

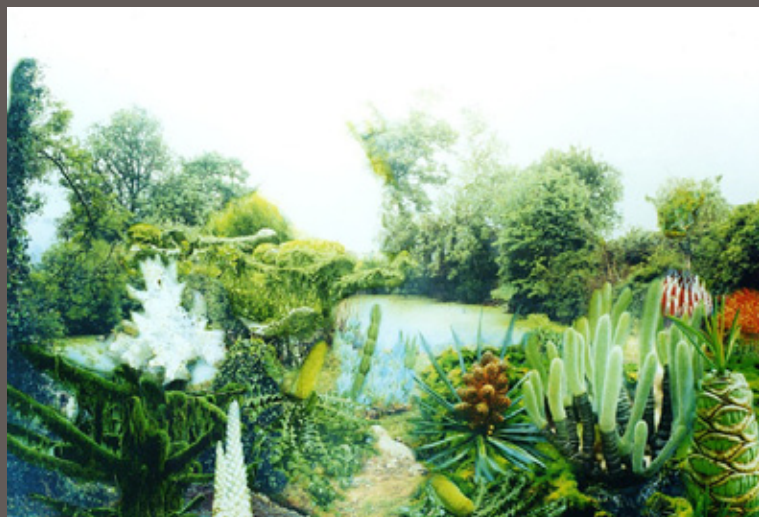
● Japanese Contemporary Art Fair

NEW CITY ART FAIR

Umeda, OSAKA 2013

2013.04.24. Thu. - 04.28. Sun.

Hankyu Umeda Gallery



HIGHLIGHTS

From April 24th - 28th, 2013, H.P. FRANCE held NEW CITY ART FAIR Osaka. Please allow us to present the outcome of this event within the contents of this report.

On a mission to deliver contemporary Japanese art to art lovers around the world, NEW CITY ART FAIR first opened its doors to the public in New York in March 2012. The second volume was held in Taipei in November 2012, and the third volume was held back in New York in March 2013. In April 2013, NEW CITY ART FAIR kicked off its fourth volume "NEW CITY ART FAIR Osaka" at Hankyu Umeda Main Store in Osaka, Japan. Fifteen galleries from Tokyo, Osaka, Kyoto, Kanazawa, Nara, and Sapporo participated in the art fair with over 1,500 people attending for the VIP reception on the first day. Attendees included art collectors, VIPs, artists, and art-lovers from mainly Kansai area. Talk events and tours led by the director of NEW CITY ART FAIR were held during the art fair. By having these intelligible events for visitors, it was able to raise their understandings to contemporary art. About 8,000 visitors came through the art fair, and this fourth volume in Osaka discovered the possibility of a new art market in Japan.



[OUTLINE]

- Name : NEW CITY ART FAIR Osaka
Date : April 24th – April 28th, 2013
VIP Preview : 04.24(wed): 6pm - 8pm (Invitation Only)
Public Hours : 04.24(wed): 10am - 6pm / 04.25(thu) :10am - 8pm / 04.26(fri) :10am - 9pm
/ 04.27(sat) :10am - 9pm / 04.28(sun) :10am - 6pm
Location : Hankyu Umeda Main Store 9F Hankyu Umeda Gallery
Visitors : 8,000 including art collectors, artists, museums, critics, writers, press, professionals, and the general audience
Organizer: H.P.FRANCE, S.A.
Co-organizer: HANKYU HANSHIN DEPARTMENT STORES, INC
Media Partner : BLOUIN ARTINFO

【HIGHLIGHTS】

NEW CITY ART FAIR Osaka was held at a department store as a new venue for an art fair. Participating galleries showcased unique artworks, and the visitors really enjoyed the variety of expressions, and the quality of the event. It is also a pleasure of art fairs to experience live performances and talk events, and talk with artists.



【INSTALLATION VIEWS】



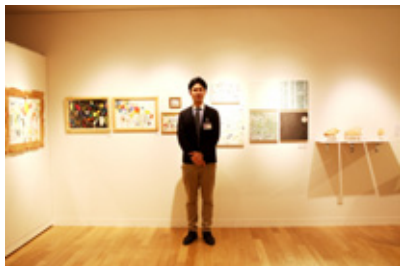
Art Lab TOKYO / Satelites ART LAB.



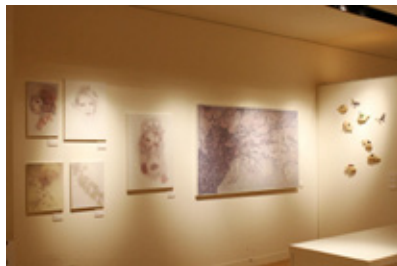
EARTH+ GALLERY /gallery COEXIST-TOKYO



gallery incurve kyoto



Gallery Kobo CHIKA



GALLERY KOGURE



Gallery OUT of PLACE



Gallery TEN



hgrp GALLERY TOKYO



KOKI ARTS



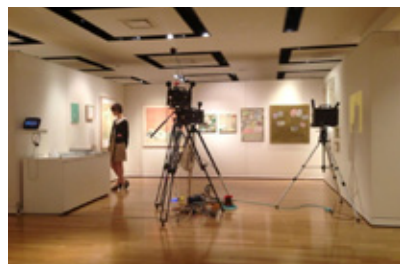
MATSUO MEGUMI +VOICE GALLERY pfs/w



Picture Photo Space : Viewing Room



Queen Projects by LUIJUL



salon cojica



TOKYO ART SHELF
(Komiya Shoten & Bohemian' s Guild)



Tomio Koyama Gallery

【SPECIAL EXHIBITION】

The Official Art Print Edition 2014 FIFA World Cup Brazil™

This project featured a panorama of artworks by a world class selection of 23 artists. In their artworks a tale of football and Brazilian life and culture unfolds. Hideaki Kawashima, who is an artist of one of this art fair's exhibitors TOMIOKOYAMA GALLERY, has been selected among the world-class artists such as Fernand Léger, Jean-Michel Basquiat, Keith Haring, Jeff Koons. 13 pieces from this print edition series were exhibited at NEW CITY ART FAIR Osaka.



【TALK EVENTS】

The talk events were the substantial contents of the art fair which include "Teach me, Mr. Koyama!" by Tomio Koyama who is one of the representative gallery directors in Japan and also first participated in NEW CITY ART FAIR, and "Contemporary Art Enjoyed in Life" by an art advisor Kumi Okumura. Gallery Tour by Kentaro Totsuka, the director of NEW CITY ART FAIR, was held every morning during the art fair. Participants went around each booth with the director, and exhibitors explained and discussed about the artworks.



【PRESS】

After the New York and Taipei edition, NEW CITY ART FAIR Osaka, as the first opened in Japan, attracted a lot of media from art to fashion and culture fields. About thirty media outlets mentioned the fair including BLOULIN ARTINFO, CINRA .NET, vogue news, FASHION HEADLINE, ARTcollector's in ASIA.



● Japanese Contemporary Art Fair

NEW CITY ART FAIR

5/5

【INFORMATION】

Our next NEW CITY ART FAIR will be held in November 2013 in Taipei and the following edition will be in March 2014 in New York !

● Japanese Contemporary Art Fair
NEW CITY ART FAIR Taipei

DATE 2013. 11.07 - 11.10

PLACE Huashan1914

● Japanese Contemporary Art Fair
NEW CITY ART FAIR New York

DATE 2014. 03.06 - 03.09

PLACE hpgrp GALLERY NEW YORK

【CONTACT】

Hisa Yamamoto, Assistant Director

NEW CITY ART FAIR Executive Office / H.P. France Inc.

5-1-15 CH Bldg. B1 Jingumae Shibuya-Ku Tokyo, 150-0001 Japan

Tel:+81-3-3797-1507 / Fax:+81-3-6805-0840

Email: info@newcityartfair.com

URL: www.newcityartfair.com

Facebook: www.facebook.com/newcityartfair