

Tokyo Gendai



12–14 September 2025

PACIFICO Yokohama

Presented By



Tokyo Gendai Announces Early Program Highlights for First September Edition

- Tokyo Gendai opens at PACIFICO Yokohama 12 – 14 September 2025, with a VIP Preview and Vernissage on 11 September
- Third edition of the fair runs alongside the opening of the Aichi Triennale 2025
- The Hana Artist Award is introduced in 2025 to support emerging artists
- This year's Tsubomi 'Flower Bud' spotlights the work of Japanese women artists using traditional craft techniques
- New curatorial symposium gathers local and international curators for cross-cultural dialogue

TOKYO, 19 MARCH 2025 – Tokyo Gendai is pleased to announce programming details for its 2025 edition, opening this September. Returning for its third edition from 12 – 14 September 2025 (VIP Preview and Vernissage 11 September) with SMBC Group as the fair's Principal Partner, Tokyo Gendai is a crucial meeting point for the global artistic community, convening international audiences to celebrate the diverse art offerings of Japan this autumn.

Ushering in the traditional cultural season, Tokyo Gendai takes place during a pivotal moment of activations around Japan and further reinforces its role within the vibrant local art ecosystem. The new programming strands introduced in 2025 help to champion creativity and to encourage cross-cultural exchange; including a new artist prize to support emerging talent, a curators' symposium to encourage creative exchange, and a special focus on Japanese craft by women artists. Aligning with the opening of the celebrated Aichi Triennale (13 September – 30 November 2025), Tokyo Gendai provides a portal for the international art community to explore Japan's expansive creative landscape.

Tokyo Gendai's third edition follows a landmark year of cultural activity locally; from the Expo 2025, to the Setouchi Triennale, and the opening of several new institutions. In parallel Japan's art market has continued to thrive; Japan is home to a long-established gallery scene and it is the second-largest art market in Asia, most recently recording significantly higher growth than the global art market average in 2023. The government has strongly supported the cultivation of the contemporary art scene in Japan in recent years through new initiatives and schemes to help catalyse its growth; including the introduction of bonded areas to enable the smooth and accessible trade of artworks, and grants programs to help support arts projects locally and encourage visitors to explore Japan's culture.

Naoya Haraikawa, Commissioner, Japan Tourism Agency says: *'I am delighted that Tokyo Gendai is entering its third year and will continue to further its success. The year 2025 is a special one for Japan, with major events such as the Expo 2025 in Osaka and various art festivals taking place across the country. Tokyo Gendai moving its dates to September—the beginning of the autumn art season—is of*

great significance for Japan's cultural tourism. Through this fair, we hope that the global art community will visit different regions of Japan and experience the richness of our diverse cultural and artistic heritage. Contemporary art is one of the most important and vital tourism resources for Japan, and the government is implementing various initiatives nationwide to promote them. I sincerely hope that all visitors will have the opportunity to fully immerse themselves in the beauty and charm of Japanese art and culture.'

Magnus Renfrew, Co-Founder, Tokyo Gendai and Co-Chairman and Global Director, The Art Assembly says: *'This has been a historic year for Japanese culture and there has been highly notable market growth locally, bucking global trends and cementing Japan's status as one of the world's art capitals. We are looking forward to welcoming our audiences to Tokyo Gendai in 2025, with this edition forming part of a critical mass of cultural activity, bringing Japan's artistic scene to life and making it an unmissable destination for international visitors this September.'*

Eri Takane, Fair Director, Tokyo Gendai, says: *'There is an expression in Japanese 'geijutsu no aki (芸術の秋)' meaning 'autumn is for the arts', and we could not be more delighted to now be launching the cultural season with Tokyo Gendai 2025. Through our programming we want to create a level space where people can talk across borders; by championing creative talent with our new prize and our special showcase, as well as introducing our first ever curatorial symposium to create a new space for dialogue and reflection. Art is a mirror of society, and it also looks towards a future we can aspire to.'*

Takeo Obayashi, Chairman of the board, Obayashi Corporation, Chairperson of Aichi Triennale Organizing Committee, says: *'With Tokyo Gendai entering its third year, I feel we are marking a significant new chapter for contemporary art in Japan. The new September timing of the fair, aligned with the opening of Aichi Triennale 2025, brings an exciting opportunity to have these important art events take place alongside each other. I am confident that the collaboration between Aichi Triennale 2025 and Tokyo Gendai will be a wonderful opportunity to further the development of contemporary art in this country. I look forward to providing a platform where art enthusiasts, collectors, and professionals from around the world can fully experience the vibrancy and dynamism of contemporary art in Japan.'*

HANA ARTIST AWARD

In 2025 Tokyo Gendai introduces the **Hana Artist Award**, which will be awarded to an outstanding artist participating in the Hana 'Flower' sector of Tokyo Gendai. The **Hana** 'Flower' sector is dedicated to solo or multiple presentations of artists at an early- or mid-stage in their career, and includes presentations in all mediums. With a mission to foster emerging creative talent, the Hana Artist Award will consist of a cash award of USD 10,000 and special recognition at the fair. An international jury of leading curators and thinkers, including Miwako Tezuka, PhD (Director, Dib Bangkok), will meet at Tokyo Gendai to carefully view the work of all artists exhibiting in the Hana sector, with the winning artist announced at a ceremony on Saturday 13 September 2025.

TSUBOMI

Returning for its third edition, this year's **Tsubomi** 'Flower Bud' explores the work of a tightly curated selection of Japanese women artists employing traditional craft techniques, and the emergence of artisanal practices into the contemporary art scene. Craftsmanship in Japan has been handed down through generations by master artisans, but women masters have historically received less recognition both locally and internationally. This special showcase will spotlight the varied and fascinating output of women artists working with craft, as these practices continue to hold a greater influence within the contemporary art

scene across the world. Featuring a selection of artists at different stages of their careers including ceramics by Namika Nakai (TARO NASU) and glass work by Ritsue Mishima (ShugoArts), the works for Tsubomi 'Flower Bud' are chosen by Fair Director Eri Takane in collaboration with Mari Hashimoto, Cultural Manager/Curatorial Producer, and Director of the Preparatory Office for Kankitsuzan Museum of the Enoura Observatory, founded by Hiroshi Sugimoto and opening in 2027.

Mari Hashimoto, Cultural Manager / Curatorial Producer, and Director of the Preparatory Office for Kankitsuzan Museum of the Enoura Observatory, says: *'The area where art and craft come into contact is a fertile site for creativity, like brackish waters where seawater and freshwater mingle and nurture biodiversity. My hope is that exhibitions such as this one focusing on Japanese women artists can provide a glimpse of the richness and creative variety at the intersection between art and craft.'*

CURATORIAL SYMPOSIUM

As part of the fair's mission to further nurture the local art scene and to help provide a platform for the art community, this year Tokyo Gendai introduces a curatorial symposium for the first time. Gathering international and local curators, this day of in-depth conversations will be a crucial new forum for the discussion of current debates around curatorial concepts and practices. Addressing a range of themes and topics, the symposium is a meeting point between the Japanese and international art worlds, sparking new conversations and cross-cultural exchange. Further details of participants and topics will be announced in the coming months.

The third edition of Tokyo Gendai takes place at PACIFICO Yokohama, 12 – 14 September 2025 (VIP Preview and Vernissage on 11 September).

—

NOTES TO EDITORS

Press contacts

Japan – Tokyo Gendai Press Office | press@tokyogendai.com

International – Polly Brock, Vanda Ivančić, Hugo Ximenes | media@amafairs.com | +442078863051

Follow Tokyo Gendai on social media:

Facebook | Instagram | X: @tokyogendai

Tokyo Gendai is an international art fair showcasing curated presentations by internationally recognised contemporary art galleries. Launched by The Art Assembly in 2023 and situated 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. Taking place in September during Japan's traditional cultural season, Tokyo Gendai is accompanied by an extensive VIP program of exhibition and museum openings, studio visits and cultural experiences, as well as a public program centred on art awareness and education, allowing visitors to sample a wide spectrum of what the Japanese art scene has to offer. tokyogendai.com

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.

The Art Assembly is an affiliation of three major international art fairs founded in the Asia Pacific region. Comprising ART SG in Singapore, Taipei Dangdai in Taiwan and Tokyo Gendai in Japan, The Art Assembly represents a joint initiative between three of the world's leading art fair organisers: Sandy Angus, Tim Etchells and Magnus Renfrew. 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 Art 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