

## Emma Hack

Mid March stylebriefhongkong caught up (albeit very briefly) with Adelaide-based artist [Emma Hack](#) at the Affordable Art Fair in Hong Kong, and we were drawn in by her powerful and distinctive work which has a global audience. In 2012 there was that incredible body of work Emma did on the clip for Gotye and Kimbra's music video 'Somebody That I Used to Know' – a transformative piece of work that attracted major international attention. Here the artist has collaborated with [Signature Prints](#) Florence Broadhurst wallpapers, and the model is shown almost disappearing behind the ornate branches and leaves. There are more select pieces of Emma Hack's work available at Mandy D'Arbo's [Cat Street Gallery](#) on Hollywood Road. Read our interview with Emma and check out why she loves Hong Kong so much.



### Why Emma Hack artist?

A few years ago I left a large part of my business I was very well known for which was commercial make-up and body art only. I guess it was a rebranding and refocussing of my strengths in another life of creation. I create canvas, photograph, create installations now so 'artist' explains this transition.

### Some of the things you might do in a day?

There is no regular anything in my life. I might start the day with emails, planning shows with galleries, arranging travel plans, ordering images but all the time planning and creating in my head for upcoming collections. About three to four times a year I dedicate a few weeks in lock down creating work. I am about to embark on a good six weeks of creating three new collections and ideas so I can't wait, then back to Hong Kong for a visit to Basel Hong Kong, love it. At the moment I have just announced the winner of my Emma Hack Art Prize and pulled down that exhibition and now I am working on setting up a pop-up gallery in my home town of Adelaide, Australia to work out of for the next 10 weeks, no rest for the wicked. And sometimes I make time for a champagne lunch with my girlfriends.

### Describe your style?

*Style of Art:* My story embraces nature, our environment, I love to stop and smell the roses, the nature and birds within my work allows the viewer to do so. I create backgrounds or hang Florence Broadhurst wallpaper, paint the human form to match it or compliment it, then photograph the results. My work is exhibited in fine art, low edition photographic prints.

*Style of look:* Anything with pattern, colour, bold prints, you name it, it depends on the day as well.



**Can you name your three best traits?**

Creative, motivated, explorative

**Who or what inspires you?**

Nature inspires me the most, other artists and techniques, I love visiting the art fairs worldwide as the scope of work throughout the world inspires new ways to evolve work. You will notice my work over the next year evolve in style, medium and subject.

**What achievements are you most proud of?**

My first calendar that kick-started the body art side of my career worldwide. My first exhibition that allowed me to think outside the square. Generally creating really technically difficult works.

**Where is your all-time favourite place to visit?**

I do love Spain, something about the food and the lifestyle. Hong Kong is a close second and a lot closer, Asia is fascinating to me and you will notice that in my work.

**What are you currently reading?**

I am sorry to say I don't have time to read, I work most nights till midnight or I am relaxing socialising. If I sit by myself I will mostly be sketching ideas in my head and enjoying the view.



**What are you listening to?**

Stevie Wonder, Empire of the Sun, Chicane, 90s House, Flume, cheesy 80s, Goldfrapp, Lana Del Ray, Zero 7, Sia...

**One of the meals you love most?**

The ones spent with my hubby and a cocktail, tapas in style, Asian in flavour, we try and treasure the times between my wanderings and travels.

**Your favourite Hong Kong store?**

Harvey Nichols, Landmark building has a gorgeous range of boutiques, I am a sucker for beautiful clothing.

**What is your scent?**

I don't wear any, I love to smell spicy vanilla on my man though...

**What do you love about Hong Kong?**

The people, the fun, the culture, the islands, the shopping, its only nine hours from home.

**Any pets?**

Yes, I have Nic, my adopted Cat and Kookah Galah (Aussie Parrot) I don't recall a time without furry/feathery friends in my life.

**How do people buy your art?**

If in Hong Kong, you would pop up to Hollywood Rd and visit the gorgeous girls at The Cat Street Gallery, they have a wonderful range of my work in stock. Contact Georgie to arrange a personal time to view: [georgie@thecatstreetgallery.com](mailto:georgie@thecatstreetgallery.com)

*The images above where taken by Emma and supplied to us by Georgie at Cat Street Gallery.*

*The images below were taken by Belinda at the recent Affordable Art fair in Hong Kong.*

