

EXECUTIVE PROGRAMME: COLLECTING CONTEMPORARY ART 2016

Module 3. Strategic Art Collecting

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Jehan Chu

Director, Vermillion Art Collections



Jehan is an Art Advisor with over 14 years of industry experience. Formerly with Sotheby's Auction House in New York from 1999, and Head of Client Development in Asia, he left in 2008 to start Vermillion Art Collections, a specialised art advisory working with private and corporate art collectors. He now sits on the Board of Directors of Para/Site Art Space and the HK Ambassadors of Design, and is a member of the Asia Art Archive Collector's Circle steering committee. Jehan is a judge of the WYNG Photography Masters

Award, a nominator for the Sovereign Asian Art Prize, and a Bitcoin and cryptocurrency evangelist. He also authored the 'Collectionist' column on collecting art for *Time Out* magazine and has lectured on collecting art for Sotheby's Institute, the Asia Art Forum, Art Basel HK, as well as major banks including UBS and Julius Baer. Jehan is a graduate of Johns Hopkins University and holds a degree in International Relations and East Asian Studies, as well as instruction certification in Visual Thinking Strategies.
