



**SINCLAIR  
ARTS**

**TREND REPORT:  
*Arts x Digitalisation***

June 2021



**Art beautifies technology;  
tech takes it further**



# Digital Art *in a new era*

With the advent of a new digital age alongside an unprecedented pandemic, digital tools have provided a unique aesthetic dimension and furthered imaginative spaces within the arts.

People are experimenting more boldly. While a variety of digital art forms and online engagement tools continue to emerge, traditional art focusing on in-person contact, and viewings is facing challenges never seen before.

Globally, online methods are being used more often. Artworks have been redefined, while the difference between art fairs and exhibitions is getting vaguer. "Digital art" is a hot topic in the market, using technology to make new and diverse forms of art. Some think this is just another gimmick, while others see excitement and hope in these changes. This new era is set to bring renewed energy to the ever-changing art market.

Still, opinions on the cognition of digital art within the market diverge; sometimes leading to conflicting discussions. To some, digital art is a form of art like any other, others disagree. However, this uncertainty is precisely where the appeal and space of digital art lies.

The question is: where is digital taking art?



# Digital as an interface

In the 60s, a time when computing technology had yet to become popular, some artists started to imagine what tomorrow's world might be like painting or drawing through the use of algorithms.

In the 90s, while the internet was being developed, a new kind of aesthetic characteristic emerged under the dual influence of art history and technology.

Since then, the concepts of "new media art" and "digital art" have often been used interchangeably. Though both derive from the influence of technology on art, they remain intrinsically different.

"New media art" refers to the fleeting nature of the medium, from photography and film to video, and sound recording.

Meanwhile, "digital art" is distinguished by new media art theoretician, curator and critic, Christiane Paul, as a tool to create art. Similar to photography, print and sculptures using supporting tools; digital technology is a tool to help create, store and exhibit its characteristics as a distinct medium.

Imagine that in the digital age, the once invisible and crisscrossing coding, software programmes and algorithms, may one day be regarded as an aesthetic concept. What would it look like?

In 1985, Jean Francois Lyotard curated the groundbreaking exhibition "Les Immatériaux" at the Centre Pompidou in Paris. The exhibition created a dialogue between works of art, technology and scientific documents. The curatorial direction explored human conditions, through various aspects of physical and mental life, in the age of new technology. The design of the exhibition was particularly innovative, triggering disorientation, stimulation of senses, and interactivity.





## Trend #2

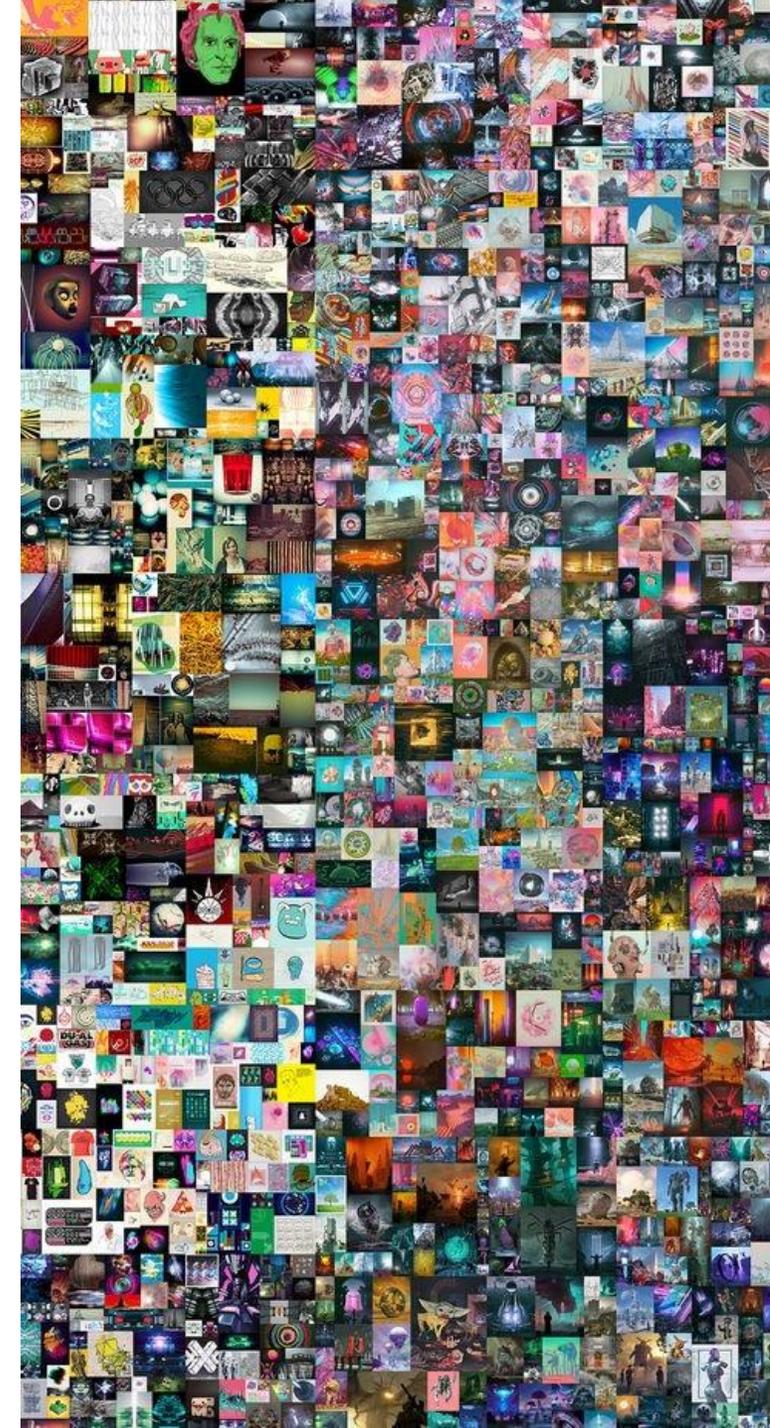
# The explosive growth of NFT

A video clip recently sold for US\$100,000, a tweet sold for US\$2.916 million, and a JPG file composed of 5,000 pictures sold for a record-setting US\$69.35 million. This all sounds surreal, yet it happened. An auction started at US\$100 with the price quickly climbing to US\$1 million within an hour, the hammer finally dropped at US\$69.35 million after 15 days. It became the third most expensive artwork by a living artist sold at auction, ranking just behind works from the renowned Jeff Koons and David Hockney. Beeple and his work "Every Day: The First 5000 Days" appeared on the front page of many major media outlets.

In 2007, Beeple started creating paintings every day, then uploading them to the internet; he later compressed these 5,000 images into a 316MB JPG file and auctioned it at Christie's. Though the much-talked-about auction has ended, and the news cycle faded over time, the aftershocks left by this specific NFT in the art market is still spreading. It has set a new precedent, all because of a concept that is still not familiar to most people: NFT (Non-Fungible Token), a digital asset verified by blockchain technology, otherwise understood as a "digital artwork."

As the first purely digital artwork sold at a traditional auction house, the auction of "Every Day: The First 5000 Days" attracted mass attention. Christie's released data shows that nearly 22 million users logged on to the auction house site to follow the final bidding stages. 33 bidders from 11 countries worldwide took part in the auction, of which 91% of the bidders joined a Christie's auction for the first time. Bidders were significantly younger than in previous years.

The NFT market is now at the stage of explosive growth, but does this mean that the era of digital art is coming? Although the controversy over the use of NFT technology behind "Every Day: The First 5000 Days" is still swirling, momentum on NFT remains unstoppable.





Trend #3

# The new business model

In April 2021, a new platform for NFT artworks, TR Lab, launched in Beijing. The speed of their growth is as fast as that of NFT.

The co-founders of TR Lab include Dragonfly Capital, Xin Li-Cohen (Deputy Chairman of Christie's), RAM Shanghai Rockbund Art Museum, Artsy, and ART021 Shanghai 21st Contemporary Art Fair.

The platform will showcase NFT works and exclusive collaboration projects by international artists, working across different mediums to explore digital art and NFT. In addition to acting as a trading platform in an emerging field, TR Lab established a curatorial team that includes designers as well as creative technical engineers.

The platform will support artists who wish to create digitally and in NFT format, as well as a comprehensive customisation service for collectors, providing an interactive space for art lovers.

NFT technology fundamentally changes the potential of artwork ownership, copyrights, collection transactions, and provenance. In the eyes of Xin Li-Cohen, Deputy Chairman of Christie's, we are entering a new world of art, pursuing dreams and unprecedented possibilities that were once out of reach.

 TR Lab

a blank slate for the future of fine art

## ABOUT

TR Lab is a platform for discovering and collecting NFT art from the world's leading artists. Our mission is to offer extraordinary NFT works to collectors and art lovers. TR Lab is headquartered in Hong Kong with a global team across Shanghai, Beijing, London, New York, and San Francisco.

## PARTNERS



COMING MAY 2021

Email:

sign up for updates →

## CONTACT

Get in touch with us at [team@trlab.io](mailto:team@trlab.io)  
For press inquiries, please email [press@trlab.io](mailto:press@trlab.io)  
Artists, see how we can help you at [studio@trlab.io](mailto:studio@trlab.io)

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TERMS & CONDITIONS





# Digital communications for art

There is no denying that the pandemic has had an impact on the art industry.

International travel bans and social distancing measures are major obstacles for artists, preventing them from showcasing their works and engaging with members of the public.

Many galleries, museums and institutions were temporarily closed, large-scale exhibitions and art fairs have been cancelled, and visitors and collectors were unable to travel.

Traditionally, collectors would be reluctant to buy art online, without viewing the piece in person. However, trends seem to have changed. Sudden changes on how we virtually interact with art has provided an opportunity for many buyers and sellers to transform. “Online viewing rooms” (OVR) have become the norm, and “online experiences” are the latest trend for buyers.

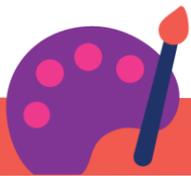
Some argue that the digitalisation of art entered the mainstream prior to the pandemic and COVID-19 has simply accelerated the trend.

## **Everyday Users**

- 65% of brands reported a decrease in revenue
- 32% of higher income audiences delayed purchasing luxury items
- Global consumers are spending 20% more time in apps than they did a year ago
- App usage in China grew to five hours/day, a growth of 30% year-on-year.

## **Art Market Audience**

- 66% of those surveyed reported that the pandemic increased their interest in collecting
- Millennial HNW collectors were the highest spenders in 2020, with 30% having spent over USD\$1m
- Share of online sales expanded to 25% of total sales by value in 2020



Trend #1

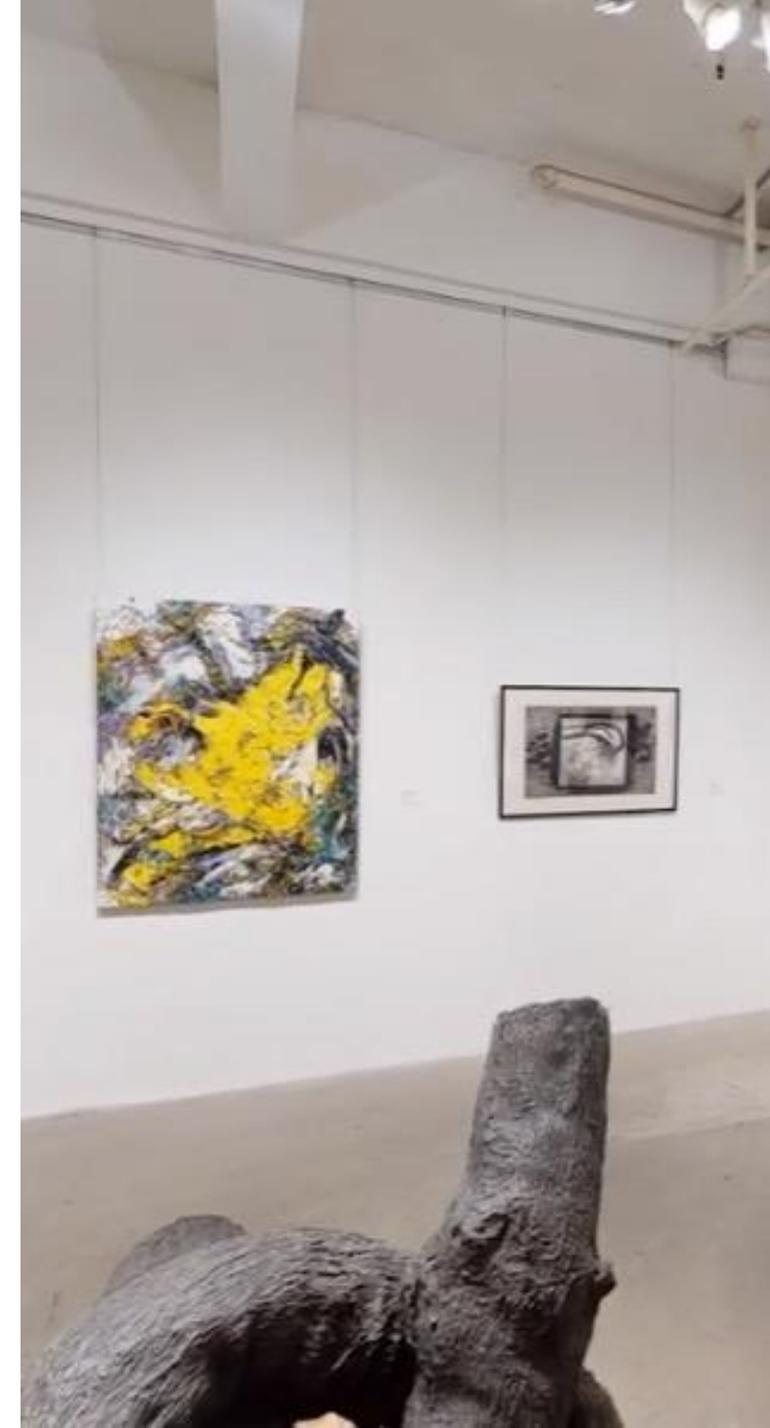
# Virtual exhibitions

Due to the pandemic, Art Basel Hong Kong 2020 transferred the art fair to an online format. Though it was the only option given the circumstances, it was not the first time an “online viewing room” was part of Art Basel.

During the 2019 edition of Art Basel Hong Kong, Gagosian launched the latest iteration of its series of online viewing rooms for Albert Oehlen. The exhibition set a new record for public sale of a work by the artist. It also challenged common perceptions within the art industry that only low-value artworks can successfully transact online.

In June of that same year, "Basel Online" was promoted on the David Zwirner gallery's website, aiming to provide world-class artworks to international buyers that are eager to collect but unable to travel.

According to available data, eight out of 20 artworks were sold on the opening night, with a total value of US\$3.3 million. Another five works worth a total of US\$1 million were listed "for sale." Elena Soboleva, Director of Online Sales for David Zwirner, commented that this success would encourage the gallery to further explore the potential of online viewing rooms.





Trend #2

# Direct to consumer: attracting future generations

Against the backdrop of COVID-19 in 2020, Sotheby's Hong Kong Autumn Sales set a record, with a total turnover of HK\$3.35 billion, including six lots selling for over HK\$100 million and another 46 lots selling for over HK\$10 million. This is the eighth consecutive season with a turnover of more than HK\$3 billion at a Sotheby's Hong Kong sales.

As a result of record sales, and while faced with a schedule change of the Spring Sales combined with a tight timeline for the Autumn Sales collection, Rachel Shen, Director, Deputy Chairman of Sotheby's, said that the need for top tier pieces never diminished. In addition to this, there is an inseparable relationship between the active measures to provide various digital, virtual and physical platforms, and the growing emergence of digitally connected young Asian collectors.

In April 2021, Sotheby's announced the launch of "Sotheby's Gallery Network", an online, buy-now marketplace showcasing a selection of trusted gallery partners on their official website. The platform is designed to help gallery partners make immediate sales during these unprecedented times by utilising the auction house's extensive digital reach and full-service transactional platform.

Whether we make active or passive decisions, it is obvious that we have reached the age of art digitalisation.





Trend #3

频艺  
道术

YITIAO ART  
YITIAO ART

# Digital native art experience

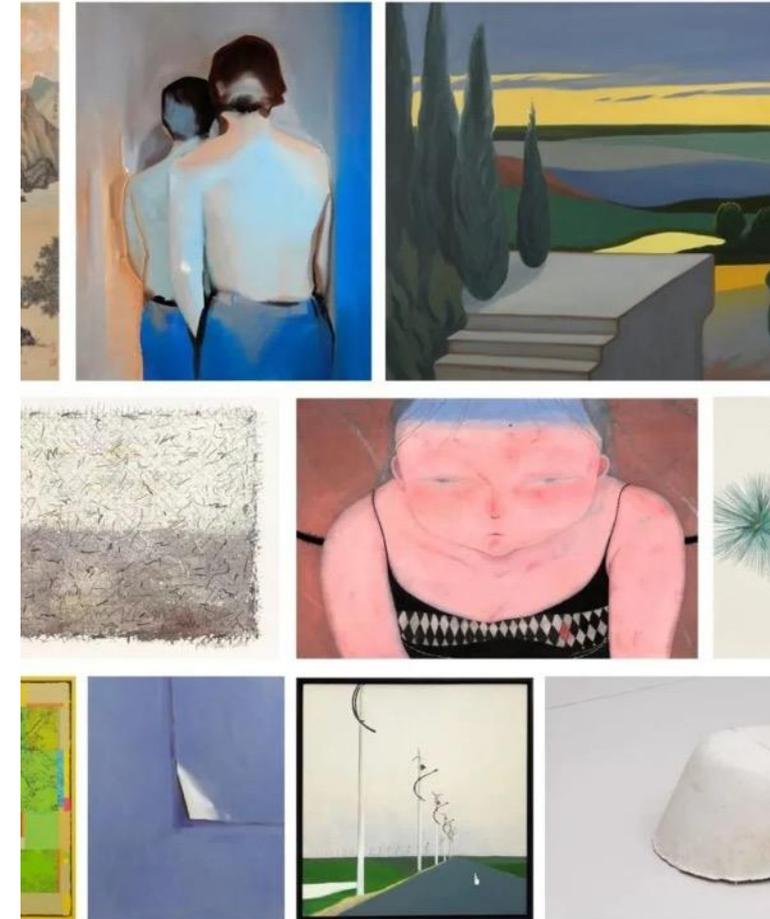
In addition to the top auction houses and art fairs investing more resources into their online engagement, Yitiao, a leading media platform in China, also launched its own online art platform, Yitiao Art, in 2021.

The platform unites commercial galleries, art institutions and independent artists, promoting art news and events through video content, online and offline exhibitions, as well as livestream formats. Twenty galleries and institutions, representing 136 artists, joined the platform at the time it was announced. Selected independent artists also collaborate with the Yitiao Art to list over 500 artworks on the platform.

Yitao media launched this new section after carefully observing the market and witnessing that art consumption among the middle class was increasing rapidly.

Art has been a disruptor of Chinese cultural consumption; from online micro sales to promotional livestreaming of artists and artworks, digital platforms are bringing art closer to everyday life.

The more accessible art becomes through digital platforms, the easier it is to gain the attention of a wider audience. From browsing art to buying art, online art experiences are here to stay.





**How can SINCLAIR Help you to grow?**



# SINCLAIR ARTS: DIGITAL MARKETING OFFERINGS

From brand building to lead generation, consumer engagement to sales conversion, we offer tailored digital solutions to fit your ultimate objectives. Our experienced integrated team is ready to work with you to reach your goals in China and across the APAC region.



## Website Audit & SEO

Enhance your website speed and overall digital experience



## Search Engine Advertising

Get noticed quickly on search engines such as Google, Baidu and their affiliate networks when your potential customers have questions regarding your business



## Content Creation + Digital Gallery

Create engaging content to boost audience interaction, from graphic design to video creation



## Community Management

Monitor what your audience is talking about on your brand's social media channels, and interact with you're the public



## Social Media Amplification

Precisely reach the right audience who fulfills your targeted customer behaviours with clear objectives



## Influencer Marketing

Partner with influencers to be your own advocate and speak to your audience with authentic content from different perspectives



## Email Marketing

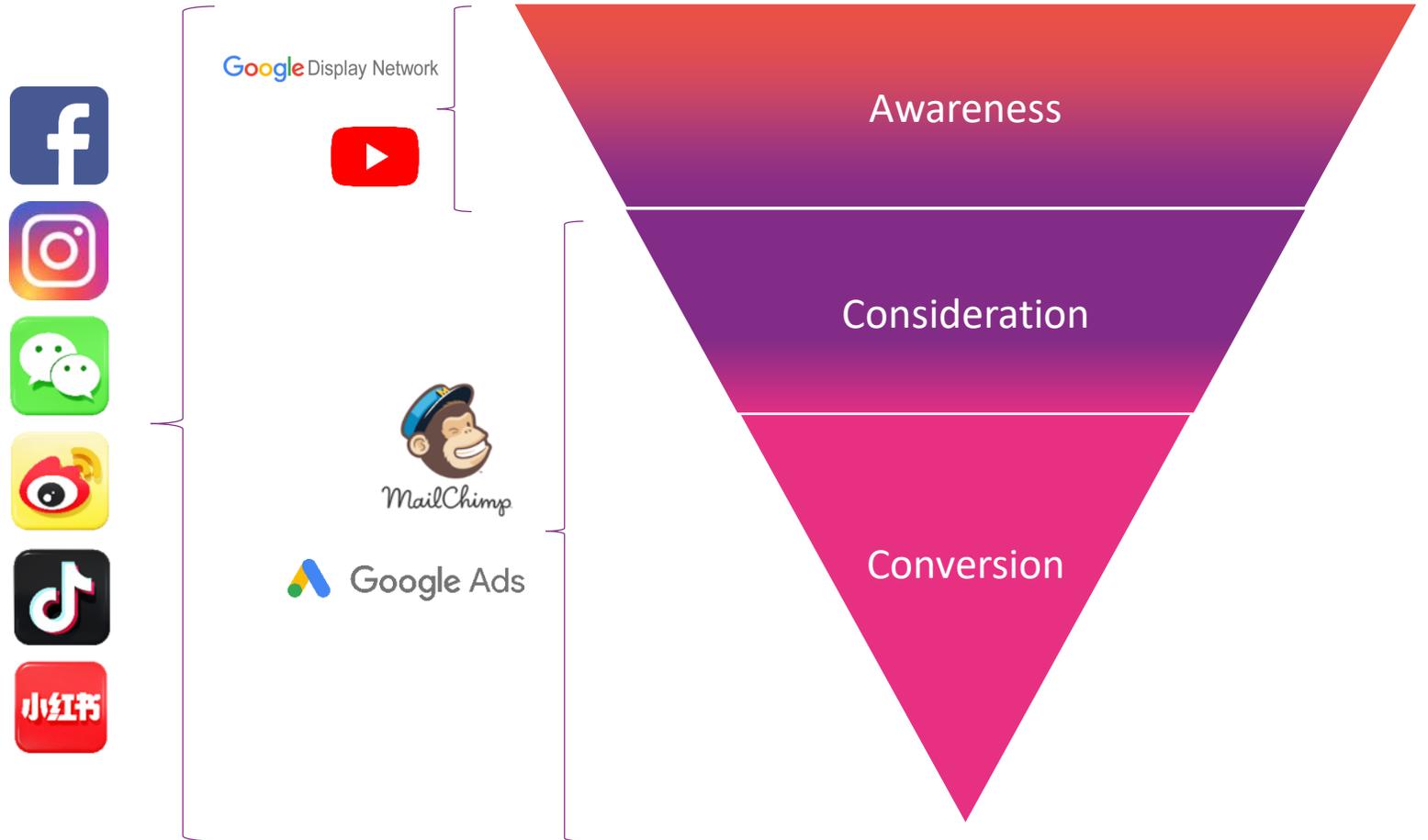
Design automated regular email campaigns to keep your leads and customers updated

# IT'S TIME TO START FUELLING YOUR MARKETING FUNNEL



Your target audience will be added to a designated marketing funnel, with tactics to guide them to complete the purchase journey, from awareness to consideration, justifying your return on investment.

Sinclair will design the most effective strategy and tactics for each stage of the funnel to ensure your core messages are tailored with specific objectives in mind, seen at the right place and time.





# CHINA: WECHAT MINI-PROGRAM

## An ART SaaS Product

WeChat is China's most popular app and the most efficient platform for promotion nationwide. It boasts a massive monthly active user count of 1.2 billion as of July 2020. There are 400 million users actively engaging with WeChat mini-programmes, making the functionality and interactions popular among users from all backgrounds.

Sinclair tailor-makes mini-programs for art brands in the WeChat ecosystem, allowing them to engage with the community and drive potential leads.



**Mini Program 1.0**  
Content Hub



**Mini Program 2.0**  
1.0 + CRM + LBS



**Mini Program 3.0**  
2.0 + VR Showroom



**Pop-Up Mini Program**  
Campaign Driven

# OUR CLIENT EXPERIENCE

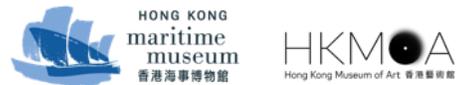


## GALLERIES & AUCTION HOUSES

David Zwirner DE SARTHE



## MUSEUMS & CULTURAL INSTITUTIONS



## CORPORATE PRESENTERS & SPONSORSHIPS



## FESTIVALS, FAIRS & PUBLIC ART





GALLERY

# David Zwirner

## DAVID ZWIRNER

### Cementing a global gallery's reputation in Asia

#### Challenge

Localise and maintain the internationally renowned high-level reputation of the gallery as it opened its first location in Asia, while introducing the Michaël Borremans to the regional market with the artist's first solo exhibition.

#### Approach

A thought leadership-led strategy introducing local directors while highlighting David Zwirner's true commitment to the city and region by displaying high-caliber art in the Hong Kong gallery as well as offering VIP events to the community.

#### Outcome



COVERAGE

**+330**

stories across the region over a period of 2 months



REACH

**+400 million**

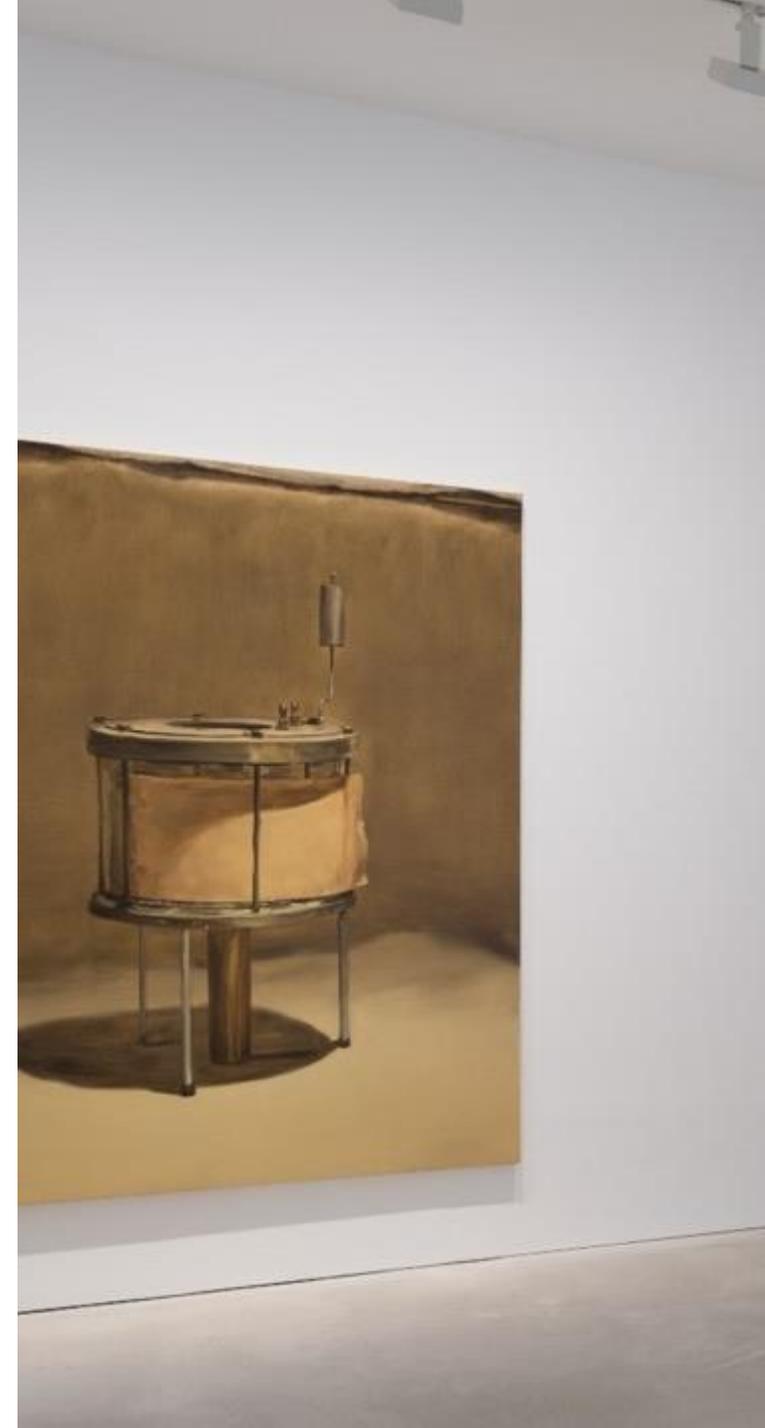
reached through local and regional publications



MEDIA ATTENDANCE

**55**

media at opening press event



# ART POWER HK

## Uniting Hong Kong's art ecosystem through a collaborative campaign in response to COVID-19

### Challenge

Celebrate Hong Kong's cultural diversity in an innovative way, and drive positive energy and confidence for Hong Kong's vibrant, strong and prosperous art scene.

### Approach

Built a campaign to invite stakeholders in Hong Kong's art ecosystem to join the movement, inspire confidence and encourage participation for arts locally. Continue to allow global audiences to engage with Hong Kong's vibrant art scene.

### Outcome



FOLLOWINGS

**+1,050**

newsletter subscribers (+40% open rate), +5,000 organic following on social media



PARTNERS

**160**

partners across the Hong Kong's Art Ecosystem



TALKS PROGRAMME

**17**

online talks programme with +8,000 audience to date

Achieved a **CERTIFICATE OF EXCELLENCE** in the Digital & Print Media category 2020 IN2SABRE Awards Asia-Pacific. *\*Data as of 31 Dec 2020*



DAILY PRACTICE



FREESPACE, WEST KOWLOON CULTURAL DISTRICT  
LISTEN TO NEW TRACKS FROM MUSICIANS IN FREESPACE MIX  
JANUARY 14, 2021 | VIDEO



ARTIST VIDEO: WILLIAM MONK



FLOWERS GALLERY  
KEN CURRIE  
INTERREGNUM  
JANUARY 20, 2021 | VIDEO



CORPORATE SPONSOR



# SHOES: PLEASURE & PAIN FOR SWIRE PROPERTIES

## Developing a consistent brand narrative for an exhibition touring Greater China

### Challenge

Elevate Swire Properties image by showcasing the company’s dedication to bringing world-class cultural events to the community.

### Approach

Led strategic partnerships, including with celebrity influencer Karen Mok, to increase local exhibition relevance and created watertight centralised content for all five locations across Greater China to ensure consistent tone.

### Outcome



VISITORS

**+358,000**

creating a record breaking footfall of the exhibition



COVERAGE

**30%**

of +3,100 stories mentioned Swire Properties



REACH

**+1 billion**

through regional media publications

**Campaign Asia PR Awards Asia 2018 – Greater China PR Campaign of the Year** (Shortlisted). PR Awards 2018 (Marketing Interactive) - Best PR Campaign – China (Gold).



# HKADC JOCKEY CLUB NEW ARTS POWER

Bridging the gap between art and the community through an integrated PR campaign

## Challenge

Introduce a new platform, presented by the Hong Kong Arts Development Council and funded by The Hong Kong Jockey Club Charities Trust, that brings the arts to the local community while encouraging participation.

## Approach

Developed an integrated communications campaign covering media relations and social media content generation to highlight the event as a catalyst that brings the city's arts community closer to the public.

## Outcome



COVERAGE

**+300**

stories in the region



REACH

**+69 million**

reached through  
local and  
international  
publications



MEDIA ATTENDANCE

**77**

media at JCNAP  
events





PUBLIC ART

HARBOUR ARTS  
藝遊維港  
SCULPTURE PARK

# Harbour arts sculpture park 2018

Bringing international art to the wider community

## Challenge

Introduce Hong Kong's first international sculpture park on the city's iconic harbourfront as a museum without walls, demonstrating that art can reach out to all segments of society.

## Approach

Developed strong key messages and a calendar of creative storytelling showcasing the works of local and international artists through workshops and educational activities supported by the community.

## Outcome



VISITORS

**+949,000**

visitors throughout



COVERAGE

**+880**

stories ran globally  
across different  
sectors



VIDEO VIEWS

**+325,750**

video views across  
social media  
channels



# WHY PARTNER WITH SINCLAIR?

WE ARE AN INDEPENDENT PR, DIGITAL, EXPERIENTIAL MARKETING COMMUNICATIONS AGENCY

*Trusted by clients since 2009*



## REACH



REACH ACROSS APAC & INTERNATIONAL  
MARKETS FROM OUR FOUR HUBS &  
THREE NETWORK AFFILIATIONS



TRIBO  
GLOBAL



## CULTURE & WORK



A CARING COMPANY, HELPING TO  
PROMOTE GOOD CORPORATE  
CITIZENSHIP & CREATE A MORE  
INCLUSIVE SOCIETY

# +450

INTERNATIONAL & LOCAL BRANDS  
TRUSTED SINCLAIR ACROSS CORPORATE,  
CONSUMER, GOVERNMENT & NGO SECTORS

## RECOGNITION



# 85 AWARDS

ACROSS APAC



HONG KONG PR AGENCY  
OF THE YEAR 2020



PR AGENCY OF THE YEAR  
2020 & LOCAL HERO



GREATER CHINA  
PR CONSULTANCY OF  
THE YEAR 2018



INDEPENDENT AGENCY  
OF THE YEAR 2018



MOST INNOVATIVE PUBLIC  
RELATIONS AGENCY  
OF THE YEAR 2018



# MEET OUR EXPERT CONSULTANTS

*Our expert team of consultants would be delighted to chat with you and discuss how we can contribute to your successful growth.*

*Please reach out to set up a meeting.*



**FRANKY MANG**

Consultant

franky@sinclaircomms.com

[LinkedIn](#)



**KEN LYU**

Director, Shanghai

ken@sinclaircomms.com



**ROSANNA HERRIES**

Director,  
Head of Sinclair Arts

rosanna@sinclaircomms.com

[LinkedIn](#)



**KIRI SINCLAIR**

Founder & CEO

kiri@sinclaircomms.com

[LinkedIn](#)



**HOLLY CHAN**

Associate Director

holly@sinclaircomms.com

[LinkedIn](#)



[sinclairarts.com](http://sinclairarts.com)

✉ [talk@sinclairarts.com](mailto:talk@sinclairarts.com)

 [SinclairArts](#)

 [SinclairArts](#)

 [SinclairArts](#)

#### **HONG KONG**

7/F, 299 QRC, 299 Queen's Road Central,  
Sheung Wan, Hong Kong  
T (852) 2915 1234

#### **SINGAPORE**

#10-01, 1 George Street,  
Singapore (049145)  
T (65) 6816 8000

#### **SHANGHAI**

302, Building No.1, 546 Yuyuan Road,  
Jing An District, Shanghai, China (200040)  
T (86) 021-6226-1337

#### **BEIJING**

D05, 3/F, Block A, No.9 Dong Da Qiao Road,  
Parkview Green, Chao Yang District, Beijing,  
China (100020)  
T (86) 010-5785-2307