

New Concept LIVING ART Gallery in Town:
~A combination of gallery, gift shop and art library~



Art is not an elitist hobby. Enormous as a decorative sculpture, or tiny as a piece of lollipop can ooze artistic elements, all can be applied to every detail of our daily life. Pursuing the objective of “Real Art with Style and Living”, a new concept art gallery, The Gallery of Modern Art (GoMA) landed in New World Centre, Tsim Sha Tsui.

Mission Statements:

With a group of professional staff, GoMA connects real arts with daily lives. Through the presentation of various exhibitions and events, GoMA is committed to encouraging a more widespread appreciation and understanding of the beauty of art and making arts accessible to a public that ranges from scholars to young children. We are always looking for platforms to present our extraordinary art pieces by over 100 worldwide artists and encourage a more widespread art appreciation in Hong Kong; at the same time, we aim at bringing the art lovers and art collectors the art of every variety and in worldwide scale.

Fast Facts about GoMA:

Shop Size:	5,600 square feet
Targeted Customers:	Young professionals, high-net-worth customers
No. of Collectors:	More than 3,000
Medium of art pieces:	From Original to Limited Edition; from paintings, photography to sculptures and glassware.
Price range of art pieces:	From around HKD\$8,000 to HKD\$200,000

Offering one-stop art service to the public, every Living Art Corner of GOMA provides an ideal place for art lovers to enjoy the art world from different living aspects:

1. **Art Platform** serves as a platform for Hong Kong and Asian artists to showcase their artwork together with stylish interior deco. It is a great channel for local artists to express their talents and potential to the public.



2. **Art Premium Corner** consists of gifts and premiums ranging from espresso mugs from Royal Worcester to art cards, lollipops to USBs, satisfy all the needs of everyone.



Espresso mugs from Royal Worcester's Paul Horton Range (Left)

Plates from Royal Worcester's Govinder Range (Right)

3. **Art Book & Coffee Break Corner** offers exclusive art books and magazines from different countries to offer useful art-related information for our customers. You can take a cup of coffee and explore more of the art world without boundaries.

Exclusive art magazines in Hong Kong:



Fine Art COLLECTOR is an art magazine for modern Euro art lovers and is issued by Washington Green fine art UK. It contains over 100 colourful images of art pieces, stories of the most popular European artists and the latest news of Modern Art in Europe.

Contemporary Art and Investment, published in Beijing, China, is a monthly magazine about investment in Modern Chinese Art. Each issue contains two books with artists' interviews, critic reviews, latest news of Modern Chinese Art. It is an informative reference book for the fresh art investors in the Chinese market.



Visual Production is the FIRST bi-lingual and bi-monthly academic journal of Chinese contemporary art. Featuring contemporary art and artist from China and the Asia-Pacific regions, the magazine also reports on the development of the international art scene and aims to introduce academic viewpoints from China in a global context.

Art books from Washington Green fine art, U.K.



'Marilyn Monroe'
Eve Arnold



'In My Life'
Paul Horton

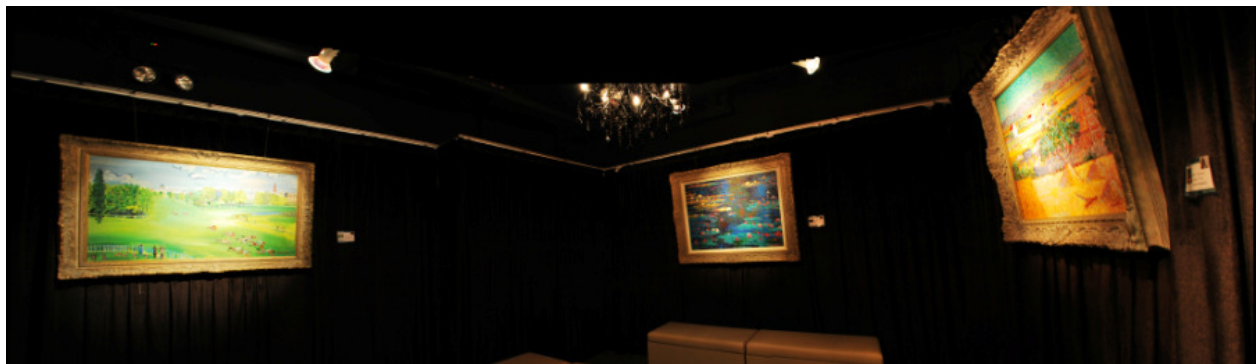


'Brimstone & Treacle (deluxe edition)'
Govinder Nazran

4. **Modern Art Zone** offers a variety of affordable and collectable Limited edition art prints with dual authentications. The collections are exclusive from Europe, America and etc with variety choices in Atelier and Affordable prices. GOMA consists of three collections: Love Collection, Female Form Collection and Interior Collection.



5. **Original / Unique Art Zone** provides a variety of worldwide original art pieces from Europe and U.S. to satisfy the needs of different art lovers.



The Gallery of Modern Art

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