



April 26, 2018

For Immediate Release

## Art Fair Tokyo 2018 Closing Report

Total exhibitor sales, new record number of visitors, many projects created to build the art scene of the future

Art Fair Tokyo 2018 (AFT2018) was held for four days from March 8 to 11 with the theme, "Art is Life". The largest number of galleries ever, 164, exhibited, and six government ministries and agencies including the Cabinet Office, 93 embassies, and many more gave their sponsorship, cooperation, and co-sponsorship. On opening day, of the 13,000 invited guests, 18% were from overseas. This year's fair saw the largest number of visitors ever: 60,026 people. Additionally, total exhibitor sales were the highest yet, at 2.92 billion yen.

The Gallery Area saw 153 exhibitors with innovative displays, and in the free-to-enter Lobby Gallery, multifaceted exhibits contributed to the art scene of the future. Eleven exhibitors presented solo exhibitions of young artists in Projects, and this year's Art Car Project was decorated with a piece found through an open call. As a new experiment that began this year, nine ambassadors to Japan recommended artists to represent their respective home countries, and a Tokyo University of the Arts curation student curated the international exhibit, "World Art Tokyo - Pangaea Tectonics." Additionally, students from six Japanese art universities created the fresh exhibition "Future Artists Tokyo - Switch Room".

The Art Tokyo Association will continue to collaborate with various organizations to develop the art scene in Japan, promote the art industry, and create opportunities to raise the value of Japan's art market.

Visitors: 60,026 people, the largest ever (up 104% from last year. 2017: 59,800) \*total Total

Sales: approx. 2.92 billion JPY (Estimate based on voluntary exhibitor questionnaire)

Event period: March 8th – 11th, 2018

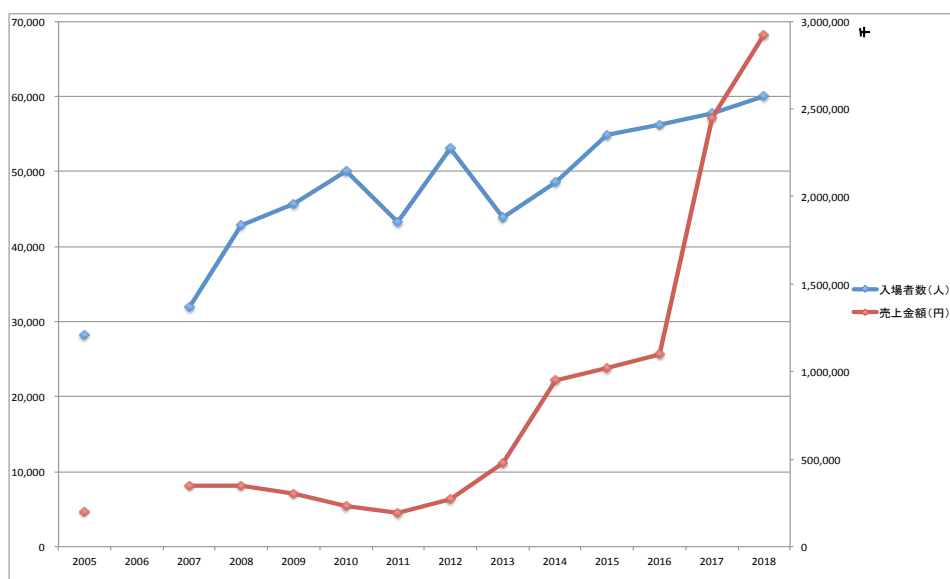
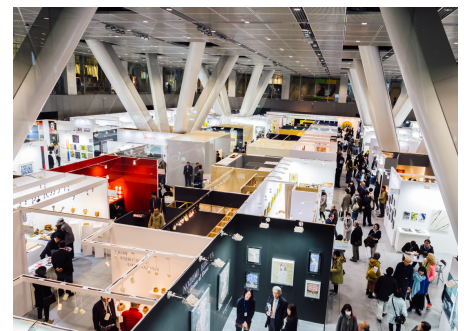
Participating Galleries: 164 galleries

(146 from Japan, 18 from overseas, 29 first-time galleries)

Corporate Partners: 22

Embassies: 93

Support Organizations: 11



	Visitors	Total Sales(JPY)
2018	60,026	2.9 billion 20 million
2017	57,758	2.4 billion 50 million
2016	56,300	1.1 billion 30 million
2015	54,850	1 billion 20 million
2014	48,468	950 million
2013	43,852	480 million
2012	53,010	270 million
2011	43,210	190 million
2010	50,075	230 million
2009	45,697	300 million
2008	42,779	350 million
2007	31,943	350 million
2006	-	-
2005	28,214	200 million

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## Opening Ceremony

The opening ceremony thanked the embassies, ministries and agencies, corporations, co-sponsors and cooperating companies involved with AFT2018, and celebrated the beginning of the fair in a grand style. Akie Abe, wife of Japan's Prime Minister, gave an address.

### Opening Ceremony

Date: March 8 (Thu) 6:00pm – 6:30pm

Place: Tokyo International Forum Access Area Special Stage

### Speakers:

Akie Abe (Wife of Prime Minister of Japan)  
Akihiko Tamura (Japan Tourism Agency Chief)  
Karina (Model)  
Yoshihisa Nakano (Warehouse TERRADA CEO and President)  
Makoto Kuwahara (Deutsche Bank Group Chief Country Officer)  
Hiroyoshi Morimoto (MORIMOTO Co. Ltd CEO)  
Nandan Mer (Mastercard Japan Division President)  
Shigeru Komago (TV Tokyo CEO and President)  
Ichiro Ishikawa (BS Japan CEO and President)  
Naohiko Kishi (ART FAIR TOKYO Executive Producer)

### AFT2018 Distinguished Guests (partial list)

Taro Kono	(Minister for Foreign Affairs)
Ryohei Miyata	(Commissioner, Agency for Cultural Affairs)
Kozo Yamamoto	(Former Minister of State for Special Missions)
Junji Suzuki	(Former Vice Minister of Economy, Trade, and Industry)
Yohei Kawano	(Former Speaker of the House of Representatives)
Kyoko Shimomura	(To-Days CEO)
Junko Koshino	(Fashion Designer)
Robert Campbell	(Professor of Japanese Literature)
Chris Pepler	(Radio DJ)
Hiroko Shimabukuro	(Singer)
Yuki Saotome	(Actor)
Reina	(Singer)



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Introducing ART FAIR TOKYO's new logo. The theme for AFT2018 is "Art is Life."



ART FAIR TOKYO has refreshed its logo in order to develop as an art market platform that transmits Japan's art scene to the world.

This new logo, designed by Yoshihisa Tanaka (Nerhol), expresses the fair's role as a platform for the art market in Japan. The minimal design features the letters A, F and T combined and written with shadows. The way that the conceptual and vibrant design fades into the background of the logo conveys how Art Fair Tokyo brings together and subtly supports the various people, things and ideas associated with the fair.

The theme of Art Fair Tokyo 2018 was "Art is Life." Art allows people of different races, occupations and social status to share understanding and values. Art Fair Tokyo 2018 aspired to present a vision for the future in which everyone can enjoy the wonders of art in their daily lives, coexisting with art in organic harmony.

**The Gallery Area signs and floor map were color-coded, allowing visitors to explore AFT2018 with ease.**

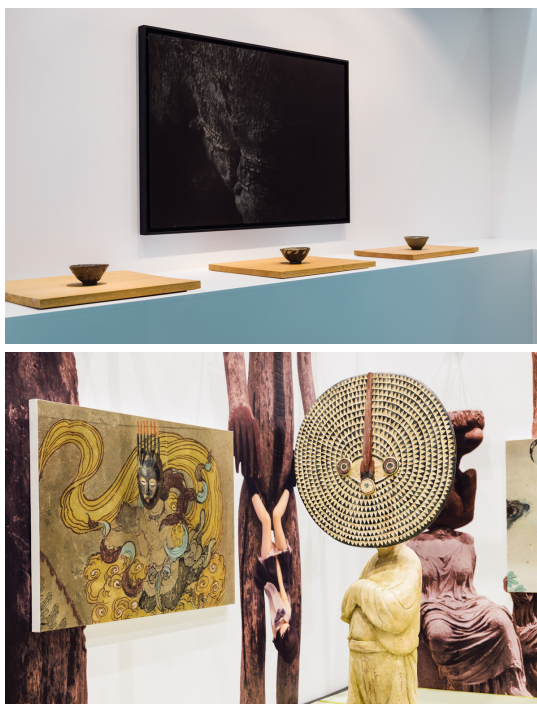


In Galleries, 153 exhibitors filled Hall E, including many large-scale booths, in a layout that crossed eras and genres.

In order to make it easy for visitors to navigate the hall, venue signs and maps were color-coded with five areas: light blue, green, yellow, orange, and pink.

## Galleries

In Galleries, 4,000+ year-old Jomon-era pottery, Buddhist statues, collections of work relating to tea ceremony culture, transcendental crafts from the Meiji era, contemporary artists who had produced over 100-million-yen worth of work by the age of forty, and many other widely varied works were displayed. This year, the total exhibitor sales of works in Galleries and Projects was 2.92 billion yen, a new record. Overall, the sales breakdown was approximately 40% antiques, and over 30% contemporary art. By publicizing some of the exhibited works online in advance on "Artworks," museum curators and collectors from around Japan and further afield were prompted to come and make purchases.



AFT2018  
Photo : YosukeTakeda

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## Projects

Projects worked under the motto "Art Works," bringing together a variety of talents, once again supported by Deutsche Bank Group, as a section that presented work by up-and-coming artists in a solo exhibition style. This year, there were eleven galleries in Projects, located in the free-to-enter lobby gallery space. The booths were lined up, uniform in size, allowing visitors to observe and compare the concepts and presentation styles used by the artists and gallerists, experiencing a wide variety of expressions.



## World Art Tokyo — Pangaea Tectonics —

AFT2018 held an international exhibition entitled "World Art Tokyo - Pangaea Tectonics" for the first time this year, with the goal of achieving a place for international cultural exchange. The project involved nine ambassadors to Japan who recommended representative artists with bright futures on the world stage from their respective countries. The works by the nine artists were curated by a graduate student from Tokyo University of the Arts, as an effort to create the next generation of curating talent. Under the theme, "Pangaea Tectonics - Diastrophism of Emerging Art ⇄ Diverging New Tales" new tales created by artists from nine diverse countries resulted in emphasis on differences and similarities across vast regions. On March 8, artists from eight of the countries came, participating in the opening ceremonies along with the ambassadors to Japan from their countries.

Visitors: 11,940 people (Approximately 12% came from overseas)

「World Art Tokyo “Pangaea Tectonics— **Diastrophism of Emerging Art ⇄ Diverging New Tales**—」  
Japanese Cultural Promotion Activities 2017: Pilot Project for Creating International Cultural Hubs  
Organizer : Agency for Cultural Affairs / Art Tokyo Association  
Supervisor: Toyomi Hoshina (Trustee, Vice President, Tokyo University of the Arts)  
World Art Tokyo Details : [https://d2gqsh7os3nq2a.cloudfront.net/2018/frontends/WAT2018\\_catalog.pdf](https://d2gqsh7os3nq2a.cloudfront.net/2018/frontends/WAT2018_catalog.pdf)

### 【Participating Artists】 (Countries are listed in alphabetical order)

China: Teng Teng  
Colombia: Federico Uribe  
DR Congo: Henri Kalama Akulez  
France: Olivier Sévère  
Hungary: Agnes Husz  
Israel: Yochai Matos  
Italy: Gianluca Malgeri  
Namibia: Saara Ndinelago Nekomba  
Switzerland: Manon Wertenbroek



### 【Curation】

Seiha Kurosawa (Masters Program, Department of Arts Studies and Curatorial Practices, Tokyo University of the Arts Graduate School of Global Arts)

### Participating Embassies in Opening Photo Session (alphabetically by country)

Columbia: Ambassador to Japan, Columbia His Excellency Gabriel Duque  
Democratic Republic of the Congo: Chargé d'affaires Mr. Didier Ramazani Bin Kithima  
Hungary: Ambassador to Japan, Hungary His Excellency Dr. Norbert Palanovics  
Israel: Ambassador to Japan, Israel Her Excellency Yaffa Ben-Ari  
Namibia: Ambassador to Japan, Namibia Her Excellency Sophia-Namupa Nangombe  
Switzerland: Ambassador of Switzerland in Japan His Excellency Jean-François Paroz





## Future Artists Tokyo —Switch Room—

Six student curators from Japan's six major art universities formed a team to curate work by twelve students from the same universities in an exhibition entitled "Future Artists Tokyo - Switch Room." This exhibition was created with the intention of assisting in the development of the future generation of curators and artists who will be active in the global art world. The student curation became a switch, creating a circuit of new expression from diverse student works created within the current Japanese art education environment. It was visited by many students, and people involved with art education and art in general.

Visitors: 13,536 (Visitors from Overseas: approx. 11%)

【Participating Universities】Tokyo University of the Arts, University of Tsukuba, Joshibi University of Art and Design, Tama Art University, Tokyo Zokei University, Musashino Art University

### 【 Switch Room Curation Team 】

Utusmi Junya	(Tokyo University of the Arts)
Takahashi Wakana	(University of Tsukuba)
Mariko Morimoto	(Joshibi University of Art and Design)
Naito Masane	(Tama Art University)
Kim Maki	(Musashino Art University)
Morino Daichi	(Musashino Art University)

### 【Switch Room Artists】

Tokyo University of the Art	: Siode Asami , Muramatsu Daiki
University of Tsukuba	: Sakamoto Yuki , Shiina Shogo
Joshibi University of Art and Design	: Okuhara Tina , Shizawa Kotoka
Tama Art University	: Kato Mai , Miyabayashi Hinako
Tokyo Zokei University	: Abe Tomoko , Sugahara Gensho
Musashino Art University	: Ikegami Ryoko , Kondo Taro

【Supervisor】 Toyomi Hoshina (Trustee, Vice President, Tokyo University of the Arts)

Future Artists Tokyo Details: [https://d2gqsh7os3nq2a.cloudfront.net/2018/frontends/FAT\\_catalog.pdf](https://d2gqsh7os3nq2a.cloudfront.net/2018/frontends/FAT_catalog.pdf)



## Art Car— MIRAI

The Art Car Project for ART FAIR TOKYO 2018 placed an open call for works with the intent of aiming to achieve a "future society that is open to a diverse range of artists that exceed typical parameters." Five works were nominated from the works submitted from the open call as well as works by over 630 artists registered with Paralym Art, the Shogaisha Shishin Kikou Association, and in December 2017 the final selection was Haruka Asano's piece, "Picture of Wrinkles." Asano's work adorned a Toyota MIRAI, a hydrogen fuel cell car that runs on electricity made from hydrogen. The car was displayed in the Lobby Gallery of the Tokyo International Forum, an area that was free to enter, so that as many people as possible would have a chance to see the car. AFT2018Asano came to the venue on March 8.

Artist: Haruka Asano  
Born in Sendai in 1985. Developed schizophrenia at the age of 20. Began creating works of art in earnest at 29. Won the grand prize at the 2nd Art to You! Abled Art Exhibition in Tohoku (Sendai Mediatheque) in 2016. Participated in Plants Planets at the Hajimari Art Center in 2017.





## **The Tokyo Art Passport and free shuttle bus linked three art events.**

Held at the same time as AFT2018, "ART in PARK HOTEL TOKYO 2018" (March 9-11), "3331 Art Fair 2018" (March 7-11), and "Asian Art Award 2018 supported by Warehouse TERRADA Finalist Exhibition" (March 3-18, free to enter) were linked up by a Tokyo Art Passport, a passport sold to allow entry to all the events, and supported by the free TERRADA ART BUS shuttle bus. This was favorably recieved by participants, and the afternoon buses were filled to capacity.



## **Asian Art Award 2018 supported by Warehouse TERRADA Finalist Exhibition and Award Ceremony**

The Asian Art Award 2018 supported by Warehouse TERRADA was held in November 2017 with five finalist selection committee members Keisuke Ozawa, Kodama Kanazawa, Katsura Kunieda, Hiroyuki Hattori, Junya Yamamine, and Keisuke Ozawa (AAA Director), who selected four finalists: Aki Inomata, Takehito Koganezawa, Motohiro Tomii, and Masahiro Wada. At AFT2018 on March 8, the grand prize was awarded to Takehito Koganezawa, and Aki Inomata was selected for the special prize. Selection jury members Yuji Akimoto, Yuko Hasegawa, Joyce Toh, You Yang, Bao Yifeng, and more, used keywords such as "relationships" and "dialog" when they talked about how the four finalists were not only expressing themselves, but making artwork through their interaction with aspects of the outside world such as society, environment, people, living things, and more, impressing the jury with how they choose media freely and hold dialog with the everyday and approach their relationships with nature. The finalist exhibition was held on the 4th floor of the TERRADA ART COMPLEX from March 3 to 18, which was linked with AFT2018 and other art fairs, resulting in a 30% increase in visitors compared to AAA2017.



Grand Prizewinner Takehito Koganezawa with selection jury member Yuji Akimoto Hasegawa



Special Prizewinner Aki Inomata with Yuko Hasegawa



## **Asian Art Award 2017 supported by Warehouse TERRADA Grand Prize Exhibit**

Held for the first time in 2017, the Asian Art Award supported by Warehouse TERRADA was created as a new award for contemporary art with the intent of supporting artists who hold promise in expanding their activities beyond Japan to Asia and the world. Chikako Yamashiro was selected for the grand prize in 2017, and her piece "Mud Man" (2017 film version) was exhibited at Art Stage Singapore 2018 in January, 2018. It was viewed by many visitors in a special exhibition at the AFT2018 venue as well.







### 3D video photo booth connected with social media sites

A photo booth was set up with a special camera that enabled visitors to make 3D videos of themselves merged with a work called Omelet Mantle by sculptor Kunihiro Nohara. The videos of people wrapped in an omelet were shot on all sides by several cameras and converted into stop motion videos that could be shared on social media. The Minister of Foreign Affairs, Taro Kono, and many other visitors not only looked at and purchased art, but they also had fun with this unusual opportunity to actually become part of a sculpture.

Planning and composition: Tatsuya Saito

3D Model: Yuki Watanabe

Production: #SnSnap

Cooperation: Kunihiro Nohara

Gallery UG

Operation: Digital Contents Museum



### Tokyo Art & Life Media “Art Market Tokyo” distributed throughout Tokyo



The Tokyo Art & Life Media magazine Art Market Tokyo that was distributed at AFT2018 featured TGC model Lovely visiting various art spots around Tokyo and introducing the art of Tokyo in a special article. The magazine also showed how art and fashion have grown closer together and how lifestyles and values have grown more diverse. The magazine contained articles about other art events being held at the same time as AFT2018, included maps to galleries around Tokyo, and featured special reports on the Japanese Art Industry Market Research Survey 2017, interviews with art collectors, and an article about how to buy and display art. Art Market Tokyo was distributed at the AFT2018 venue, at other galleries around Tokyo, and at Tokyo Girls Collection fashion show which was held on March 31.

### Japanese Art Industry Market Research Survey 2017 – Japan’s art market worth 243.7 billion yen



The Japan Art Industry Market Research Survey 2017 estimated the size of the Japanese art market to be 243.7 billion yen, slightly increasing from the 2016 survey result of 243.1 billion yen. Japan's art market is supported by a wide range of art market genres including antiques, crafts, nihonga, Western-style painting, and contemporary art, and aside from galleries, the second-largest sales channel was department store markets which were in good shape this year, the category continuing to maintain its size despite the declining global market trend as of 2016. The survey also examined trends of importing and exporting Japanese arts since the economic bubble period in the 1980s, and surveyed and summarized attitudes in collectors.

### 2017 Program for Nurturing Upcoming Artists Who Lead the Next Generation

Sponsored: Agency for Cultural Affairs / Art Tokyo Association

Survey Cooperation: Platform for Arts and Creativity

Cooperation: Japan Art Dealers' Association

### Japanese Art Industry Market Research Survey 2017

[https://artfairtokyo.com/public\\_notices/55](https://artfairtokyo.com/public_notices/55)



## Art Fair Tokyo 2018 Overview

Organizers: Art Tokyo Association

Dates and Hours: Thursday, March 8 - Sunday, March 11, 2018 (4 days)

Press View	Thursday, March 8	13:00-14:00
Private View	Thursday, March 8	14:00-16:00
Vernissage	Thursday, March 8	16:00-20:00
Public View	Friday, March 9	11:00-20:00
	Saturday, March 10	11:00-20:00
	Sunday, March 11	11:00-17:00

Venues: Tokyo International Forum Hall E (3-5-1 Marunouchi, Chiyoda-ku, Tokyo)

Admission Fee: 1DAY Advanced Free Pass JPY 3,000/1DAY Free Pass JPY 3,500

\* Children below elementary school are free (They must be accompanied by adults)

Cooperation: Cabinet Office, Government of Japan / Ministry of Foreign Affairs of Japan / Ministry of Economy, Trade and Industry  
Ministry of Health, Labour and Welfare (TBD) / Agency for Cultural Affairs / Japan Tourism Agency  
Embassy of the Islamic Republic of Afghanistan in Japan  
Embassy of the Republic of Angola in Japan  
Embassy of the Argentine Republic in Japan  
Embassy of the Republic of Armenia in Japan  
Embassy of the Kingdom of Bahrain in Japan  
Embassy of the People's Republic of Bangladesh in Japan  
Embassy of the Kingdom of Belgium in Japan  
Embassy of Belize in Japan  
Embassy of Bosnia and Herzegovina in Japan  
Embassy of the Republic of Botswana in Japan  
Embassy of Brazil  
British Council  
Embassy of Brunei Darussalam in Japan  
Embassy of the Republic of Bulgaria in Japan  
Embassy of Burkina Faso in Japan  
Embassy of Canada in Japan  
Embassy of the Republic of Chile in Japan  
Embassy of the People's Republic of China in Japan  
Embassy of the Republic of Colombia in Japan  
DR Congo Embassy/Tokyo  
Embassy of the Republic of Cuba in Japan  
Embassy of the Czech Republic in Japan  
Royal Danish Embassy Tokyo  
Embassy of the Republic of Djibouti in Japan  
Embassy of the Dominican Republic in Japan  
Embassy of the Republic of El Salvador in Japan  
Embassy of the Republic of Fiji  
The Finnish Institute in Japan  
Embassy of France/ Institut français du Japon  
Embassy of the Federal Republic of Germany  
Embassy of the Republic of Haiti in Japan  
Embassy of the Republic of Honduras in Japan  
Embassy of Hungary  
Embassy of the Republic of Iceland in Japan  
Embassy of the Republic of Indonesia in Japan  
Embassy of the Islamic Republic of Iran  
Embassy of Ireland, Tokyo  
Embassy of Israel in Japan  
Embassy of Italy in Tokyo  
Embassy of Jamaica in Japan  
Embassy of the Hashemite Kingdom of Jordan in Japan  
Embassy of the Republic of Kenya in Japan  
Korean Cultural Center Korean Embassy in Japan  
Embassy of the Republic of Lebanon in Japan  
Embassy of the Kingdom of Lesotho in Japan  
Embassy of the Republic of Liberia in Japan  
Embassy of the Republic of Lithuania in Japan  
Embassy of the Republic of Macedonia  
Embassy of the Republic of Madagascar in Japan  
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Embassy of Malaysia in Japan  
Embassy of the Republic of Maldives in Japan  
Embassy of the Republic of Mali in Japan  
Embassy of Mexico in Japan  
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Embassy of the Republic of the Union of Myanmar, Tokyo  
Embassy of the Republic of Namibia in Japan  
Embassy of the Kingdom of the Netherlands  
New Zealand Embassy, Tokyo  
Embassy of the Republic of Nicaragua in Japan  
Norwegian Embassy Tokyo  
Embassy of the Sultanate of Oman  
Embassy of the Islamic Republic of Pakistan in Japan  
Embassy of the Republic of Palau in Japan  
Embassy of the Republic of Panama in Japan  
Embassy of the Republic of Paraguay in Japan  
Embassy of the Republic of Peru in Japan  
Embassy of the Republic of the Philippines, Tokyo, Japan  
Polish Cultural and Information Center in Tokyo  
Embassy of the Independent State of Samoa in Japan  
Embassy of the Republic of San Marino in Japan  
Embassy of the Republic of Senegal in Japan  
Embassy of the Republic of Singapore in Japan  
Embassy of the Slovak Republic in Japan  
Embassy of the Republic of Slovenia Tokyo  
Embassy of the Republic of South Africa in Japan  
Embassy of Spain  
Embassy of the Republic of the Sudan in Japan  
Embassy of Switzerland in Japan  
Embassy of the Syrian Arab Republic in Japan  
Royal Thai Embassy in Japan  
Embassy of the Democratic Republic of Timor-Leste  
Embassy of the Republic of Togo in Japan  
Embassy of the Republic of Tunisia in Japan  
Embassy of Turkmenistan in Japan  
U.S. Embassy, Tokyo  
Embassy of the Republic of Uganda in Japan  
Embassy of the Oriental Republic of Uruguay in Japan  
Embassy of the Republic of Uzbekistan in Japan  
Embassy of the Socialist Republic of Viet Nam in Japan  
Embassy of the Republic of Zambia in Japan  
Embassy of the Republic of Zimbabwe in Japan

Kyoto Prefecture / Kyoto City / Kanazawa City / Toyama City

Japanese Red Cross Society

Nikkei Inc. / The Mainichi Newspapers Co., Ltd / Nippon Cultural Broadcasting Inc. / TBS Radio, Inc. / J-WAVE

Sponsors: Warehouse TERRADA / Deutsche Bank Group / MORIMOTO Co., Ltd. / Mastercard Priceless Japan

Main Partner Hotels: Park Hotel Tokyo

Partner Hotels: Shangri-La Hotel, Tokyo

Supported by: TOYOTA MOTOR CORPORATION / Luxury Card / Teraoka Seiko Co., Ltd. / MOTTOX inc. / DASSAI / ARK HILL CLUB / ROPPONGI HILL CLUB

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**What is ART FAIR TOKYO?**

ART FAIR TOKYO is the largest international art fair in Japan, held in Tokyo every spring. Over 150 galleries from Japan and overseas participate in the fair, offering works for display and sale in a wide variety of genres including antiques, crafts, Nihonga (Japanese painting), modern and contemporary art. During the event, there are historically significant Japanese art works on display as well as special exhibitions attempting to communicate the "now" of Tokyo's art scene and market, and related symposia and parties held at locations around the city. The international and diverse art market platform, ART FAIR TOKYO, is a place not only for art fans and art industry people, but also ambassadors from various countries, government officials, and business leaders to exchange information and engage socially. (57,800 attendees in 2017)

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