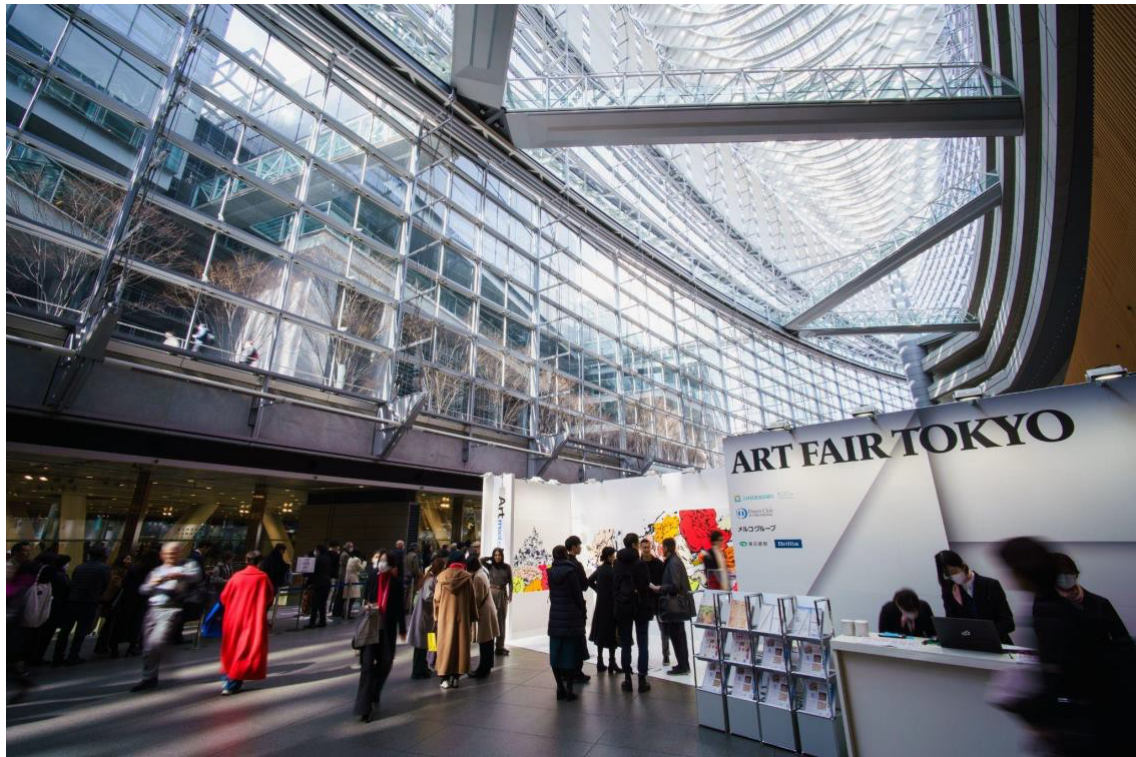


# ART FAIR TOKYO

MARCH 8-10 2024  
TOKYO INTERNATIONAL FORUM

March 10, 2024  
ART FAIR TOKYO

## 55,000 Attend ART FAIR TOKYO



ART FAIR TOKYO recorded a strong turnout and robust sales from both domestic and international visitors. We'd like to take this opportunity to thank everyone who attended.

Thanks to everyone, over 55,000 people attended the bustling event in the four days spanning from March 7 to March 10. This year marked the 18th iteration of ART FAIR TOKYO, solidifying its status not only within the art scene, but also amongst the Japanese people, as Japan's premiere art fair held annually in March at the Tokyo International Forum. This year, 156 exhibitors from 36 cities across Japan and overseas exhibited in three sections and recorded strong sales. Furthermore, exhibitions from galleries that have continued to participate have become increasingly refined. Among the 19 galleries exhibiting for the first time, seven were from overseas, including galleries from areas including the United States, Europe, and Mexico. Three showcased crafts, reflecting recent trends.

This year also featured new initiatives including "The Project YUGEN," a special exhibition presented by an international curator, as well as "Soil Message MINO IN Tokyo '24: The Forefront of Passing On Ceramics," in collaboration with Tokyo Creative Salon, outside of the venue.

ART FAIR TOKYO will continue enhancing customer trust and confidence to contribute to the expansion of the Japanese art market.

(Kiichi Kitajima, ART FAIR TOKYO Managing Director)

## ■ Exhibitor comments

### **Maki Masahiro (MAKI Gallery Representative / Selection Committee)**

Though the overall attendance seemed lower than the previous fair, there was an equal mix of new and returning customers on the first day, leading to significant sales. Among the artists we presented from Japan, the U.K., and the U.S., Mungo Thomson, an internationally acclaimed artist, received especially positive responses and numerous inquiries for purchases. Japanese artists also received positive responses, especially for their major works.

The committee noted that there was a marked improvement in booth presentation methods and the quality of the artists' presentations. I believe the improvements were likely in response to the feedback from the previous year. As a result, sales remained strong even with fewer visitors.

### **Kenji Koyama (Seiryudo Representative Director)**

Customers said they enjoyed the space and found the diverse environment appealing because we offered a wide range of works from antique to contemporary art.

### **Taiichi Takahashi (Utsuwa Nanohana Representative)**

We encountered many wonderful customers who were much closer to us than I expected. I didn't think art fairs were suited to my temperament, but I'm glad I exhibited. I recall many customers looking closely at the works and expressing their gratitude. One excellent display is all it takes to make an impact, and humans are moved by wonderful creations. I believe that my persistence in perfecting the exhibition paid off and enabled me to create the ideal booth.

### **Ryuichi Hirano (HIRANO KOTOKEN Representative)**

I invited first-time ART FAIR TOKYO visitors, including those who have never been to any art fair, and they were pleased. They enjoyed discovering works that piqued their interest. ART FAIR TOKYO has a long history, so those in the art world are definitely familiar with it. I feel that communicating with those who aren't familiar with art will enable more discoveries to be made.

### **Junko Shimada (GALLERY SIDE 2 Representative)**

The unique environment of ART FAIR TOKYO, where one can view and purchase selected antiques, crafts, and contemporary art together, serves as an opportunity to deepen understanding of contemporary Japanese art. This year, I felt that the understanding and enthusiasm of the attendees had increased.

### **Simonida Pavicevic (HOFA Gallery Co-Founder & Curator), Elio D'Anna (HOFA Gallery Co-Founder & CEO)**

We were blessed with the opportunity to speak with collectors from Japan, South Korea, China, and the U.S. This was our first time exhibiting, but we were pleased with how the event was organized and we're glad we participated. We're especially glad to have had the opportunity to introduce four of our wonderful artists in Japan.

■ Diverse Programs at ART FAIR TOKYO

This year's program featured a special exhibition titled "The Project YUGEN" organized by guest curator Tara Londi, who is based in London. There was also an installation by Kito Kengo, a featured artist of Melco Group, Inc.



■ Satellite Project: "Soil Message MINO IN Tokyo '24: The Forefront of Passing On Ceramics"

As part of a collaboration with TOKYO CREATIVE SALON, an event focused on design and fashion, "Soil Message MINO IN Tokyo '24: The Forefront of Passing on Ceramics" (Tokyu Plaza Omotesando Harajuku 5F LOCUL) was held in conjunction with ART FAIR TOKYO until March 17 (Sun.). This event was hosted by the International Ceramics Festival MINO Executive Committee and planned by ART FAIR TOKYO. <https://soilmessage.com/>



## ART FAIR TOKYO Overview

- Name ART FAIR TOKYO
- Event Contents Exhibition and sales of artworks by commercial galleries
- Event Dates March 8, 2024 (Fri.) to March 10, 2024 (Sun.). \*March 7 (Thu.) by invitation only  
Private viewing: March 7 (Thu.) 11:00 - 19:00  
Public viewing: March 8 (Fri.) 11:00 - 19:00  
March 9 (Sat.) 11:00 - 19:00  
March 10 (Sun.) 11:00 - 17:00
- Venue Tokyo International Forum Hall E / Lobby Gallery (3-5-1 Marunouchi, Chiyoda-ku, Tokyo)
- Entrance Fee Advanced: 4,000 yen (tax included)  
Reserved at the door: 5,000 yen (tax included)  
※Free for elementary school students and younger with accompanying adult
- Organizer ART FAIR TOKYO Executive Committee (aTOKYO Co., Ltd.)
- Support Ministry of Foreign Affairs (nominal support), Agency for Cultural Affairs  
**Embassies**  
Embassy of Austria / Austrian Cultural Forum Tokyo, Embassy of the Kingdom of Belgium, Embassy of Brazil, British Council, Embassy of the Czech Republic, Embassy of the Kingdom of Denmark, Finland Center, Embassy of France in Japan / Institut Français du Japon, Embassy of the Federal Republic of Germany, Embassy of Greece in Japan, Embassy of Hungary / Liszt Institute Hungarian Cultural Center, Embassy of Ireland, Embassy of the Republic of Mali, Embassy of Mexico in Japan, Embassy of Portugal, Embassy of the Republic of Singapore, Embassy of Spain, Embassy of Sweden, Embassy of the United States  
Hokkaido Prefecture, Gunma Prefecture, Fukui Prefecture, Mie Prefecture, Kyoto Prefecture, Hyogo Prefecture, Nara Prefecture, Kagawa Prefecture, Fukuoka Prefecture, Toyama City, Kanazawa City, Kyoto City
- Sponsors Sumitomo Mitsui Trust Holdings (Sumitomo Mitsui Trust Bank, Limited), Sumitomo Mitsui Trust Club Co., Ltd., Melco Group, Inc., Tokyo Tatemono Co., Ltd.
- Cooperation Empire Entertainment Japan
- Special Cooperation Museums The National Art Center Tokyo, The National Museum of Modern Art, Museum of Contemporary Art Tokyo, Tokyo Metropolitan Art Museum, Ueno Royal Museum, Suntory Museum of Art, SOMPO Museum of Art, Tokyo Opera City Art Gallery, Toguri Museum, Pola Museum of Art, Mori Art Museum, Tokyo Metropolitan Teien Art Museum
- Website <https://artfairtokyo.com>

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