

CONTRA

HONG KONG · ART BASEL WEEK · MARCH 2027

Partnership proposal

Next pop-up: Hong Kong



CONTRA

THE GALLERY

ONE GALLERY. THREE ORIGINS.

CONTRA shows contemporary art from **Japan, China and Latin America**: original works with pop, street and subculture energy. HQ in Hong Kong. Collectors in Europe, the United States and Hong Kong. We show through pop-ups around the world, online exhibitions in between, and a Viewing Room open all year.

CONTRA JAPAN

Painting and pop from Japan's young scene.

CONTRA CHINA

Contemporary artists from mainland China.

CONTRA LATIN AMERICA

Contemporary artists from across Latin America.

HONG KONG, ART BASEL WEEK

THE SHOW

7 days during Hong Kong Art Week, March 2027

25–35 original works from the three lines, all for sale

Private view by invitation, up to 150 guests

Public days with free entry

Venue in Hong Kong, announced January 2027

WHAT A PARTNER GETS

Category exclusivity: one beer, one bank, one coffee

A private evening for your guests (Presenting partner)

Your product in collectors’ hands at the private view

Photo and video of the week, cleared for your channels

A report within 14 days: visitors, guests, reach, images

THE ART WORLD IS IN HONG KONG

Art Basel Hong Kong runs **25–27 March 2027**. Around it the city runs Art March: fairs, gallery nights and openings, and the visitors who come for them.

91,500 240

visitors to Art Basel Hong Kong 2026

galleries from 41 countries and territories at the fair

100+

art and culture events in Art March 2026

4.35M

visitor arrivals to Hong Kong in March 2026, up 14% on 2025

Sources: Art Basel closing report 2026; Art March Hong Kong 2026; Hong Kong Tourism Board figures reported by SCMP, April 2026.

THREE WAYS IN

PRESENTING PARTNER

HK\$30,000

ONE

“CONTRA Hong Kong, presented by” your brand, on everything

Category exclusivity

Private evening for up to 40 of your guests

Logo on invitation, wall, website, every post

Product at the private view

20 private-view invitations

Photo and video rights · report

PARTNER

HK\$12,000

UP TO THREE, ONE PER CATEGORY

Category exclusivity

Logo on invitation, wall, website, posts

Product or activation at the private view

10 private-view invitations

Photo and video rights · report

SUPPORTER

IN KIND

PRODUCT OR SERVICE

Drinks, coffee, printing, transport, hotel rooms, furniture

Credit on the supporter wall and website

Thank-you post on our channels

4 private-view invitations

Photos of the week

YOUR GUESTS. OUR SHOW.

Art Week is when your clients are in town, and every evening competes for them. The Presenting Partner gets one evening in the show, closed to the public, for up to 40 guests: a walkthrough of the works with the gallery, your drinks, your host. Guests can reserve works on the night.

When

One evening of Art Week, chosen with you.

Who

Up to 40 of your clients, team or press.

We bring

The show, the walkthrough, the room.

You bring

Your guests, your drinks, your host.

FROM YES TO MARCH

By December 2026

Partners confirmed; category locked.

January 2027

Venue and dates announced.

February 2027

Invitations and print go out with your logo.

March 2027

Pop-up, private view, your evening. Report in 14 days.

CONTACT

Luciano Drehmer · Founder, CONTRA

Reply to the message this proposal came with.

