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The Art Assembly announces the launch of a new international art fair, Tokyo Gendai for 2023

Eri Takane named as Fair Director

Tokyo Gendai, a new international art fair, will take place at the Pacifico Yokohama from 7-9 July 2023 (VIP Preview on 6 July) featuring up to 80 leading galleries from Japan, the broader Asia Pacific region and around the globe. Tokyo Gendai is an exciting platform for commercial, artistic and intellectual exchange, and a nexus of cross-cultural discovery. As one of the world's cultural capitals, Tokyo boasts a dynamic and rich art scene which provides a strong draw for international visitors. Tokyo Gendai brings together the global art world and creates a cultural moment on the art calendar.

Eri Takane has been appointed Fair Director and will be working closely with Co-Founder Magnus Renfrew to deliver a world class event showcasing curated presentations by internationally recognised contemporary artists.

Magnus Renfrew Co-Founder, Tokyo Gendai says: 'Eri Takane brings a wealth of experience to Tokyo Gendai and we are thrilled that she has joined us as Fair Director. We are excited to build an event that reflects the dynamism of the art scene in Tokyo, and to foster a greater connection with the international art world.'

Eri Takane, Fair Director, Tokyo Gendai, says: 'I am delighted to join The Art Assembly in launching Tokyo Gendai in 2023. An art fair of this scale has been long anticipated in Japan and will provide a vibrant new platform for the art world to connect, exchange ideas and explore new perspectives for a better future. Tokyo Gendai will be a key hub for Asian and Western galleries while also serving as a site for collectors and visitors to not only discover exceptional contemporary art but also immerse themselves in Japanese culture.'

Tokyo Gendai will present visitors with the opportunity to engage with Tokyo's vibrant and well-established gallery scene while also exploring Japan's far-reaching cultural influence through its sophisticated public institutions and major private museums and foundations.

Mr. Koichi Wada, Commissioner of the Japan Tourism Agency, says: 'I would like to extend my heartfelt congratulations on organizing the forthcoming Tokyo Gendai here in Japan. Contemporary art is one of our most vital tourism resources. Hosting an international art fair in Japan should prove a catalyst for Japan to attract attention domestically and internationally. This fair offers an opportunity for many people to see first-hand a variety of cultural arts and values. I hope this opportunity allows visitors as well as exhibitors from abroad to experience Japan's charms and visit its regions.'



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'Gendai' is the word for 'contemporary' in Japanese, and is representative of the exceptional international contemporary art that will be on display at the fair, from established names to cutting-edge emerging talent. The fair comprises a main Galleries Sector presenting leading galleries from Japan and around the world as well as three dedicated sections. These include Hana (meaning 'flower'), featuring one or two artists at an early or mid-stage in their careers; Eda (meaning 'branch'), dedicated to a solo or two artist presentation by established or historically significant figures in Asia or to a thematic exhibition; and Tane (meaning 'seed'), focusing on digital media including NFTs, animation, film, AR, VR and gaming.

Exhibitors will be chosen by a peer-review Selection Committee, ensuring a high level of quality and a great variety and diversity of presentations. Committee members include Tim Blum, Co-Founder Blum & Poe (Los Angeles, New York, Tokyo); John O'Doherty, Director, Sadie Coles HQ, London; and Yaji Huang, Founder of Each Modern, Taipei.

Tim Blum, Co-Founder Blum & Poe (Los Angeles, New York, Tokyo), says: 'Having lived in and worked with Japan for over 30 years, I can say with great confidence that Japanese art in all of its forms remains one of the great influences on our world at large. With the slow but seated ascent of the Japanese collecting class in tandem with the vast global reach of the arts of Japan, it feels like the right time to execute a global contemporary art fair of the highest caliber and I am delighted to be a part of the Selection Committee for Tokyo Gendai.'

John O'Doherty, Director, Sadie Coles HQ, London, says: 'Tokyo is one of the world's greatest cities and has a rich history of appreciation for the arts. Japan is steeped in tradition, but a number of contemporary galleries, artists, and museums have been immensely influential on a global level. As interest in contemporary art continues to expand in Japan and Asia at large, an international art fair in Tokyo will offer an exceptional opportunity for galleries to connect with a unique audience in the region. I look forward to supporting this effort on the selection committee of Tokyo Gendai.'

Yaji Huang, Founder, Each Modern, Taipei, says: 'Tokyo is a very important hub of connecting North East Asian countries. The city itself presents the profound but innovative intensity of Asian culture. The young collectors are blooming while there have been great private collections. We have been working with extraordinary artists there and look forward to supporting the development of Tokyo Gendai through serving on the Selection Committee.'

The Fair will be accompanied by an extensive VIP programme of exhibitions and museum openings, studio visits and cultural experiences celebrating the very best that Tokyo has to offer. By bringing together some of the world's leading galleries to exhibit blue-chip contemporary art, Tokyo Gendai will cater to Japan's highly experienced and respected collector circle as well as engaging a new generation of young collectors who are making their presence felt on the international art scene.



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An Advisory Group comprising collectors from Japan, the wider region and beyond will provide guidance and counsel in engaging with collector audiences. Members include Yoshiko Mori (Chairperson, Mori Art Museum), Miwa Taguchi (Co-Founder, Taguchi Art Collection), Ryutaro Takahashi (Collector), Takeo Obayashi (Chairman, Obayashi Corporation) and Howard & Cindy Rachofsky (Collectors).

Miwa Taguchi, Co-Founder, Taguchi Art Collection, says: 'Although there are more than 300 art fairs held around the world, a collector can only go around a handful of them every year. Now, an art fair which promises to be one of the best in quality and selection, will finally be held in Japan! I believe Japan assumes an important role in the Asian art scene and I look forward to Tokyo Gendai becoming a must-go art fair and a melting pot of market, culture, and interactions.'

Yoshiko Mori, Chairperson, Mori Art Museum, says: 'I am delighted to be a member of the Advisory Group for Tokyo Gendai and look forward to the inaugural edition of the Fair next year.'

Further strengthening the Fair's position is a Consultative Council with extensive knowledge and networks across Japan. The Council will help in fostering relationships and driving advocacy from key stakeholders in government and the local art scene. Members include Prof. Roberto Cipolla; Sueo Mizuma, Executive Director, Mizuma Art Gallery; Masami Shiraishi, Director, SCAI The Bathhouse; Yayoi Shionoiri, Executive Director, 1717 Studio Inc. (Chris Burden Estate / Nancy Rubins Studio); and Taka Ishii, Founder, Taka Ishii Gallery.

Taka Ishii, Founder, Taka Ishii Gallery, says: 'It is exciting that a contemporary art fair on an international scale, and the biggest one in Japan is to be held. I wait in expectation for all art lovers to gather in Yokohama to share the excitement of new encounters and discoveries.'

Sueo Mizuma, Executive Director, Mizuma Art Gallery says: 'Quite a few international art fairs were held in Japan in the 90s, however, for more than two decades, most art fairs only showcased domestic artists and their artworks. To have an international art fair, namely, Tokyo Gendai, in Japan next year, is wonderful news to Japanese art fans, collectors, and everyone involved. I am excited to have an international art fair that would contribute to the further development of the contemporary art market here in Japan.'

Masami Shiraishi, Director, SCAI The Bathhouse says: 'It was back in 1992 and at Pacifico Yokohama that a full-scale international art fair was held for the first time in Japan. Compared to those days, the global art market has expanded dramatically. I am very much looking forward to having, after three decades, galleries active at the forefront of the artistic world and the artworks they represent to come back to where the art fair in Japan originally started!'

Yayoi Shionoiri, Executive Director, 1717 Studio Inc. (Chris Burden Estate / Nancy Rubins Studio), says: 'Tokyo is an important cultural and artistic hub in the region, and also globally. It is most delightful to know that a contemporary art fair that is comparable to the global scale and



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importance will be held in Tokyo. I am honored to be able to participate in Tokyo Gendai as a member of the Consultative Council.'

Supporters from major Japanese institutions and galleries have expressed their excitement for the launch of Tokyo Gendai:

Mami Kataoka, Director, Mori Art Museum, Tokyo, says: 'Since the 1990s, opportunities to encounter contemporary art that is open to diverse cultures have expanded beyond museums, now to platforms such as biennales and art fairs. Meanwhile, the economic growth of the Asian region has also created new hubs for contemporary art, such as Hong Kong, Singapore, and Taipei, which altogether has contributed to the enhancement of the Asian presence in the global art scene. The launch of a new fair, Tokyo Gendai, in Japan by The Art Assembly, which has been a driving force behind excellent art fairs in the region, will certainly open an important door for the promotion of Japanese contemporary art globally.'

Taro Nasu, Owner, TARO NASU Gallery, says: 'Ever since the late modern period, Yokohama has been known as the place for international exchange, an intersection of economies and cultures, contributing to Japan transforming itself into the country that it is now. With Tokyo Gendai now launching at the very same intersection, I expect it to serve as the new meeting place for an international and diverse crowd coming together beyond the conventional framework of an art fair.'

Yuko Yamamoto, Director, ANOMALY, Tokyo says: 'We are excited by the announcement that Tokyo Gendai will be holding its inaugural edition next year. The time is right for an international level art fair in Tokyo, and Magnus and his team have an exceptional track record in Asia. With their experience, and with the context of a new generation of collectors coming through, Tokyo Gendai will play an important role in expanding the audience for contemporary art and connecting the Japanese art scene internationally.'

Shinji Nanzuka, Owner, Nanzuka Gallery, says: 'I am so happy to hear that Magnus and his team will come to Tokyo for this ambitious project. It's been a long time mission for the Japanese art scene to have a real international art fair and I am very much looking forward to it.'

Jeffery Ian Rosen, Co-Owner / Co-Director, MISAKO & ROSEN, Tokyo says: 'Tokyo - a city globally recognized as a leading incubator for contemporary cultural fields as broad as architecture, fashion, design, all matters culinary and...art...somehow is lacking a substantial internationally oriented art fair. We are confident that The Art Assembly, with their direct and expansive activities and engagement within the greater region, will help develop Tokyo Gendai to be a platform for developing not just a latent contemporary art market; but, also, a deeper understanding of the recent history and possible paths forward towards introducing the highly particular contemporary aesthetic of Japan to the world.'



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Tokyo Gendai is the sixth fair to join The Art Assembly's roster of major international art fairs in the Asia Pacific region including India Art Fair, Taipei Dangdai, Sydney Contemporary, PHOTOFAIRS Shanghai and the forthcoming ART SG (Jan 2023). The Assembly's member fairs provide an important meeting place for the local and international art worlds and act as regional focal points for creative and commercial exchange. Informed by a deep-rooted understanding of the local market, each event is tailored to its unique orientation.

Applications for Tokyo Gendai 2023 are now open. To apply please visit tokyogendai.com

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NOTES TO EDITORS

Eri Takane

Eri Takane previously worked as an independent art consultant for leading international artists, collectors and corporations, including Google Arts & Culture Japan division. Takane has a wealth of experience across the art sector in Japan that has seen her work as the art director at Sezon Art Gallery in Tokyo as well as host of Tokyo FM radio program Sustainadays. During her 13-year stay in New York, she worked at the Japan Foundation, New York to provide funding for not-for-profit art organizations in the United States.

Magnus Renfrew

Magnus Renfrew has twenty years' experience in the international art world, the last decade of which have been spent in Asia. Previously, Renfrew served as founding fair director for ART HK: Hong Kong International Art Fair (2007-2012) and Art Basel in Hong Kong (2012-2014). Magnus serves as Co-Director of Taipei Dangdai and is Co-Founder of ART SG. He has been named twice in the ArtReview Power 100 as one of the 100 most influential figures in the art world. In 2013 Magnus was named as a Young Global Leader by the World Economic Forum in recognition of his contribution to building the art scene in Asia.

The Art Assembly

The Art Assembly is an affiliation of major international art fairs with a particular focus on the Asia Pacific region comprising Taipei Dangdai, India Art Fair, Sydney Contemporary, PHOTOFAIRS Shanghai and the forthcoming ART SG and Tokyo Gendai. It represents a joint initiative between three of the world's leading art fair organisers headed by Sandy Angus, Tim Etchells and Magnus Renfrew.



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The Art Assembly aims to drive innovation, deepen engagement with contemporary art and encourage cross-cultural conversations. It achieves this by strengthening collaboration and promoting knowledge and resource sharing across the group. The Assembly pulls together decades' worth of experience, expertise, and an extensive global network of contacts and assets, to the benefit of its member fairs, galleries and audiences. theartassembly.com

