

December 15th, 2016

**Art Tokyo Association Launches Market Research Survey on Japanese Art Industry,
to be Presented at ART FAIR TOKYO 2017**

Japanese Art Industry Market Research Survey 2016

Art Tokyo Association, organizer of ART FAIR TOKYO, Japan's largest art fair, will launch the Japanese Art Industry Market Research Survey 2016 (name TBC). The survey will be conducted and its results analyzed within the 2016 fiscal year, culminating in the release of the Japanese Art Industry Market Research Report 2016 (name TBC) at ART FAIR TOKYO 2017 in spring 2017.

The survey will be conducted with around 20,000 consumers in Japan, whose responses will be used to estimate the size of the market for the Japanese art industry based on government population statistics. In order to provide data for objectively understanding the conditions surrounding the art industry in Japan and that can be effectively and widely utilized by individuals, corporations and bodies engaged in art-related enterprises, future surveys will also be conducted on an ongoing basis.

The survey design, data analysis and report will be created in partnership with Platform for Arts and Creativity, which offers consulting services on industrial policy related to arts and culture.

Surveying the State of the Art Industry Specific to Japan

The state of the global art market has been analyzed by survey organizations in North America and Europe using estimates based on information regarding the total values of sales and final bidding prices at North American and European art galleries and auctions. On the other hand, the current state of the market in Japan has been hard to determine.

In Japan, a wide range of art is enjoyed by local consumers, including antiques, crafts, Nihonga, western-style oil paintings, and contemporary art. In addition, department stores also play an important role as retail channels, which is not a characteristic commonly seen in North America or Europe. Art Tokyo Association, which organizes the annual ART FAIR TOKYO, Japan's largest art fair, at Tokyo International Forum, and possesses an extensive network and industry know-how, understands the value of conducting a survey based on the state of art enterprises specific to Japan, and then disseminating the results of the survey widely both in Japan and globally. As such, in addition to covering the art market and the types of art purchased and retail channels, the survey will investigate the market for art-related products and income from art museum admission fees. While referencing sales information from relevant enterprises, it will analyze the state of the industry from an original questionnaire conducted with regular consumers in order to form a market research survey of the industry in Japan.

Surveying Art Awareness in Japan

The survey will analyze not only the scale of the art market in Japan but also the awareness consumers have for art through the trends regarding what kinds of art are purchased as well as how art-related products and services are used. Further surveys will also be made at fixed points continually from 2017 in order to disclose the influence future economic trends and social conditions have on the art industry. The report on the survey results is intended for effective use in developing and improving domestic and international art enterprises as well as art-related partnerships with other industries.

Outline

Survey Name: Japanese Art Industry Market Research Survey 2016

Report Name: Japanese Art Industry Market Research Report 2016

Survey Organizer: Art Tokyo Association <http://art-tokyo.jp>

Survey Co-organizer: Platform for Arts and Creativity <http://www.pac.asia>

Survey Method: Online (Japan only)

Respondents: 20,541

Survey Content: Gender, age, income, area; awareness of art; experience purchasing art; types of art purchased; channels for purchasing art, etc.

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