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EMERGING COLLECTIVE HOSTS ROOFTOP LAUNCH PARTY DURING ART BASEL HONG KONG

Hong Kong, China – 15 May 2014 – Emerging Collective, a new initiative focused on [immersive exhibitions featuring activist artwork](#) and Global South artists, made Art Basel Hong Kong the venue to announce its launch and first exhibition. The NYC-based non-profit seeks to bring the most prolific artists doing activist and avant-garde work in emerging markets to the forefront of the global art scene, through immersive art exhibitions and a technology platform.

Emerging Collective's launch featured a video installation, contrasting avant-garde artwork from the first world and from the Global South. Also, Emerging Collective presented a one-on-one conversation between Raj Udeshi, Emerging Collective Founder and Tangerine (Tang Chin), an HK-based activist artist who is known worldwide for her protest posters in support of Ai Weiwei.

"The underground of the world should be connected," said Tangerine, when commenting on Emerging Collective's vision of connecting the world's activist artists through a technology platform.

Over 100 people attended the rooftop launch party, which took place at Sevva Rooftop terrace, in Central, Hong Kong. The launch event garnered enough interest from the organizers to be included in the Art Basel VIP Program.

For photos, click [here](#). For the press release on Emerging Collective's launch and mission statement, click [here](#).

About Emerging Collective

[Emerging Collective](#) is a non-profit initiative designed to support a more balanced global art landscape, employing a disruptive combination of technology, self-sustaining business models, immersive exhibitions, and re-appropriated spaces. Based in New York City, we focus on emerging art markets where the overall art economy is growing and stories are compelling. With an emphasis on activist and avant-garde art, Emerging Collective aims to catapult the most promising creatives from the Global South to the forefront of major art capitals.

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