

For Immediate Release

ART FAIR TOKYO 2020 Spin-off Project

Online Gallery Mall “AFT Art Hunting” Now Open

80 galleries and art dealers from Japan and around the world showing over 800 works,
starting March 24 (Tue) from 6:00pm

The Art Tokyo Association (Art Tokyo) has cancelled the international art trade fair, Art Fair Tokyo 2020 (AFT2020) (venue: Tokyo International Forum) that was scheduled to be held March 19 (Wed) to 22 (Sun), 2020 in order to prevent the spread of COVID-19. Starting from March 24 (Tue) to May 9 (Sat) Art Tokyo will hold a limited edition online gallery mall called “AFT Art Hunting” featuring exhibitors from AFT2020 in order to provide an opportunity to buy and sell art.

AFT Art Hunting is a new service developed using internet technology in order to expand the art market beyond venue-based art fairs. Art Tokyo that has been developing this for some time, and is its first initiative that uses internet technology. In recent years, art auctions have begun implementing internet technologies as art increasingly attracts attention as a highly-mobile asset that can be transported across countries and regions.

The movement of people has been severely restricted due to the global spread of COVID-19. In response to the cancellation of AFT2020, Art Tokyo has turned to the internet and established this new service in order to create opportunities for galleries and art dealers to communicate with interested parties, and to provide opportunities to buy and sell artworks.

Beyond AFT Art Hunting, Art Tokyo intends to continue expanding Japan's art market by making use of the many possibilities afforded by the internet.

AFT Art Hunting, established by AFT2020, of which this year's theme was “with Art”

Art Fair Tokyo, which has been a part of Japan's art market for fifteen years, has established the online gallery mall “AFT Art Hunting.” Eighty trusted and proven galleries and art dealers active in Japan and around the world are participating. AFT Art Hunting features over 800 works of art. From historically significant works such as Jomon pottery, antiques from East Asia, Edo-era Ukiyo-e, and impressionist master works, to rising stars of the contemporary art world from Japan and further afield; all will be together in one place online. This is a rare opportunity to purchase high-priced artworks on the internet. Art Tokyo hopes to use the internet to expand the market beyond traditional boundaries.

View art, buy art, and live with art. Under the “with Art” theme set for AFT2020, Art Tokyo has created a platform to expand the art market fusing diverse values to build a way for art to continue in a sustainable manner.



- View artwork, purchase, and even pay for it all on one site.
- Access links to individual pages for each exhibitor with detailed information about artworks!
- Reach galleries directly for information about specific works of art.

Period	March 24 (Tue) to May 9 (Sat), 2020
Site Link	https://hunting.artfairtokyo.com
Opens	Open to the public from March 24 (Tue) at 6:00pm (JST)

What is ART FAIR TOKYO?

ART FAIR TOKYO is the largest international art fair in Japan, held in Tokyo every spring. Over 150 galleries from Japan and overseas participate in the fair, offering works for display and sale in a wide variety of genres including antiques, crafts, Nihonga (Japanese painting), modern and contemporary art. During the event, there are historically significant Japanese art works on display as well as special exhibitions attempting to communicate the “now” of Tokyo's art scene and market, and related symposia and parties held at locations around the city. The international and diverse art market platform, ART FAIR TOKYO, is a place not only for art fans and art industry people, but also ambassadors from various countries, government officials, and business leaders to exchange information and engage socially. (60,717 attendees in 2019 Total Exhibitor Sales (Highest Ever) 2.97 billion JPY)