

Art Collection and Investment

Saturday, May 30th, 2015

2:30 PM to 4:30 PM

Mr. Junbo Zhu (祝君波), Deputy Director of Shanghai Press and Publication Bureau, a renowned expert in art publication, collection and investment, will offer a talk titled "Art Collection and Investment".

Mr. Junbo Zhu develops the discussion on the diversity of artworks and the multiple meanings of art collection. He also selects the classical cases of representative collectors to clarify the cultural and investment values of collection. He further analyzes the structure of the Chinese art market, reasons behind the great appreciation of artworks, and main problems art collectors face. In addition to Mr. Zhu's talk, a delegation from Jiading District of Shanghai will briefly introduce the Art Collection Zone Project (上海文博苑).

This event is co-hosted by Yi Yan Society. Talk will be conducted in Chinese, with English PowerPoint and adequate Q&A translation.

Junbo Zhu

Junbo Zhu has been engaged in art publication, collection and investment for more than 40 years. He is currently the Deputy Director of Shanghai Press and Publication Bureau. He has worked as

the Proprietor of Shanghai Painting and Calligraphy Press and Shanghai People's Fine Arts Publishing House, Founding General Manager of Duo Yun Xuan Auction Company, General Manager of Duo Yun Xuan and China Publishing Group Oriental Publishing Center. Moreover, Zhu has held other positions as the Vice President of China Periodicals Association and the Executive Deputy Director of the Organizing Committee of Shanghai World Chinese Collectors Convention. His publications include *Art Auction and Investment*, *Zhu Junbo on Collections*, chapters in *Artwork Investment Guide and General Theory of Auction*, and over 150 pieces of various papers. Zhu has founded the first art auction company in China and stroked the "first hammer" of art auction. He has also participated in the founding of the World Chinese Collectors Convention. In 2010, Zhu was selected as the annual "Top Ten Most Influential People" by Taiwan's *Art News* magazine.