

[Press Release]

**THE FIRST EDITION OF DIGITAL ART FAIR ASIA REPORTS STRONG
ATTENDANCE AND SALES
SETTING NEW STANDARD FOR THE ART FAIR INDUSTRY WITH THE MISSION OF
“ADVANCING ART AND CULTURE THROUGH TECHNOLOGY”**

- Digital Art Fair Inaugural Hong Kong Edition 2021 welcomed 25,700 visitors, with 2 times extension due to overwhelming demand.
- Strong sales during the fair with over HK\$54.5 million (USD \$7 million) in overall sales including Digital and Physical Artwork.
- Digital Art Fair reported that over 55% of the visitors are 35 years old or below.
- The fair attracts both international seasoned collectors and millennial art collectors online and offline. Leading private collectors such as [AOI](#) and Jehan Chu attended the fair.
- [dslcollection](#), one of the major Chinese contemporary art collections in the world, collected its first NFT art in the Digital Art Fair Asia as its permanent art collection.
- The best-selling artists include international household names Refik Anadol, Mad Dog Jones, Pejac and Shred. Other local Hong Kong artists who have received great response include Willie Chung, Derry Ainsworth, Claudia Chanhoi, Henry Chu and Victor Wong.
- With the goal of advancing art and culture through technology, Digital Art Fair has hosted a total of 20 seminars and workshops, 66 screenings, and over 70 public tours during the fair, reaching out to more than 10,000 participants.
- “Young Female Artists Incubation Program” was successfully launched to support young female artists. Participating artists include two Hong Kong artists Sharmaine Kwan and Kitty Ho.



Digital Art Fair Asia 2021 (30 Sep - 22 Oct 2021)

Courtesy of Digital Art Fair Asia

Hong Kong - 18 Nov 2021 - With overwhelming response from the public, the inaugural Digital Art Fair Asia officially came to an end on 22 October 2022. The fair has welcomed more than 25,700 visitors and sold more than 400 Digital and Physical Art for a combined HK\$54.5 million (US\$7 million) during a 23-day period.

As the first international art fair focusing on immersive art experience, digital art and NFT art, Digital Art Fair set out to unleash the potential of art and technology through a curated exhibition focusing on bringing together some of the most renowned and emerging digital artists and empowering the next generation of collectors.

With the growing demand for Digital Art and NFT art, the fair has generated continuous interest from international collectors. With a goal to advance art and culture through technology, Digital Art Fair successfully set the new standard for the art fair industry that celebrates artistic creativity and incorporates cutting-edge technology (namely Virtual Reality, Augmented Reality, Blockchain and Artificial Intelligence) in a unique and curated digital art setting.

"We are so proud to be collecting our first NFT Art at the Digital Art Fair."

-- Sylvain Levy (Co-founder of dsl Collection)



Digital Art Fair Asia 2021 (30 Sep - 22 Oct 2021)

Courtesy of Digital Art Fair Asia

Gillian Howard, Co-founder and Fair Director of Digital Art Fair, said, “To dive into a new era of art is an exciting and spectacular experience. 2021 truly marks the remarkable start of the Digital Art Fair. It is our great pleasure to work with all the incredible artists, curators, partners and sponsors (especially our leading partner Genesis Block and platinum sponsor Fire Rock) to launch our fair in Hong Kong this year. The first edition of Digital Art Fair features more than 30 artists from both the traditional and digital art world to bridge the gap between two worlds. Going forward, our team will continue to strive to promote digital art and culture globally through technology, creativity and innovation.”

“How is it better to start the journey than to buy the artist’s first NFT? When we had a chance to look at purchasing this first NFT from Pejac at Digital Art Fair Asia, we, of course, were aware of his history. We believe that there are no limits to what Pejac can do with the next phase of digital art and NFTs.”

— Masahide Hoshi (CEO of Bastion Group)

With a mission to promote digital art education in Hong Kong, Digital Art Fair Asia has launched a series of programmes that brought together extensive and engaging dialogues with leading voices on the topics of art and technology. With 20 seminars and webinars, 66 screenings, and over 70 public tours, the educational program has reached more than 10,000 participants online and offline. All seminar videos have now been uploaded to the [Digital Art Fair YouTube Channel](#), and selected articles will also be launched on the fair’s social media channels and website.



Incubation Zone, Digital Art Fair Asia 2021 (30 Sep - 22 Oct 2021)

Courtesy of Digital Art Fair Asia

With the vision of building a more inclusive society for our future generation, Digital Art Fair has successfully launched UMA, a youth-led purpose house supporting NFT artists from Africa, and also “Young Female Artists Incubation Program” promoting two emerging artists Sharmaine Kwan and Kitty Ho in the Incubation Zone of the fair. Working with Fire Rock Holdings Limited, one of the fair’s leading sponsors, Digital Art Fair will also donate 5% of the ticket sales to a local university to support the research and development of Art Tech in Hong Kong.

Notes to Editors**About Digital Art Fair Asia**

Digital Art Fair Asia was created for every demographic that wishes to appreciate, create, and collect digital and NFT art, to embrace the use of digital technology in a constantly evolving generation. Digital Art Fair Asia 2021 is the first-ever physical Art Fair in Hong Kong with a focus on immersive art experience, new media art and NFT Crypto Art where art lovers will see the most exciting artwork by renowned cutting edge artists.

Social media:

Instagram: www.instagram.com/digitalartfairasia/ (#digitalartfairasia #DAFA #DAFA2021)

facebook: www.facebook.com/DigitalArtFairAsia

Linkedin: www.linkedin.com/company/72313079/admin/

Twitter: twitter.com/digitalartfair

Youtube: <https://www.youtube.com/channel/UCuhlAdVOKaJNHSxrl9Mj0Ilg>