



Announcing ART FAIR TOKYO 2010

Friday, April 2 – Sunday, April 4, 2010, Tokyo International Forum & Lobby Gallery

Celebrating its fifth year, ART FAIR TOKYO has established itself as one of the most substantial art fairs in Asia. Following the success of last year, ART FAIR TOKYO 2010 will take place from April 2nd through April 4th at the Tokyo International Forum seated in the heart of Tokyo.

ART FAIR TOKYO offers Collectors, Curators, Art Enthusiasts, Gallerists, and Journalists a unique opportunity to experience the diversity of artworks and introduce new perspectives.

In 2009, the fair attracted a record of 45,000 visitors over four days, showcasing approximately 3,000 works of art by 143 galleries from home and abroad. Estimated total sales resulted in a pleasing outcome despite the current economic climate, indicating that interest in the arts in Tokyo continues to thrive unabated by the worldwide recession.

With 140 galleries, ART FAIR TOKYO 2010 promises to offer an exciting and surprising presentation of stimulating artworks featuring a wide variety of genres of contemporary art, modern art, *nihonga*, and *ukiyo*e (a traditional Japanese art form), in addition to other Asian works of art and antiques at B2 Exhibition Hall of the Tokyo International Forum.

“**PROJECTS**”, a new addition to ART FAIR TOKYO, analyzes emerging trends in the arts with its devotion to contemporary galleries established within the past five years. “**PROJECTS**” will be located at the Lobby Gallery within the Tokyo International Forum. We will continue to host our popular talk event "Dialogues in Art", a feature series composed of discussions and symposiums on current art topics by several leading experts in contemporary culture. A guided tour of the fair will also be available for small groups of visitors.

* “PROJECTS” was renamed after “TOKIA”, an additional aspect of ART FAIR TOKYO 2009 that featured cutting-edge contemporary galleries in a second venue at the Tokyo Building TOKIA. “PROJECTS” will be held at the Lobby Gallery 1 & 2, Tokyo International Forum.

Each year April heralds the coming of “Tokyo Art Weeks”. Art auction houses, museums and galleries will collaborate in conjunction with ART FAIR TOKYO to enliven the Tokyo art scene with various activities.

As we grow ART FAIR TOKYO in the coming year, we will continue to work towards our goals of stimulating the development of a new generation of collectors, providing access to the arts to a wider range of people, and extending the scope of our event to the rest of Asia and the world. We invite you to attend ART FAIR TOKYO 2010 and welcome your presence.

ART FAIR TOKYO 2010 OVERVIEW

Dates and Hours: Friday, April 2 11:00 – 21:00
Saturday, April 3 11:00 – 20:00
Sunday, April 4 10:30 – 17:00

First Choice & Opening Preview: Thursday, April 1 16:00 - 19:00
(Invited guests and press) Thursday, April 1 19:00 - 21:00

Venue: Tokyo International Forum Exhibition Hall 1, Lobby Gallery 1 & 2
(3-5-1 Marunouchi, Chiyoda-ku, Tokyo)

Tickets: 1,500 yen (approx. USD15.00)
Advanced Tickets: 1,200 yen (approx. USD 12.00)

Main Partner Hotel & VIP Lounge: The Peninsula Tokyo

Official Concierge Partner: Quintessentially Japan Inc.

Organizer: ART FAIR TOKYO Committee / ART FAIR TOKYO Co., Ltd.

ART FAIR TOKYO Committee:

- Selection Committee:

| | |
|------------------|---|
| Atsuko Koyanagi | Gallery Koyanagi |
| Dai Tanaka | SHIBUNKAKU |
| Eiji Nishikawa | Eiji Nishikawa, Chinese Ceramics and Works of Art |
| Hozu Yamamoto | TOKYO GALLERY+BTAP |
| Koji Kuroda | Shibuya Kurodatoen |
| Kouta Imazu | Shunsei Gallery |
| Shugo Satani | ShugoArts |
| Takayuki Ishii | Taka Ishii Gallery |
| Toshihiko Hirota | GALLERY Hirota Bijutsu |
| Yoshihiko Noro | Ginza Yanagi Gallery |
| Yukichi Inouye | T.EDO INOUE & SON oriental art |
| Yuko Yamamoto | YAMAMOTO GENDAI |

- Advisor: Masami Shiraishi SCAI THE BATHHOUSE

- ART FAIR TOKYO Executive Director: Misa Shin

Press inquiries: Eriko Fujita, Ayako Koide Email: press@artfairtokyo.com

ART FAIR TOKYO Committee Executive Office

1-9-11, Nishiazabu, Minato-ku, Tokyo 106-0031 JAPAN

Tel:+81 (3) 5771-4520 Fax:+81 (3)3401-8038 <http://www.artfairtokyo.com>