

December 7th, 2016

For Immediate Release

## ART FAIR TOKYO 2017 Announcing Partnership with Tokyo Girls Collection 2017 Spring/Summer Advance Tickets Now on Sale

Art Tokyo Association is pleased to announce an exclusive partnership between ART FAIR TOKYO 2017 (March 16th–19th, 2017) and Tokyo Girls Collection 2017 Spring/Summer (March 25th, 2017). In addition, advance tickets for ART FAIR TOKYO 2017 go on sale today.

- **Announcing Partnership with Tokyo Girls Collection 2017 Spring/Summer!**
- **Advance Tickets Now on Sale**
- **Event Outline**

### Announcing Partnership with Tokyo Girls Collection 2017 Spring/Summer

In the same way that art has helped to innovate society and continued to influence a wide range of industries, fashion has created social movements and made a great impact on our lives. In recent years, these two distinct worlds have started to fuse and overlap through collaborations between artists and luxury brands, and art museum exhibitions with a focus on fashion.

Inspired by the theme of living close to art, ART FAIR TOKYO 2017 will partner with Tokyo Girls Collection 2017 Spring/Summer, the pioneering Japanese fashion show for accessible apparel. This partnership between art and fashion will connect different generations, offering opportunities for younger consumers to come into contact with stimulating works of art.

Art and fashion are constantly diversifying and proposing new values and lifestyles. By expressing fashion through art, the appeal of art will be better conveyed to young women in Japan, who are sensitive to new trends and possess strong communication abilities. This will then contribute to the development of the Japanese art market.

Tokyo Girls Collection 2017 Spring/Summer: <http://tgc.st/>

### Linking the Art and Fashion Scenes

#### Fusion Inspired by “Female Hero”

An art exhibit at ART FAIR TOKYO 2017 will link with the theme for Tokyo Girls Collection 2017 Spring/Summer.

Artwork: Female Hero

Artist: Chul Gwag (South Korea)



#### Shared Visuals at the Venue Entrance

The visuals for Tokyo Girls Collection 2017 Spring/Summer will also appear at the entrance to ART FAIR TOKYO, forming a gateway that can appeal to young consumers.

Artwork: CANDY GIRL

Artist: Yoshitaka Amano (Japan)



## **Advance Tickets Now on Sale**

Advance tickets for ART FAIR TOKYO 2017 are now available to purchase through the following ticket agencies. In addition, Ticket Pia offers several special concessions.

- Ticket prices below include tax.
- Purchasing via the ticket agencies below is available only in Japanese.
- Exchange voucher for a 1-Day Pass or 4-Day Pass with bonus discount admission to exhibitions at Cooperating Art Museums at venue reception before entry. (Idemitsu Museum of Arts / The Museum of Modern Art, Gunma / SUNTORY MUSEUM of ART / Toguri Museum of Art / Hara Museum of Contemporary Art / Pola Museum of Art / Mitsubishi Ichigokan Museum / YOKOHAMA MUSEUM OF ART)

### **Advance Tickets**

- 1-Day Pass Advance: 2,300 JPY (At the door: 2,800 JPY)  
Available: December 7th, 2016 10 AM (JST) – March 15th, 2017 11:59 PM (JST)
- Pair Tickets (1-Day Pass for two people): 3,500 JPY (advance purchase only)  
Available: December 7th, 2016 10 AM (JST) – February 12th, 2017 11:59 PM (JST)  
Availability is limited.

### **Special Concessions (Ticket Pia only)**

- 1-Day Pass + 1 Drink: 2,500 JPY  
Available: December 7th, 2016 10 AM (JST) – March 15th, 2017 11:59 PM (JST)  
The ticket entitles the holder to 1 drink at AFT café lounge.
- Premium 4-Day Pass: 10,000 JPY  
Available: December 7th, 2016 10 AM (JST) – March 15th, 2017 11:59 PM (JST)  
The ticket entitles the holder to the following benefits:
  - Access to exclusive Vernissage on March 16th (6 PM–9 PM)
  - Access to exclusive VIP hours on March 17th (11 AM–1 PM)
  - Unlimited access to the fair during the public viewing period.
  - ART FAIR TOKYO x LESS&MORE Collaboration Tote Bag
  - ART FAIR TOKYO 2017 Official Catalogue
  - 1 drink at AFT café lounge.

Availability is limited.

Please note that if your ticket is lost or stolen, Ticket Pia and ART FAIR TOKYO take no responsibility.

- Late-Entry Pass (March 17th only): 500 JPY  
Available: December 7th, 2016 10 AM (JST) – March 15th, 2017 11:59 PM (JST)  
Enjoy ART FAIR TOKYO for 90 minutes with an exclusive discount.  
The ticket can only be used after 6:30 PM on March 17th.

### **Advance Tickets Sales**

- **Ticket Pia** (P Code for 1-Day Pass: 768-010 / Pair Tickets: 768-035)  
Available from Ticket Pia, 7-Eleven, CircleKSunkus (Tel: +81-570-02-99990)
- **e-plus**  
Tickets are available from FamiPort machines in FamilyMart convenience stores.  
(<http://eplus.jp/artfairtokyo/> [PC/Mobile])
- **Lawson Ticket** (L Code: 30075)  
Tickets are available from Loppi machines in Lawson or MINISTOP convenience stores.  
(<http://l-tike.com/event/artfairtokyo/> Tel: +81-570-000-777)
- **TV TOKYO Online Ticket Booking**  
<http://www.tv-tokyo.co.jp/event/>

\*Admission is free for children below elementary school age. Children must be accompanied by at least one adult.

\*Except Premium 4-Day Tickets, all advance tickets and concession tickets are valid for one day only.

\*Last admission is 30 minutes before closing.

\*All tickets are non-refundable unless the fair is canceled.

**Inquiries: Art Tokyo Association (+81-3-5797-7912 / [info@artfairtokyo.com](mailto:info@artfairtokyo.com))**

## Event Outline

**Title:** ART FAIR TOKYO 2017

**Organizers:** Art Tokyo Association / TV TOKYO / BS Japan Corporation

**Dates:** March 16th – March 19th, 2017

<b>Private Preview</b>	16th (Thu)	16:00–18:00	Invitees and press only
<b>Vernissage</b>	16th (Thu)	18:00–21:00	
<b>VIP Hours</b>	17th (Fri)	11:00–13:00	Invitees only
<b>Public Days</b>	17th (Fri)	13:00–20:00	
	18th (Sat)	11:00–20:00	
	19th (Sun)	10:30–17:00	

**Venue:** Tokyo International Forum, Hall E & Lobby Gallery (TBC) (3-5-1 Marunouchi, Chiyoda-ku, Tokyo)

**Tickets:** 1-Day Pass 2,800 JPY / **Advance Tickets:** 1-Day Pass 2,300 JPY

**In cooperation with:** Cabinet Office, Government of Japan Ministry of Foreign Affairs of Japan / Ministry of Economy, Trade and Industry / Agency for Cultural Affairs Japan Tourism Agency / Embassy of the Islamic Republic of Afghanistan in Japan / Embassy of the Argentine Republic in Japan / Embassy of the Republic of Armenia to Japan / Australian Embassy Tokyo / Embassy of the Republic of Azerbaijan in Japan / Embassy of the Kingdom of Bahrain to Japan / Embassy of the People's Republic of Bangladesh, Tokyo / Embassy of Belize in Japan / Embassy of Bosnia and Herzegovina in Japan / Embassy of Brazil / British Council / Embassy of the Republic of Bulgaria to 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 Cultural Section / Embassy of the Republic of Colombia in Japan / Embassy of the Republic of Cuba in Japan / Royal Danish Embassy Tokyo / Embassy of the Republic of Djibouti in Japan / Embassy of the Dominican Republic / The Finnish Institute in Japan / Embassy of France/ Institut français du Japon / Embassy of the Federal Republic of Germany / Embassy of the Republic of Honduras in Japan / Embassy of Hungary / Embassy of the Republic of Indonesia in Japan / Embassy of the Islamic Republic of Iran in Japan / Embassy of Ireland, Tokyo / Embassy of Israel / Embassy of Italy in Tokyo / Embassy of Jamaica in Japan / Embassy of the Republic of Kenya in Japan / Korean Cultural Center Korean Embassy in Japan / Embassy of the Republic of Latvia in Japan / Embassy of the Republic of Lebanon in Japan / Embassy of the Kingdom of Lesotho to Japan / Embassy of the Republic of Macedonia / Embassy of the Republic of Madagascar in Japan / Embassy of Malaysia in Japan / Embassy of the United Mexican States in Japan / Embassy of the Republic of Mozambique in Japan / 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 / Embassy of the Republic of Nicaragua in Japan / Royal Norwegian Embassy in Tokyo / 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 Peru in Japan / Embassy of the Republic of the Philippines, Tokyo / Embassy of the Russian Federation, Russian Cooperation Agency / 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 Spain / 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 Tunisia in Japan / U.S. Embassy, Tokyo / Embassy of the Republic of Uzbekistan in Japan / Nikkei Inc. / Nippon Cultural Broadcasting Inc. / Japanese Red Cross Society / Kyoto Prefecture / Kyoto City / Kanazawa City / Toyama City

**Sponsors:** Warehouse TERRADA / Deutsche Bank Group / MORIMOTO Co., Ltd. / Sumitomo Mitsui Banking Corporation

**Collaborative Partner:** The Executive Committee of Tokyo Girls Collection

**Partner Airline:** ALL NIPPON AIRWAYS CO., LTD.

**Main Partner Hotel:** Park Hotel Tokyo

**Cooperative Media Partner:** The Mainichi Newspapers Co., Ltd.

**Corporate Partner:** POLA ART FOUNDATION

**Additional Support from:** Larson Juhl Nippon K.K. / LESS&MORE BESPOKE / IROCO DESIGN Japan / MOTTOX Inc. / ASahi SHUZO CO., LTD. / Pont des Arts / ARK HILLS CLUB / ROPPO HILLS 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. The 2016 fair attracted 56,300 attendees.