團隊由具有國際視野的策展人、藝術家、建築師、室內設計師及園境設計師組成，在藝術項目規劃、設計、製作至安裝各階段提供專業服務，藝術媒介包括視覺藝術、裝置、設計師精品等。我們的服務涵蓋形象及品牌建立、藝術品蒐集、運輸控制、交付及安裝，以提供一站式綜合方案。

Our team has over 10 years of experience in implementing public artworks, art exhibitions and events from public and private sector. Together with solid field experience in architectural design and project administration in HK and Mainland China, we are confident to put our professionalism together in a package with high business potential.

我們的團隊在執行公共藝術項目、藝術展覽及各類文創活動方面擁有逾10年經驗。我們於香港和內地建築設計及項目管理的豐富業績，亦令ARTUP在發揮藝術設計專長及發展商業潛力之間達致完美結合。



我們的團隊
OUR TEAM



HAYNIE SZE
principal
curator

Over 10 years' experience

- **ARTIST** (painting, sculpture, installation)
- **ARCHITECT** (architectural & interior design)
- **PROJECT ADMINISTRATION**
  (WKCD, commercial and residential projects)

Featured projects:

- Cultural branding
  - WKCD Conceptual plan design consultant on art, culture and architecture
- Clubhouse branding
  - Redevelopment of Jockey Club Shatin & Happy Valley Racecourse
  - Ede Road clubhouse art-branding
- Mixed use design and project execution
  - Taikoo Hui hotel, Asian Game City Guangzhou
- Shopping Mall
  - Dongmen Vertical Mall Shenzhen

選擇我們
WHY US?

01

Total **art branding** solution with **value-added** approach

締造藝術品牌
提升項目品位

02

Image building, **awards and media coverage**

獎項媒體焦點

03

Art as **Investment - Value escalation** not **depreciation**

不折舊反升值

04

Multi-disciplinary experience as artist, architect & project administrator

藝術建築跨專業
經驗與網絡並存

05

One-stop service

一站式服務

視　　野
OUR VISION

01

Elevate venue ambience & **escalate development value** by **art-branding**

締造獨具美學氛圍的藝術品牌，提升商業價值

02

revitalize **local art heritage**

振興本地藝術產業

03

orchestrate art and design **varieties**

匯聚各類創意人才譜寫多元藝術樂譜

04

discover & promote **hidden art gems**

發掘栽培潛力新一代藝術家

為什麼要藝術？
WHY ART ?

建立高檔
文化品牌
Image Building



媒體推廣
Media
Promotion



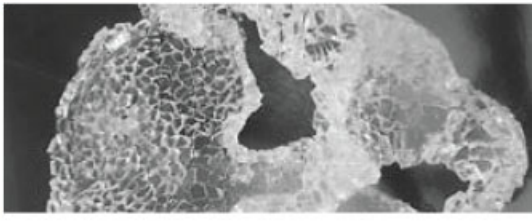
締造氣氛
Mood Creation



群眾互動
吸引人流
Attract
Patronage



投資潛力
Quality
Investment



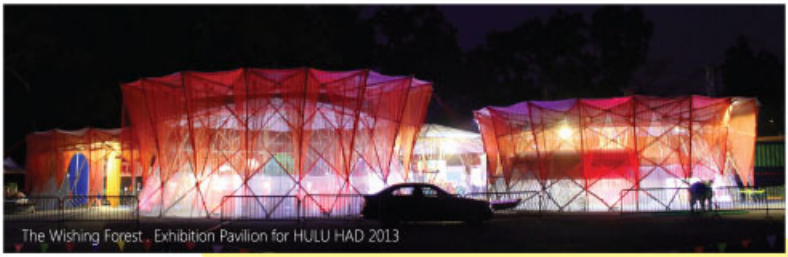
建立高檔文化品牌

Image Building

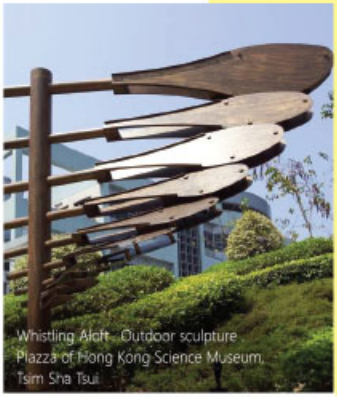
Catch the Wave.
Be Arty & Classy



Projecting Window . Hong Kong Shenzhen Bi-city Biennale 2009, West Kowloon Waterfront Promenade .
Media Coverage: Dezeen/ Urban Art Project . Publication: HK Tatler/BYOB Instant Culture Radio Broadcast:
鄭凱光 <沙漠中的海灘> 2011 Co-designed by Haynie Sze, Sophia Ip, Edith Li & Eva Chan



The Wishing Forest . Exhibition Pavilion for HULU HAD 2013



Whistling Aloft . Outdoor sculpture
Plazza of Hong Kong Science Museum,
Tsim Sha Tsui

藝術造就身份及形象，有助項目建立高檔次文化品牌。藝術精品為主入口及其他主要空間締造地標式的項目形象。

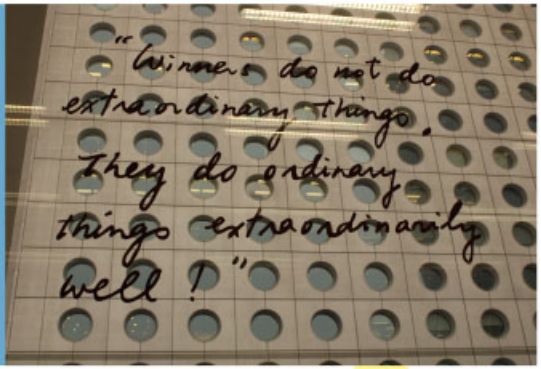
Art cultivates identity and image. It helps to establish a sophisticated cultural brand for the development. Strategic placement of artworks at main entrance and featured space creates landmark effect for the project.

Co-designed by Haynie Sze & Sophia Ip

媒體推廣

Media
Promotion

To catch every eye
in town onto
your show





Inside the Blue House . UABB, BI-CITY BIENNALE OF ARCHITECTURE AND URBANISM 2010


The C-City . UABB, BI-CITY BIENNALE OF ARCHITECTURE AND URBANISM 2013

藝術文化活動可與項目市場活動相輔相成，成為高品位項目推廣不可或缺的市場策略。

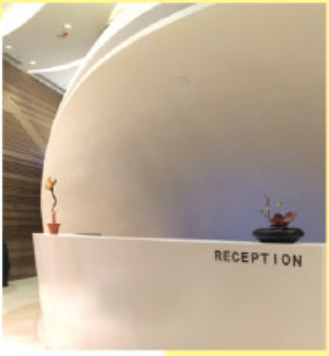
Arts and cultural events work with project marketing activities and become an integral part of high-end promotion strategy.



締造氣氛

Mood Creation

Invest and
add value to the air





藝術本身就是潛力無限的投資品，
亦為空間灌注精緻優雅的藝術氛圍。

Despite being an investment with unlimited potential, art also infuses the venue with sophisticated and classy atmosphere.







群眾互動
吸引人流

Attract
Patronage

Make your development a stage for creative encounters



Co-designed by Haynie Sze, Sophia Ip, Edith Li & Eva Chan, photography art by South Ho

公眾互動藝術品令空间成為的舞台，能吸引觀眾參與，匯聚人流，吸引高品位客户源。

Interactive artwork forms a stage of continual attraction. It encourages public participation and draws high-quality customers for the venue.







藝術一定要花費很高嗎？
IS ART COSTLY?

功能性藝術品並不需要額外的高建造費

只要充分利用建築規劃本身的機會，可以是園林、外立面、燈光和室內的一部分

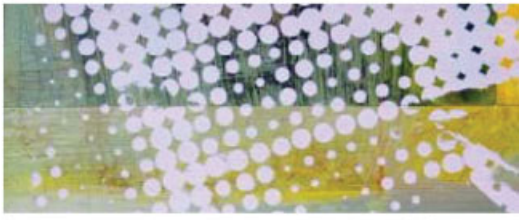
處處都是藝術，藝術就是生活

Functional art does not require significant extra cost. Art can be part of the landscape, facades, lighting and interior design.

Art is everywhere, art is life

我們的藝術
OUR ARTWORKS

繪畫
painting



雕塑
sculpture



攝影
photography



裝置
installation



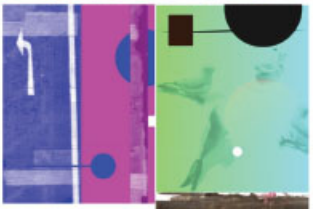
精品
collectable



繪畫
painting





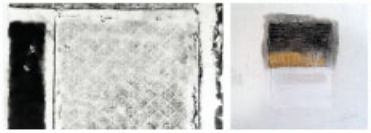








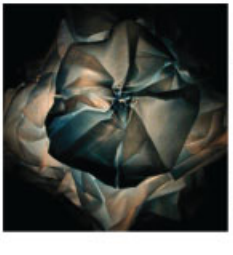




雕塑
sculpture

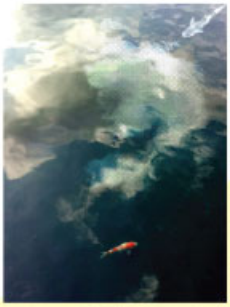


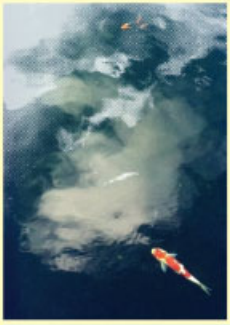


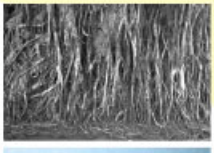
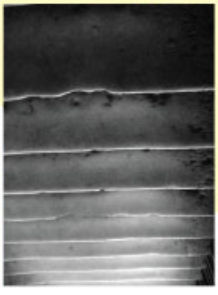
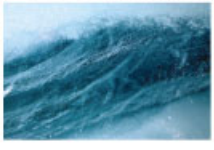


攝影
photography







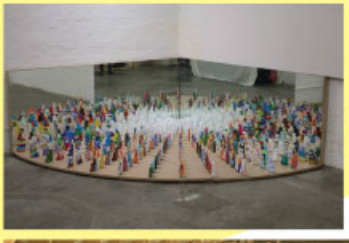


裝置
installation

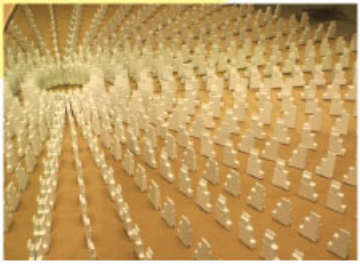


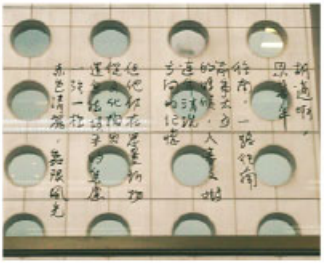












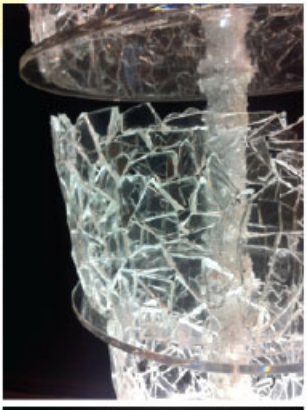
精品
collectable



















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