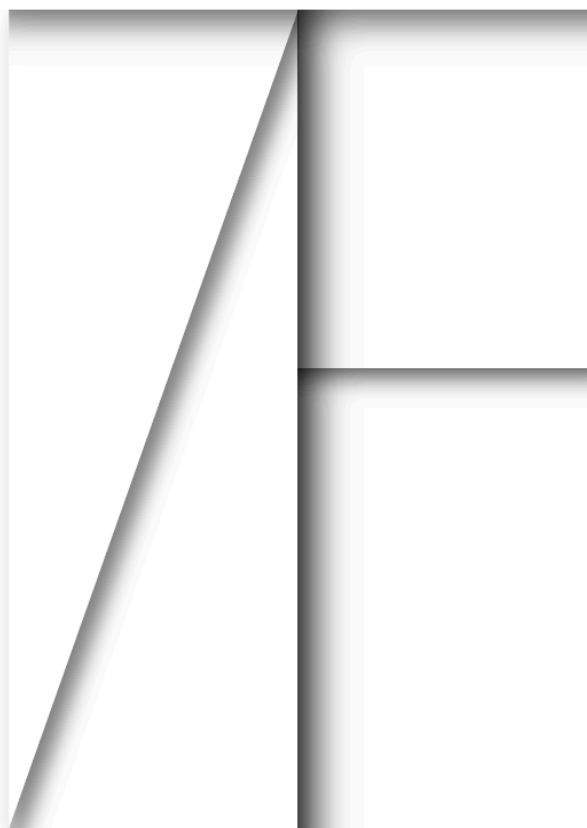




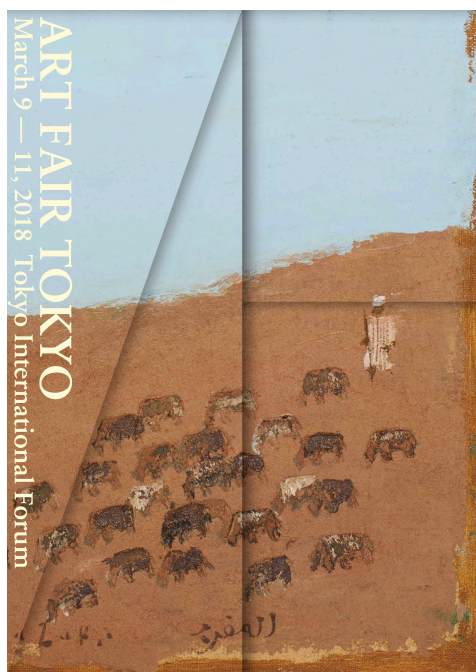
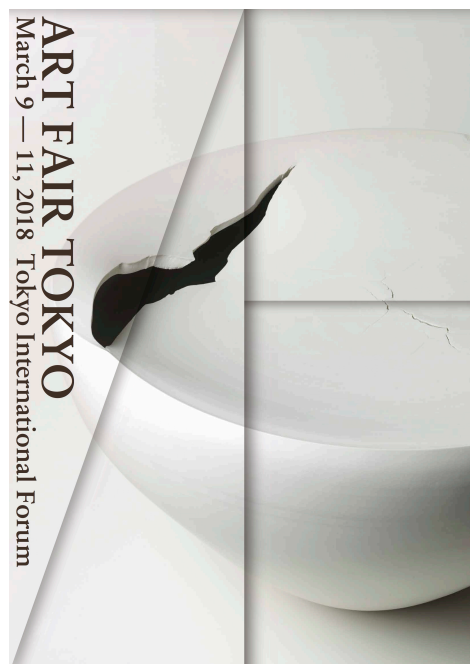
August 22, 2017

For Immediate Release

Art Fair Tokyo 2018
Announcing New Logo
Fair Held From March 8 to March 11, 2018



ART FAIR TOKYO



white porcelain, daizara
by Taizo Kuroda, 2017
(top right)

Shepherd of Morocco
by Kazuki Yasuo, 1972
(left)

Detail of "HOTO"
by Tatsuo Miyajima, 2008
Courtesy of SCAI THE BATHHOUSE
(right)





Art Tokyo Association is pleased to announce that Art Fair Tokyo 2018 will take place over four days from March 8th to March 11th at Tokyo International Forum (3-5-1 Marunouchi, Chiyoda-ku, Tokyo).

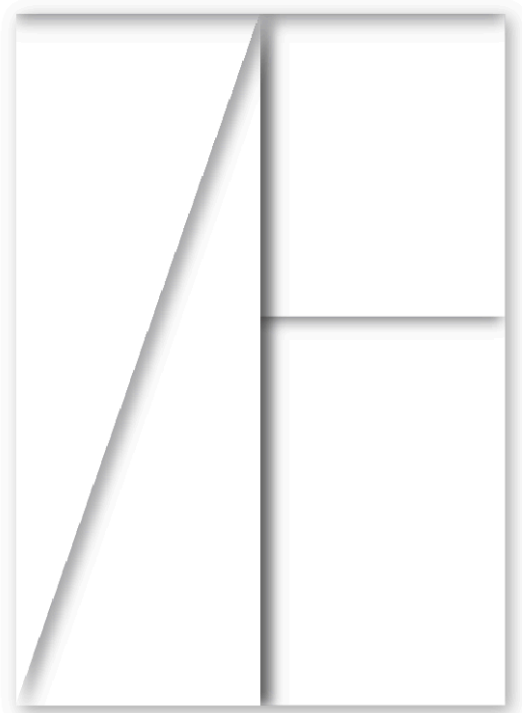
The largest art fair in Japan, the 2018 event is the thirteenth since it started in 2005. In order to further boost the fair's presence and development as an art market platform for promoting the art scene in Japan on the global stage, a new logo design has been created. Appropriately for a fair characterized by its wide array of art, from antiques to crafts, Nihonga (Japanese-style painting), modern and contemporary artworks, the logo has also been paired with three representative yet very different Japanese artists to produce new visual design elements for the fair. These will be used on the fair's posters, website and other publicity materials.

New Official Logo Design

As the largest international art fair in Japan, Art Fair Tokyo has promoted the art scene and market in Japan on a global level. While staying conscious of how the times have changed as well as the various endeavors attempted by the fair in the past, Art Fair Tokyo will now strive to help art become part of more people's lifestyles as the leading art fair in Asia.

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.

Art Fair Tokyo 2018 Logo





New Art Fair Tokyo Logo and Special Posters Giveaway for 10 Winners

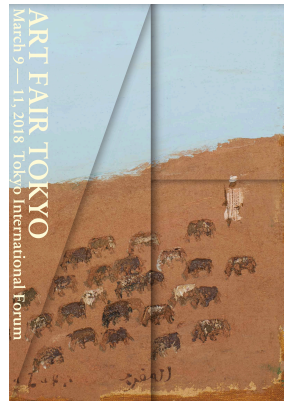
To celebrate the launch of the new Art Fair Tokyo logo, special posters have been created integrating the logo with the artworks of the three artists. Sets of the three A2-sized posters will be given away to 10 randomly selected people. To apply for a chance to win the posters, see the link below.

Applications

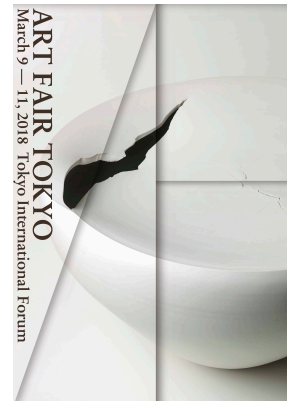
Apply online: <https://artfaiertokyo.com>

Application Period:

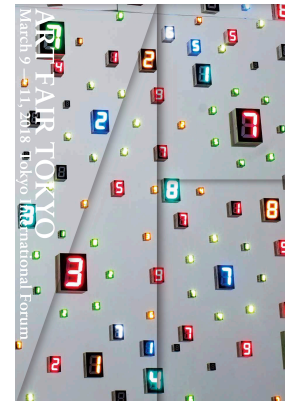
August 29 – September 20, 2017



Kazuki Yasuo
Shepherd of Morocco



Taizo Kuroda



Detail of "HOTO"
by Tatsuo Miyajima, 2008
Courtesy of SCAI THE BATHHOUSE

Art Fair Tokyo 2018

[Overview]

Organizers: Art Tokyo Association

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

*Hours are subject to change

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 *subject to change

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

Inquiry: Art Tokyo Association

Iikuradai bldg. 4F, 1-9-12 Azabudai, Minato-ku, Tokyo 106-0041 JAPAN

Tel: +81-(0)3-5797-7912 / Fax: +81-(0)3-5797-7913 / E-mail: info@artfaiertokyo.com

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)

ART FAIR TOKYO PR: Li Yi / Yuko Shimada

Iikuradai Bldg. 4F, 1-9-12 Azabudai, Minato-ku, Tokyo 106-0041 Japan

TEL: +81-3-5797-7912 / FAX: +81-3-5797-7913 / E-MAIL: press@artfaiertokyo.com