

● Japanese Contemporary Art Fair

NEW CITY ART FAIR

Taipei 2012

2012.11.08.Thu. - 11.11.Sun.

Huashan 1914 • Creative Park

HIGHLIGHTS



From November 8-11, 2012, H.P. FRANCE held NEW CITY ART FAIR, which proved to be the first and only art fair in Taipei. Please allow us to present the outcome of this event within the contents of this report.

With an aim to present contemporary Japanese art to art fans worldwide, the NEW CITY ART FAIR opened its doors for the first time in New York in March 2012. The second edition was held in Taipei in conjunction with roomsLINK TAIPEI. This highly anticipated event featured various apparel brands, works of art, as well as other interior merchandise.

Held within the same timeframe with the most historic art fair in Asia, ART TAIPEI, a large turnout of guests who work within the art field as well as a number of art collectors from neighboring Asian countries visited the NEW CITY ART FAIR.

Our NEW CITY ART FAIR featured the works of over 60 artists from exhibition taken from 12 galleries located in Tokyo, Osaka, Sapporo and Kanazawa. The exhibitions, which cannot be adequately summarized in one word, rely on several mediums, from paintings to digital works, and films, to sculptures and industrial arts. The works of these Japanese artists have gotten favorable notice by Taiwanese art fans as well.

Due to the fusion of fashion and design, we expect to appeal to different kind of customer than one typically finds at an art gallery or art fair.

We continue to showcase modern art in various locations across the world at the NEW CITY ART FAIR.

NEW CITY ART FAIR Director, Kentaro Totsuka (hpgrp GALLERY TOKYO)



【OUTLINE】

Name	NEW CITY ART FAIR Taipei
Schedule	November 8th - 11th, 2012
Venue	Huashan 1914 • Creative Park No. 1, Section 1, Bādé Road, Zhongzheng District, Taipei City, Taiwan 100
Exhibitors	Asian Art Auction Alliance Co., Ltd, Clark Gallery + SHIFT, gallery COEXIST-TOKYO/ EARTH+GALLERY, Emigre Collection, hpgrp GALLERY TOKYO, Jinbocho Modern Contents (Nagamori Books, Bohemian' s Guild, GALLERY KOGURE), mograg garage, Ohshima Fine Art, Picture Photo Space: Viewing Room, Gallery TEN, Tokyo Gallery + BTAP, Yumiko Chiba Associates
Visitor	35,000 including art collectors, artists, museums, critics, writers, press, professionals in fashion and design industry, and the general audience
URL	www.newcityartfair.com
Organizer	H.P. FRANCE S.A.
Partners	Huashan 1914 • Creative Park, Diamond head, DHL, Sheraton Taipei HOTEL, ART TAIPEI, Taiwan Textile Federation
Media Partners	M.Mag, SHOES MASTER, GQ, VOGUE, La Vie, milk, Choc, MOT/TIMES

【NEW CITY ART FAIR Taipei Highlights】



【roomsLINK TAIPEI】

roomsLINK URL: www.roomslink.com

roomsLINK is an event with the aim to expose Asia to the world. With fashion as a basis, it combines art and interior design as well into the same exhibition space.

roomsLINK TAIPEI intends to provide a fresh take on the way that exhibitions are organized. 35,000 visitors, including buyers, press, collectors, and the general public participated over the course of four days at roomsLINK TAIPEI.

FASHION AREA

For the 2012 S/S season, we held various fashion shows and runway installations featuring Taiwanese and Japanese brands. In the main venue of the roomsLINK TAIPEI, brands from Japan, Taiwan, and Europe will be featured. Influential Taiwanese buyers offered consultations.



INTERIOR AREA (BA to MA)

BA to MA is an exhibition promoting interior designs from Tokyo. The products on display at BA to MA have not yet been released in the Taiwanese market, and received a warm reception. For this event, we have worked with college students to produce tables to be used at the exhibition. The act of the organizer working together with students to produce pieces has caught the attention of the media and visitors.



SHIBUYA FASHION FESTIVAL
in TAIPEI

This is a festival of bringing new value of fashion which always come from street culture. It was Held on November 11th in Taipei East District, where around 60 shops and restaurants in the area extended business hours and held special events.



藝響台北 (Yi-Xiang Taipei)

Yi-Xiang Taipei is held on November 10th as a special content during roomsLINK TAIPEI. It is offering a new wave of party culture with a space production mixed of art installation, music, and fashion show by emerging creators.



【PRESS】

As a unique creative event, we have received considerable attention from the Taiwanese media. We received print, television, and digital coverage by over 150 different media outlets including 中天電視、八大新聞、LaVIE、商業週刊 Business weekly、Vogue.TV、Yahoo!News、Keedan、cool-style、Arttime 藝術網、Apple daily、GQ.com、自由週報、時報周刊、壹周刊、WWD Japan、織研新聞, etc.



【INFORMATION】

Our next NEW CITY ART FAIR will be held in March in New York and the following edition will be in April in Osaka 2013.

※More information can be found on the NEW CITY ART FAIR website!

● Japanese Contemporary Art Fair
NEW CITY ART FAIR New York

DATE 2013. 03.07 - 03.10

PLACE hpgrp GALLERY NEW YORK

● Special Edition

NEW CITY ART FAIR Osaka

DATE 2013. 04.25 - 04.28

PLACE Hankyu Umeda Main Store

【CONTACT】

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