



**Adrian Cheng**

**Executive Director and Joint General Manager,  
New World Development Company Limited**

**Executive Director, Chow Tai Fook Jewellery Group  
Limited**

Adrian Cheng is the visionary art entrepreneur behind New World Group and Chow Tai Fook, using innovation, art and culture to create new family businesses.

The art maven successfully created the high-end lifestyle brand K11 – a new hybrid model combining art and commerce, introducing the new museum retail concept and building high-end lifestyle art malls, offices and serviced apartments in Greater China. The flagship K11 Art Malls were launched in Hong Kong and Shanghai in 2009 and 2013 respectively. There will be 19 K11 projects completed in 11 cities across China by 2020.

Adrian founded the K11 Art Foundation (KAF) in 2010, a registered non-profit and non-state-owned art foundation that incubates young contemporary Chinese artists and promotes public art education. At the core of the foundation's activities is the K11 Art Village, an artist-in-residence and exchange programme in Wuhan, offering 11 studio space and platform to many young Chinese artists to create and present their works, and building an art ecosystem to encourage the exchange of ideas and to facilitate cultural dialogue among artists. So far, KAF has been partnering with international museums and art institutions including Palais de Tokyo in Paris, and Metropolitan Museum of Art in New York, to jointly



promote contemporary art through a series of exhibition tours and exchange programmes.

As the Executive Director and Joint General Manager of New World Development, Adrian has revamped the brand and its businesses by implementing new strategies, policies and corporate culture. He is also the Executive Director of New World Department Store and New World China Land.

Being an Executive Director of Chow Tai Fook Jewellery Group, Adrian is in charge of strategy, branding, marketing, e-commerce and VIP programme. He injected his creative concepts into the 85-year-old, 2,200-stores jewellery brand and introduced the high jewellery collections (e.g. 'Reflections of Siem' in 2014), which showcased the exceptional craftsmanship and creativity of Chow Tai Fook.

Adrian is a graduate of Harvard University with a Bachelor of Arts degree. He was honoured with the title of "Young Global Leader" by the World Economic Forum in 2012. In 2014, Adrian was appointed as an Alternate Member to the APEC Business Advisory Council and was conferred the Honorary Doctorate of Humanities degree by the Savannah College of Art and Design in the same year. He was recently named as one of the "Top-10 Up-and-Coming Collectors" in the world by ARTnews, and was selected by Art Review in 2014 as "Power 100", a ranked list of the contemporary art world's most powerful figures.

Adrian is also a Trustee of the Royal Academy of Arts, Visiting Committee of The Metropolitan Museum of Art, a committee of Centre Pompidou and TATE, and Board Director of the National Museum of China Foundation.