



## Tokyo Gendai concludes its second edition with robust sales and strong international attendance



Tokyo Gendai 2024.

- Tokyo Gendai concluded its second edition on Sunday 7 July with solid sales reported across all sectors of the fair
- The fair welcomed domestic and international visitors, collectors, and institutions from 40 countries and territories
- The fair featured an extensive and enhanced VIP Programme celebrating contemporary art and Japanese culture
- Tokyo Gendai announces new autumn dates and will return to PACIFICO Yokohama from 12-14 September 2025, with a VIP Preview and Vernissage on 11 September 2025
- Tokyo Gendai announces new Consultative Council Members for 2025

The second edition of Tokyo Gendai, organised by The Art Assembly and with SMBC Group as Principal Partner, featured a world-class showcase of international contemporary art presented by 69 galleries from around the world. The fair concluded with robust sales, and a strong international attendance of visitors from 40 different countries and territories.

Galleries saw strong sales across the fair sectors and at a variety of price points, from a few thousand US dollars up to USD 750,000, underscoring Tokyo Gendai's mission to expand the market for contemporary art in Japan at every price-point, to promote Japanese art to an international audience, and to bring top flight international artists and galleries to Japan.

The fair programme included: Tsubomi 'Flower Bud', an exhibition spotlighting four women artists; Art Talks, a talks programme with thought leaders from the art world; showcases from renowned local

institutions as part of Ne 'Root'; five large-scale installations as part of Sato 'Meadow'; and a new series of workshops for children IntoArt.

The fair featured an extensive VIP programme of special events, exhibitions and gallery openings in celebration of the very best art and culture that Japan has to offer, including *Brancusi: Carving the Essence* at **Artizon Museum**, *Theaster Gates: Afro-Mingei* at **Mori Art Museum**, and *Rei Noto: Come and Live - Go and Live* at **Tokyo National Museum**.

Tokyo Gendai's opening party was held on 4 July at **Yokohama Museum of Art**, featuring a Kabuki dance performance by **Ranshou Fujima** and an exclusive preview of the museum's new acquisition by **Yusuke Asai**, *To the Forest of All Living Things*, 2023.

A specially commissioned performance by **ALVA NOTO (Carsten Nicolai)** took place at TOKYO NODE HALL on Friday 5 July. This was his first performance in Japan since before the pandemic. The artist has strong associations with Japan, with his first performance in the country in 1998, having collaborated with leading contemporary Japanese composer Ryuichi Sakamoto (who passed away in 2022) on nine albums which resulted in a joint nomination for them both in 2017 for a Golden Globe and an Emmy for best soundtrack for *The Revenant*.

A major commission of an immersive installation titled 'Touch on an Absence' by the internationally acclaimed contemporary Japanese artist **Tabaimo** was on view at **Warehouse TERRADA** and an exclusive **Gallery Night** at **TERRADA ART COMPLEX**, one of Japan's most significant art complexes and home to numerous leading art galleries, took place on 6 July.

Tokyo Gendai also offered international attendees the opportunity to explore the cultural scene outside of Tokyo with visits to **Kiyoharu Art Colony**, **Pola Art Museum**, **Enoura Observatory** and a studio visit of **Kazunori Hamana**.

**Reiri Kojima, General Manager, Tokyo Gendai**, says: *"It was incredible to feel the energy and enthusiasm from both returning and new visitors alike. While the art market in Japan is still growing, we were very encouraged to hear that visitors were delighted by the galleries' presentations, as well as the public and VIP programmes that connected Japan's many cultural institutions to the global art world. We are very grateful to the Japan Tourism Agency for providing us financial support, which was invaluable in arranging our VIP programmes. We would also like to thank the Agency for Cultural Affairs for additional financial support, as well as the City of Yokohama for support in acquiring bonded status and promotional activities around the city. With our new dates confirmed, we will continue to work together with the government to welcome more galleries, collectors and the international art community, and to play our part in furthering Japan's growth as an international hub and destination for art and culture."*

**Magnus Renfrew, Co-Founder, Tokyo Gendai**, says: *"The second edition of Tokyo Gendai built on the solid foundations laid last year. We were thrilled by the response to the fair by both the Japanese art community and international collectors. Consensus is emerging that Japan has the potential to play a much bigger role in the global art market and we are honoured to be playing an important role in both putting the spotlight on the incredible art scene in Tokyo and connecting Japan to the global art world. We are excited to have secured new Autumn dates that will allow the potential for greater participation from galleries, collectors and international visitors."*

## **NEW DATES**

In response to feedback from galleries that the timing of the fair in July was challenging for European and American galleries and collectors, and that in terms of climate it is the hottest time of the year in Japan, The Art Assembly is delighted to announce new Autumn dates for the upcoming edition of Tokyo Gendai. The new dates will not only mean a more comfortable climate but also represent the launch of the Autumn season, which has been traditionally associated in Japanese culture as a time of year to focus on cultural pursuits. The next edition of Tokyo Gendai will take place from 12–14 September 2025, with a VIP Preview and Vernissage on 11 September 2025.

## **TOKYO GENDAI 2025 CONSULTATIVE COUNCIL MEMBERS ANNOUNCED**

Leading Tokyo gallerists **Tomio Koyama**, Founder of Tomio Koyama Gallery, and **Yuko Yamamoto** Co-Founder of ANOMALY, have been appointed as gallerist members of Tokyo Gendai's Consultative Council for 2025. Each year, Tokyo Gendai invites local gallerists to a consultative role on a one year rolling basis to ensure that local stakeholders have an ongoing line of communication with the organisers of Tokyo Gendai and to have open channels for constructive feedback.

## **COLLECTORS AND VIP ATTENDEES**

Leading private collectors, museum directors, curators and patrons from 40 countries and territories visited Tokyo Gendai and took part in the exciting array of cultural offerings taking place around the fair. VIPs in attendance included: **Takeo Obayashi**, collector and Chairperson of The Obayashi Foundation; **Miwa Taguchi**, collector and Co-Founder of the Taguchi Art Collection; **Shane Akeroyd**, collector and Founder of the Akeroyd Collection; and **Ryutaro Takahashi**, collector and Founder of the Takahashi Ryutaro Collection. Notable collectors included **Jack Huang**, **Kankuro Ueshima**, **Joseph Chen**, **Albert Lim**, **Linda Neo**, **Shunji and Asako Oketa**, **James and Grace Hsu**, **Lingnan Xu**, **Thomas Shao** and **Takafumi Takahashi**. The fair also welcomed visitors from leading institutions including: **Yoshiko Mori**, Chairperson of the Mori Art Museum; **Eriko Osaka**, Director General of the National Art Centre, Tokyo; **Mami Kataoka**, Director of the Mori Art Museum, **Yuko Hasegawa**, Director of the 21st Century Museum of Contemporary Art, Kanazawa; **Mika Kuraya**, Director of Yokohama Museum of Art, Executive Director of Organizing Committee of Yokohama Triennale; **Eriko Kimura**, Director of Hirosaki Museum of Contemporary Art; **Jenny Wang**, Chairperson of the Fosun Foundation; **Chihiro Watanabe**, Director of the Contemporary Art Foundation; **Zhang Rui**, Founder of the Nanjo Art Museum in Okinawa; and **Jam Acuzar**, Founder of non-profit organisation Bellas Artes Projects. Tokyo Gendai also extended a warm welcome to **Shunichi Tokura**, Commissioner for Cultural Affairs, and his wife **Haruko Tokura**, and **Rahm Emanuel**, US Ambassador to Japan, and his wife, **Amy Rule**. Visiting artists included **Carsten Nicolai**, **Bea Camacho**, **Shiro Tsujimura**, **Yuichiro Tamura**, **Kohei Nawa**, **Hiroshi Senju**, **James Jean**, **Daisuke Ohba**, **Kengo Kito** and **Yan Lei**. Other notable visitors included Hong Kong actor **Tony Leung** and Hong Kong actress and singer **Carina Lau**.

## **SALES HIGHLIGHTS**

Tokyo Gendai demonstrated that confidence in the contemporary art market is still high, with galleries reporting strong sales across a range of media including painting, drawings, photography and sculpture. Examples of these sales reported include: **A Lighthouse called Kanata** (Tokyo) which sold six seminal works (two paintings and four sculptures) to important collectors in Japan, Taiwan and the US in just the first two days of the fair, including Satoru Ozaki's stainless steel work *The Prince, 2024* (USD 150,000 ~ 200,000), which sold to a Taiwanese collector; **Sundaram Tagore Gallery** (New York) sold three works by Hiroshi Senju including two works titled *Waterfall on Colors, 2024*, which sold for USD 570,000 and USD 385,000 respectively, and *Waterfall, 2024* selling for USD 385,000. Miya Ando's *Aotsuki (Blue Moon)*

*Triptych May 2 2024 7:47 PM NYC, 2024* also sold for USD 84,000; **BLUM** (Los Angeles, New York, Tokyo) sold a 2024 work on canvas by Kenjiro Okazaki for USD 160,000; **MISAKO & ROSEN** (Tokyo) sold a piece by painter Trevor Shimizu titled *Water and Branches (2)*, 2024 for USD 85,000; and one of the sales highlights at **Almine Rech** (Paris, Brussels, London, New York, Shanghai, Monaco) was a piece by Roby Dwi Antono titled *Emerald* for USD 30,000 – 50,000.

Some participating galleries boasted sell-out shows, including **Pace Gallery** (USA, UK, Switzerland, South Korea, Hong Kong, Japan) who sold out of its solo booth of new drawings by Robert Longo, with almost every piece of work placed with a collector in Japan, and prices ranging from USD 90,000 – 750,000. **Tomio Koyama Gallery** (Tokyo), who took part in the sector Hana 'Flower', also had a sell-out show which featured works by Beijing artist, Xu Ning.

Healthy sales of contemporary artists working with textile and sculpture were also reported by **Gallery Nosco** (Brussels) who sold four of Isabelle .D's textile pieces, with prices ranging from USD 8,600 – 22,500, and **Retro Africa** (Abuja) who sold five works, including two sculptural tapestry artworks by multi award-winning Nigerian artist Samuel Nnorom for USD 10,000 and USD 17,000 to Japanese collectors. **HARUKAITO by ISLAND** (Tokyo, Atami) sold 25 pieces ranging from USD 3,110 – 9,331 to new collectors, by two artists – painter BIEN, and Midori Kawano who creates pieces made from lenticular, stainless steel and wood.

**Keteleer Gallery** (Belgium) sold the final available edition of an iconic work by Lois Weinberger titled *What Is Beyond Plants Is At One With Them, documenta X, 1997*, to a French-Japanese collection, priced around EUR 30,000; **KOTARO NUKAGA** (Tokyo) sold 12 works during the fair, including a large-scale work by Japanese visual artist Tomokazu Matsuyama titled *Stain Gentle Words, 2024* to a collector, and **Each Modern** (Taiwan) sold works by five artists to collectors from China, Japan and Europe, with sale prices ranging from USD 3,200 – 43,000.

Galleries showcasing more traditional mediums including ceramics also did very well with collectors, with Kyoto-based gallery **imura art gallery** selling half of Shiro Tsujimura's ceramics on the fair's opening day, with prices ranging from USD 6,221 – 7,465. Takuro Someya Contemporary Art introduced large scale artworks, featuring tile works by Kenjiro Okazaki and lenticular works by Rafaël Rozendaal, which were sold to individual collectors and museums.

## GALLERY RESPONSE

The 2024 edition of Tokyo Gendai welcomed 69 international galleries to the fair, several of whom were showing work in Japan for the first time. The fair showcased presentations from internationally recognised galleries, grouped into three sectors: a **Galleries** sector presenting leading galleries from Japan and around the world; **Hana** 'Flower', featuring a solo or a dual presentation of artists at an early or mid-stage in their career; and **Eda** 'Branch', dedicated to solo or multiple artist presentations by established or historically significant figures in Asia.

Galleries exhibiting across all sectors of the fair applauded Tokyo Gendai's second edition:

**Marc Glimcher, CEO of Pace Gallery (USA, UK, Switzerland, South Korea, Hong Kong, Japan)**, says: *"Tokyo Gendai was a super effective catalyst for bringing together Japan's most important collectors and curators—giving us an opportunity to convene and celebrate. We were thrilled to finish the week with a sold-out booth placed in local collections."*

**Wahei Aoyama, Founder and Director, A Lighthouse called Kanata (Tokyo)**, says: *"The second edition of Tokyo Gendai far surpassed our expectations. In just the first two days of the fair, we have sold 6 seminal works to important collectors in Japan, Taiwan and the US, and in particular, we were surprised by the growing strength of the domestic collector base. Serious Japanese collectors came out in droves, and it was a wonderful chance to meet new collectors and introduce them to our programme."*

**Sundaram Tagore, President and Curator, Sundaram Tagore Gallery (New York, Singapore, London)**, says: *"After a successful debut last year, we are thrilled to return to Tokyo Gendai. We presented significant work by the internationally renowned Japanese artist Hiroshi Senju, which resonated deeply with collectors, creating a vibrant atmosphere and driving significant sales. We are delighted with our performance this year, and look forward to continuing our fruitful collaboration with Tokyo Gendai."*

**Josephine May Bailey, Director of Sales, Gallery Rosenfeld (London)**, says: *"We are thrilled to announce the successful placement of all available works by the renowned Italian artist Nicola Samorì in prestigious Japanese collections. This marked the first time Samorì exhibited in Japan, and we were keen to expand his market into the Asian art scene. This significant achievement was made possible with the invaluable support of the fair's VIP team, and we are delighted to see Samorì's exceptional works find homes in such esteemed collections."*

**Thibault Geffrin, Senior Director, Almine Rech (Paris, Brussels, London, New York, Shanghai, Monaco)**, says: *"We are pleased to return to Japan for the second edition of Tokyo Gendai. It is a great opportunity to interact with so many local collectors and curators we met last year. The market is growing and we are dedicated to being part of this exciting growth."*

**Huang Yaji, Founder, Each Modern (Taiwan)**, says: *"Tokyo has proven to be a fantastic hub for bringing together collectors from Japan, China, and Taiwan. It's like a melting pot of art and culture, blending different perspectives and styles. The vibrant energy of the city seems to inspire creativity and collaboration among collectors, making it a dynamic meeting ground for art enthusiasts from various backgrounds. It's truly a testament to Tokyo Gendai's magnetic pull in the art world."*

**Marie Imai Kobayashi, Director in Tokyo, BLUM (Los Angeles, New York, Tokyo)**, says: *"The fair provided a great opportunity to meet new, local collectors."*

**Cyril Moumen, Founder, Gallery Nosco (Brussels)**, says: *"This is the first time both Gallery Nosco and exhibiting artist Isabelle .D have shown works in Asia and we have been happy with the response from the local people and collectors, placing two works in Japanese collections on the fair's opening day and another work to an American collector based in Tokyo. Furthermore, we have also had the chance to meet with curators to discuss forthcoming projects and collaborations in Tokyo."*

**Dolly Kola-Balogun, Founder and Creative Director, Retro Africa (Abuja)**, says: *"We are pleased to see how receptive and inquisitive visitors have been to our gallery and we've been made to feel very welcome at Tokyo Gendai. We are hopeful for longer term relationships and future sales and grateful to gain a foothold in the Japanese art market. The title of the show "heart to heart: a sonata of love and being", derived from the Japanese Idiom "Ishin-denshin", which denotes interpersonal communication, unspoken dialogue and understanding, was deeply felt at the fair. We focused on ways in which we could bridge cultural, linguistic and geographical barriers given that large gap between Asia and Africa. It's been a privilege to represent our continent at the fair and to translate Nigerian art and culture in a nuanced way."*

**Haruka Ito, Director, HARUKAITO by ISLAND (Tokyo, Atami)**, says: *“Tokyo Gendai was a wonderful event to be part of and our exhibition booth was very well attended throughout the fair, with almost all of the pieces sold on the opening day. It was encouraging to meet a lot of new and young buyers, with some that have only started collecting in recent years.”*

## **OFFICIAL PARTNERS**

The 2024 edition of Tokyo Gendai is supported by the following official partners.

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### **About Tokyo Gendai**

Launched by The Art Assembly in 2023, Tokyo Gendai is an international art fair showcasing curated presentations by internationally recognised contemporary art galleries. Taking place in one of the most dynamic art and design scenes in the world, the fair is a platform for commercial, artistic and intellectual exchange, and a nexus of cross-cultural discovery. Tokyo Gendai is accompanied by an extensive VIP programme of exhibition and museum openings, studio visits and cultural experiences, as well as a public programme centred on art awareness and education, allowing visitors to sample a wide spectrum of what the Japanese art scene has to offer.

[tokyogendai.com](http://tokyogendai.com) @tokyogendai (Instagram, Facebook, X)

### **About SMBC Group**

SMBC Group has a history of commercial banking service over the centuries in Japan and has expanded its comprehensive financial services to the world: leasing, securities, consumer finance, credit card, IT solutions, and investment management.

SMBC Group also has a long history of supporting artistic activities through the ages, and is committed to supporting artists' expressive endeavours and providing opportunities for people to experience artworks closer through

sponsorships of various events and art exhibitions. SMBC Group will continue to share the charms of art and contribute to the realisation of "Fulfilled Growth" for society.

### About The Art Assembly

The Art Assembly is an affiliation of three international art fairs in the Asia Pacific region. Composed of ART SG in Singapore, Taipei Dangdai in Taiwan, and Tokyo Gendai in Japan, The Art Assembly represents a unique joint initiative between three of the world's leading art fair organisers: Sandy Angus, Tim Etchells and Magnus Renfrew. Together, the founders bring over 50 years' experience in the sector and have successfully co-founded and launched more than a dozen fairs across the world over the last 15 years. Most notably, in 2008 they launched Hong Kong's first globally recognised international art fair ART HK Hong Kong International Art Fair. The Art Assembly's three fairs act as regional platforms for creative and commercial exchange, each tailored to the nuances of its local market. Focused on building meaningful and long-term relationships with local institutions, artists, galleries, collectors and their growing audiences, The Art Assembly's fairs continue to pave the way for the exciting future of international art scenes in Asia.

[www.theartassembly.com](http://www.theartassembly.com)

### EXHIBITOR LIST

Galleries		Hana 'Flower'	Eda 'Branch'
A Lighthouse called Kanata (Tokyo)	MAKI Gallery (Tokyo)	Alison Jacques (London)	Althuis Hofland Fine Arts (Amsterdam)
Almine Rech (Paris, Brussels, London, New York, Shanghai, Monaco)	MISA SHIN GALLERY (Tokyo)	ANOMALY (Tokyo)	LEE&BAE (Busan)
Art Front Gallery (Tokyo)	Mizuma Art Gallery (Tokyo, Singapore)	BLANKgallery (Shanghai, Tokyo)	Keteleer Gallery (Antwerp)
BLUM (Los Angeles, New York, Tokyo)	NANZUKA (Tokyo)	Gallery 38 (Tokyo)	PYO Gallery (Seoul)
Ceysson & Bénétière (Saint-Étienne, Paris, Lyon, Luxembourg, Geneva, New York, Panéry, Tokyo)	nca   nichido contemporary art (Tokyo, Nagoya, Fukuoka, Paris)	Gallery Nosco (Brussels)	The Columns Gallery (Seongnamsi)
Each Modern (Taipei)	Over the Influence (Hong Kong, Los Angeles, Bangkok)	GALLERY TARGET (Tokyo)	The Page Gallery (Seoul)
Galerie EIGEN + ART (Leipzig, Berlin)	Pace Gallery (New York, London, Seoul, Geneva, Hong Kong, Los Angeles, Tokyo)	HARUKAITO by ISLAND (Tokyo, Atami)	VETA by Fer Francés (Madrid)
Galerie frank elbaz (Paris)	Perrotin (Tokyo, Paris, Hong Kong, New York, Seoul, Shanghai, Los Angeles)	Hillside Gallery (Tokyo)	193 Gallery (Paris)
Gallery EXIT (Hong Kong)	Poligrafa Obra Gráfica (Barcelona)	MISAKO & ROSEN (Tokyo)	
gallery rosenfeld (London)	Sadie Coles HQ (London)	MOU PROJECTS (Hong Kong)	
GALLERY SIDE 2 (Tokyo)	SCAI THE BATHHOUSE (Tokyo)	MtK Contemporary Art (Kyoto)	
imura art gallery (Kyoto)	ShugoArts (Tokyo)	Nan Ke (Shanghai)	
Kaikai Kiki Gallery (Tokyo)	SPURS Gallery (Beijing)	PARCEL (Tokyo)	
Kamakura Gallery (Kamakura)	Sundaram Tagore Gallery (New York)	Phillida Reid (London)	
KOSAKU KANECHIKA (Tokyo)	Taka Ishii Gallery (Tokyo, Kyoto, Maebashi)	Retro Africa (Abuja)	
KOTARO NUKAGA (Tokyo)	Takuro Someya Contemporary Art (Tokyo)	rin art association (Takasaki)	
Kwai Fung Hin Art Gallery (Hong Kong)	Tang Contemporary Art (Hong Kong, Beijing, Seoul, Bangkok)	SAC Gallery (Bangkok)	
MAHO KUBOTA GALLERY (Tokyo)	TARO NASU (Tokyo)	Sapar Contemporary Gallery + Incubator (New York)	
	Wada Fine Arts Y++ (Tokyo)	The Drawing Room (Makati City)	
		The Green Gallery (Milwaukee)	
		The Pill (Istanbul, Paris)	
		Tomio Koyama Gallery (Tokyo)	
		Unit 17 (Vancouver)	
		VIN VIN Vienna / Naples (Vienna, Naples)	
		Yutaka Kikutake Gallery (Tokyo)	