

12, September 2016

Press Release

Announcing the ART FAIR TOKYO 2017 Main Theme and Event Outline!

The Art Tokyo Association will hold the 12th edition of Japan's largest art fair, ART FAIR TOKYO 2017 at the Tokyo International Forum from March 16 (Thu) to 19 (Sun). Please kindly consider publishing an announcement in your media.

- **Announcement of main theme**
- **Announcement of Art Fair Tokyo 2017 outline**

“Art is Alive: getting closer to art, art getting closer”

The theme of ART FAIR TOKYO 2017 is “Art is Alive: getting closer to art, art getting closer.”

Art has led to numerous social innovations in various ways, and it has continued to have an impact on a wide range of industries up to today. In recent years, art has crossed over disciplines due to evolving technology and diversification of media, causing it to get closer to every aspect of life. As an accessible communication tool, art is not limited by time, place, or language.

Appreciate art. Talk about art. Spend time with art.

Art is an extension of day-to-day activity, and our conscious actions can help deepen its meaning. This year's theme has been created with the hope that a moment of getting close to art can be experienced by as many people as possible.

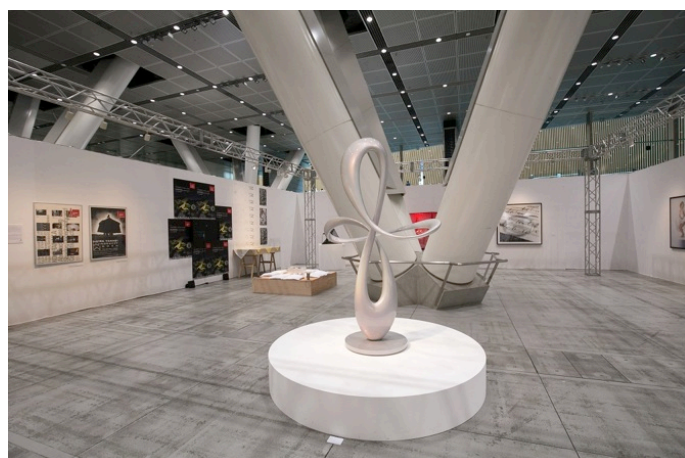
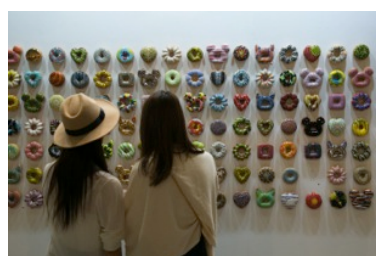


Photo: Munetoshi Iwashita



Event Outline

Title: ART FAIR TOKYO 2017

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

Duration: 16th (Thu) -19th (Sun) March, 2017

Private Preview: 16th (Thu) 16:00 - 21:00 *Invitee and Press only

Vernissage: 16th (Thu) 18:00 - 21:00

VIP Hours: 17th (Fri) 10:30-13:00 *Invitee only

Open to the public: 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)
(5-1 Marunouchi 3-chome, Chiyoda-ku, Tokyo)

Ticket: 1 DAY Free Pass 2,800 JPY

Advanced Ticket: 1 DAY Free Pass 2,300 JPY

Sponsors: Deutsche Bank Group / MORIMOTO Co.,Ltd. / Warehouse TERRADA and TBA
*In alphabetical order

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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, handicrafts, *Nihonga* (Japanese painting), and 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. (56,300 attendees in 2016)

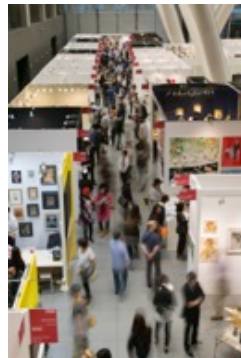


Photo: Munetoshi Iwashita