

## Phillips Embarks On 5<sup>th</sup> Anniversary in Asia with ‘Made in Hong Kong’ Campaign

‘Made in Hong Kong’ Explores the Unique and Resilient City Through the Lens of Hong Kong Multimedia Artist Eric So



HONG KONG – 3 April 2020 – This spring, Phillips presents ‘Made in Hong Kong’, a new content series to mark the 5th anniversary of the auction house in Asia. This two-episode series follows Eric So, a Hong Kong-based multimedia artist, and Charlotte Raybaud, Head of Evening Sale, 20th Century & Contemporary Art for Phillips Hong Kong, as they explore how the city has transformed into a vibrant international centre for arts and culture. ‘Made in Hong Kong’ examines the transformation of designer toys and figures that have become collectible classics and permeated the contemporary art market in recent years. The series recalls the heyday of the city’s toy-manufacturing industry between the 1960s and 1980s, when Hong Kong was the world’s largest toy production centre and reveals its evolution from manufacturing hub to Asia’s leading art destination.

In the first episode of ‘Made in Hong Kong’, Charlotte Raybaud pays a visit to the studio of one of the city’s most acclaimed toy designers, Eric So, where they take a closer look at his signature series and discuss the rising trend of designer-artist vinyl toys in the global art market. They also examine the transformation from last century’s toys to the “art toys” of today. To read and watch the first episode, [click here](#).

The second episode of the series surveys the ways in which Hong Kong’s economic transition has influenced the city’s creative industry, and how it has led to its new reputation as one of the global epicentres of the art world. Eric So also investigates the major toy markets across the world and shares his views on how digital technology is reshaping the creative process and providing new opportunities for both artists and collectors. The second episode will be released after mid-April on [Phillips.com](#).

Phillips Asia’s various other activities throughout the anniversary campaign will be announced when available.

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Visit [www.phillips.com](http://www.phillips.com) for further information.

## ABOUT ERIC SO

Visit <https://www.ericsoart.com/about> for details.

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