

Executive Workshop “Innovation in ArtTech and NFT”

行政人員工作坊：藝術科技及非同質化貨幣之創新

MGNT9351

The Covid-19 has fueled the integration of art and technology. While auction and dealing of artworks have also moved to online platforms, the recent sale of an NFT artwork for US\$69 million has wowed the world.

Technology not only creates more possibilities for artists, it also brings tremendous opportunities for the art market. As Hong Kong is now the second-biggest contemporary art auction market in the world after New York. ArtTech is definitely a blue ocean that poses great potential for Hong Kong to flourish and thrive in the global art scene.

This workshop aims to help participants to:

- Develop an understanding of Innovation in Art Market and ArtTech
- Equip with key concepts of digital art evaluation
- Acquire basic knowledge of Non-fungible Token (NFT) and its dealing
- Develop key skills in the application of NFT dealing
- Acquire entrepreneurial knowledge in online art dealing



Programme Structure

Session 1: Innovation in Art Market and ArtTech [3hours]

- The promotion of ArtTech in Hong Kong
- Virtual exhibition as an alternative art space
- The Evaluation of Digital Art
- The Rise of NFT and what it means to the art world

Session 2: Online Art Dealing and Entrepreneurship [3hours]

- Edge of online art dealing
- Innovative business model for the art market
- How to become an art entrepreneur
- Business sustainability of art dealing

Session 3: NFT Market for Art and Collectibles [3hours]

- Introduction to non-fungible token (NFT), with elaboration on ERC 721 & 1151; Binance NFT
- NFT case study for Art and Collectibles
- Features of global NFT Platforms
- The Power of Decentralised Finance (DeFi) and NFT
- From Old Economy to New Economy: Community, Decentralized, Reinventing Organizations & Ecosystem
- Beyond the Art Value: NFT Platforms in Hong Kong

Course Fee

- **HK\$ 4,200** per person (Online application)
- Group Rate: **HK\$3,600** (Package for 2 persons or more, please enroll at the Learning Centre under the same transaction)

Who Should Attend?

- Artists
- Art Dealers
- Art Business Professionals
- Art Lovers
- Entrepreneurs
- Museum and Gallery Curators
- IT Professional
- Technologists
- Anyone interested to join the art market and ArtTech professions

Programme Delivery

2 Consecutive Saturdays:

Day 1:

Session 1: 10am – 1pm

Session 2: 2pm – 5pm

Day 2:

Session 3: 2pm – 5pm



Executive Workshop “Innovation in ArtTech and NFT”

COURSE CODE:

MGNT9351

STUDY MODE:

Part-Time

START DATE:

Please refer to our website

LANGUAGE:

Cantonese supplemented with
English materials

LOCATION:

HKU SPACE Learning Centre (HK Island)



Application Procedure

Online application on website for individuals; or
Complete and return the application form in person to
HKU SPACE Enrolment Centre. The application must
be accompanied with Photocopies of ID card

Programme Enquires

Telephone: 2867 8318

Email: ice@hkuspace.hku.hk

Lecturers: Mr Heiman Ng, Dr Irene Lau & Dr Colin

Mr Heiman Ng is a seasoned art specialist with more than 10 years of experience in art consulting and training in Greater China. He has worked with some of the most important art collectors, galleries, institutions and luxury brands in the world, such as Uli Sigg, M K Lau Collection, Art Basel, Hong Kong Maritime Museum, Zhi Art Museum (Chengdu, China), Suning Art Museum (Shanghai, China), Chaumet and Hermès, etc.

Dr Irene Lau is currently the Chairman of the Central and Western District Association for Culture and Arts. She holds professional qualifications as the Fellow of The International Institute of Management (FIIM), Fellow of The Institute of Chartered Secretaries and Administrators (FCIS, FCS) and Fellow of the Hong Kong Institution of Directors (HKIoD). She graduated from The University of Cambridge with research focus on business sustainability.

Dr Colin Lee Chi Kin is a blockchain industry analyst, organizer of Ethereum South and Southeast Asia, founder of the Blockchain Industry Analyst Association. He holds a Ph.D. in philosophy from Shanghai University of Finance and Economics, Doctoral Degree in Financial Management from European University, Digital Transformation qualification from Cambridge University, UK. He was appointed Lecturer on advanced blockchain training course to the CEIBS Business Review and China Europe International Business School.

Enrolment Centres

Admiralty Learning Centre [ADC]

3/F., Admiralty Centre,
18 Harcourt Road, Hong Kong
(Exit A, Admiralty MTR Station)
3761 1111

Fortress Tower Learning Centre [FTC]

1/F., Fortress Tower, 250 King's
Road., North Point, Hong Kong
(Exit B, Fortress Hill MTR Station)
3762 0888

HPSHCC Campus [HPSHCC]

1/F, HPC Campus,
66 Leighton Road,
Causeway Bay, Hong Kong
3923 7171

Island East Campus [IEC]

2/F, 494 King's Road,
North Point, Hong Kong
(Exit B3, North Point MTR Station)
3762 0000

HKU Campus [HKUC]

3/F., T.T.Tsui Bldg.
The University of Hong Kong
Pokfulam Road, Hong Kong
2975 5680

Kowloon East Campus [KEC]

1/F, 28 Wang Hoi Road,
Kowloon Bay, Kowloon
(Exit B, Kowloon Bay MTR Station)
3762 2222