



November 21, 2017

For Immediate Release

Art Fair Tokyo 2018
Toyota Mirai Transformed into Art Car
Inspired by Art Fair Tokyo 2018 Theme of “Art is Life”
Expressing A Future Society Open to All Kinds of Artists

Art Tokyo Association has announced details of the art car that will be exhibited at Art Fair Tokyo 2018, Japan's largest international art fair held from March 8th to March 11th, 2018. The Art Fair Tokyo 2018 art car aspires to express a vision of a future society open to various kinds of artists from different fields. As such, the art car will be produced with art brut and outsider art, the unique art created by people from a variety of backgrounds and without conventional art training or education.

The theme of Art Fair Tokyo 2018 is “Art is Life.” In addition to showcasing a wide range of artworks, the fair has expanded the parameters of art by working with partners from such industries as fashion, music, and technology. Through art, people with varying nationalities, races, genders, and occupations are able to transcend their differences and understand each other, and share values. The fair will present this theme and disseminate the appeal of living with art.

Previous art cars at Art Fair Tokyo have been created by such leading figures in the contemporary art world as Hiroshi Sugimoto (2013), Teppei Kaneuji (2014), Daido Moriyama (2015), Kohei Nawa (2016), and Sputniko! (2017).

Art Tokyo Association regards its art car project as an opportunity for artists from diverse backgrounds to present their work. For the Art Fair Tokyo 2018 art car, the work of an artist selected from an open call contest by Art Tokyo Association and Disabled Persons Independence Promotion Organization Paralympic Art will be used to decorate a Toyota Mirai, an electric car that runs on hydrogen fuel cells. The selected artist's work will be decided following judging in late December. The artwork will be exhibited as the Art Fair Tokyo 2018 art car in the Lobby Gallery, the fair's free entrance area at Tokyo International Forum where all visitors will be able to see it.

Art Tokyo Association endeavors to transcend artistic genre and frameworks, support the work of young artists and creative talent from different backgrounds, and contribute to the promotion of art and culture as well as the further development of the art scene in Japan.



The Toyota Mirai is a car that runs by generating electricity from a chemical reaction between hydrogen and oxygen in the air, combining environmentally friendly performance with convenience and a fun driving experience. Its name, which means “future” in Japanese, is inspired by the hope that the car will serve as a way of preserving the planet for future generations.

<http://toyota.jp/mirai/>

Mirai / Image courtesy of TOYOTA MOTOR CORPORATION



Judges

Yuji Akimoto (Director and Professor, The University Art Museum, Tokyo University of the Arts /
Chief Executive Director of the 21st Century Museum of Contemporary Art, Kanazawa)

Naohiko Kishi (Representative Director, Art Association Tokyo / Executive Producer, Art Fair Tokyo)

And others

Organizer : Art Tokyo Association

Supported by : TOYOTA MOTOR CORPORATION

Collaborative Partner: General Incorporated Association Promoting the Independence of People with Disabilities Organization

Applications and Qualifications: Applications are open to members of the general public qualified to register for Disabled Persons Independence Promotion Organization Paralymp Art, or to artists already registered. Further information on application conditions is available on the following website.
<http://paralymart.or.jp/information/2017/11/アートフェア東京 2018 特別企画.html>

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 to Japan
Embassy of the Kingdom of Bahrain to 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 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 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 to Japan
Embassy of the Republic of Liberia in Japan
Embassy of the Republic of Lithuania in Japan
Kyoto Prefecture / Kyoto City / Kanazawa City / Toyama City
Japanese Red Cross Society
Nikkei Inc. / Nippon Cultural Broadcasting Inc. / TBS Radio, Inc.
Embassy of the Republic of Macedonia
Embassy of the Republic of Madagascar in Japan
Embassy of the Republic of Malawi in Japan
Embassy of Malaysia in Japan
Embassy of the Republic of Maldives in Japan
Embassy of the Republic of Mali to Japan
Embassy of Mexico in Japan
Embassy of the Republic of Moldova to 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
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

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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)