

AFAF

ART FAIR ASIA
FUKUOKA
2025

10th Anniversary

Closing Report



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Organizer's Foreword

A Celebration of Art that Sets the Senses in Motion

ART FAIR ASIA FUKUOKA 2025 (AFAF 2025) was held for four days, from Thursday, September 25 to Sunday, September 28, with Marine Messe Fukuoka Hall B serving as the main venue. We would like to express our heartfelt gratitude to all exhibitors, artists, partner organizations, operations and volunteer staff, and everyone who visited the fair.

In 2015, AFAF was born out of the passion of dedicated individuals as an art fair that would “connect Asia and Japan.” At the time, I remember hearing the news with a sense of disbelief—“I can’t believe an art fair is actually being held in Fukuoka”—as someone observing from the outside. The following year, when I participated as an exhibitor, I felt firsthand the strong passion and expectations shared by visitors, exhibitors, artists, volunteers, and all those involved in the fair. It was then that I realized that an art market is not something one waits for—it is something we create with our own hands.

Since then, nearly ten years have passed working in the operations team alongside many colleagues. Milestones we once spoke of as if they were dreams—such as hosting the fair at Marine Messe and co-organizing with the City of Fukuoka—gradually became reality, and today the fair has grown into one of the largest in Japan. Reaching this milestone was only possible thanks to all those who contributed to its founding, as well as everyone who has been involved in various ways—as exhibitors, visitors, volunteers, and supporters. You have my deepest gratitude.

This 10th edition marks a true year of evolution. In addition to more than 100 booths, we introduced new platforms for artistic expression—*Moment* and *Infinity*—as well as revived the open-call exhibition *AFAF AWARD powered by E.SUN BANK* for the first time in several years. Through these initiatives, we created a more diverse and energetic intersection for art than ever before. We hope to deliver the value of art more widely and more profoundly to society. It is our strong wish that this fair, launched from the city of Fukuoka, will become a place of moving encounters for artists, collectors, and even those who have yet to discover the world of art.

The environment surrounding the art market in Japan and around the world is changing rapidly. Amid these shifts, AFAF will continue to grow—not simply in scale, but by continuously reflecting on the significance of *holding the fair in Fukuoka*, while embracing challenges and pursuing evolution. Over the next ten years as well, we will commit ourselves to connecting people and the city through the power of art.

We will continue moving forward with many partners so that *ART FAIR ASIA FUKUOKA* remains a vibrant force, linking and energizing the art scenes of Fukuoka, Kyushu, Japan, and Asia. We humbly ask for your continued support.


Kazunobu Abe

Representative Director
ART FAIR ASIA FUKUOKA General Incorporated Association



Overview and Results



Title	ART FAIR ASIA FUKUOKA 2025		
Dates	September 26 (Fri) – September 28 (Sun), 2025		
	*VIP View on Thursday, September 25, 2025		
	VIP View	September 25(Thu)	13:00-19:00
Public View	September 26(Fri)	11:00-19:00	
	September 27(Sat)	11:00-19:00	
	September 28(Sun)	11:00-18:00	
Main Venue	MARINE MESSE FUKUOKA Hall B		
Satellite Venues	FUKUHAKU DEAIBASHI		
	Fukuoka Asian Art Museum 8th Floor, Exchange Gallery		
Organizer	 ART FAIR ASIA FUKUOKA (一社)アートフェアアジア福岡		
Co-organizers	 福岡市 FUKUOKA CITY		
	 Culture Vision Japan		
Visitors	15,051 people (total over four days, September.25-28)		
Total Sales	Approx. 300,000,000 JPY		
Exhibitors	96 exhibitors (Domestic galleries: 76 / Overseas galleries: 7 / Companies & organizations: 10 / Partners: 3)		
	With 9 special project booths included, the fair featured a total of 105 booths.		
Participating Artists	More than 400 artists		
Works Exhibited	More than 2,000 artworks		

Partners

Sponsors



Production & Management



Special Partners



Contributors



With the support of

Fukuoka Prefecture / Kyushu Bureau of Economy, Trade and Industry / Fukuoka Convention & Visitors Bureau / Kyushu Economic Federation / Kyushu Economic Research Center & BIZCOLI / Fukuoka Chamber of Commerce and Industry / Fukuoka D.C. / General Incorporated Association Hakata 21 Club / The Nishinippon Shimbun / RKB Mainichi Broadcasting / Television Nishinippon / KBC / Fukuoka Broadcasting System / TVQ Kyushu Broadcasting / Taipei Economic and Cultural Office in Fukuoka / Consulate General of the Philippines in Osaka / Royal Embassy of Cambodia in Japan/ Embassy of Malaysia in Japan / Embassy of the Argentine Republic in Japan / Embassy of the Republic of Indonesia in Japan

Local Partner



Museum Partners

Fukuoka Asian Art Museum / Fukuoka Art Museum / Fukuoka City Museum / Fukuoka Prefectural Museum of Art / Museum of Kyushu Sangyo University / Kurume City Art Museum / Oita Prefectural Art Museum

Media Partners

Bijutsu Techo / Tokyo Art Beat

Art Fair Partners

Art Fair Beppu 2025 / KOBE ART MARCHÉ

Support





Gallery Ichibanboshi



Gallery ISHIKAWA



JILL D'ART GALLERY



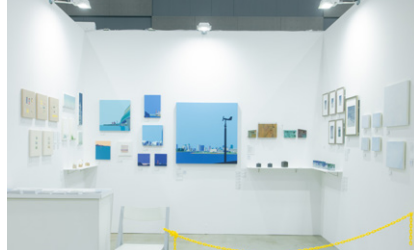
Gallery MORYTA+Gallery Kazuki



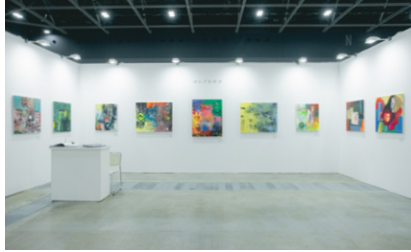
Gallery MOS



NAGOYA GALLERY



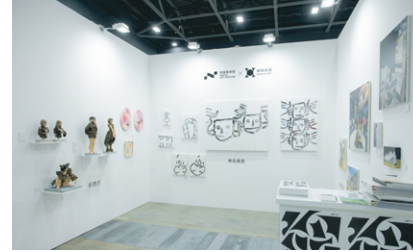
JINEN GALLERY



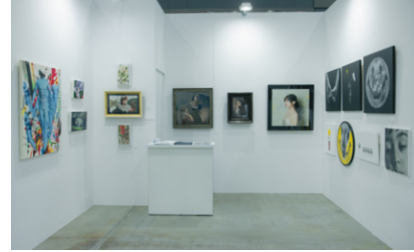
KAWATA GALLERY



Gallery KITAI



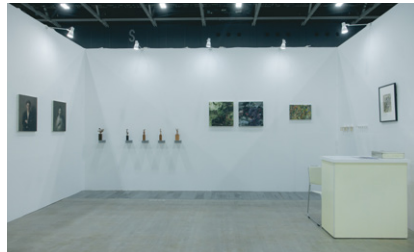
NANJO ART



GALLERY NAO



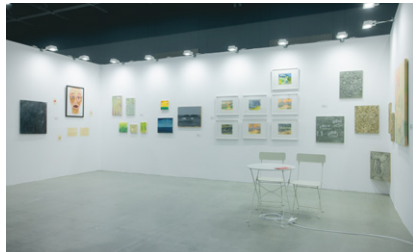
Art Gallery Natsume



GALLERY KOGURE



KOKI ARTS



Tomio Koyama Gallery



nca | nichido contemporary art



Gallery Ogata Ltd.



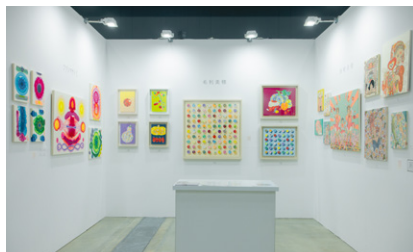
Gallery Q



KP Gallery ON



GALLERY KTO



gallery KUNIMATSU aoyama



Gallery Ra



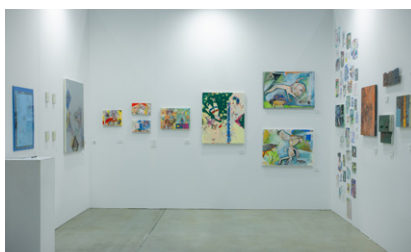
RA art Gallery



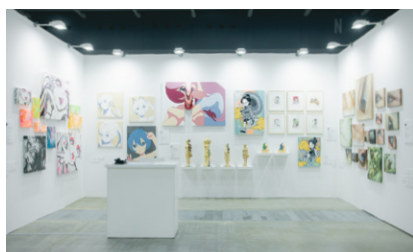
GALLERY RIN



LE METTE GALLERY



MECA gallery(gekilin.)



MEDEL GALLERY SHU



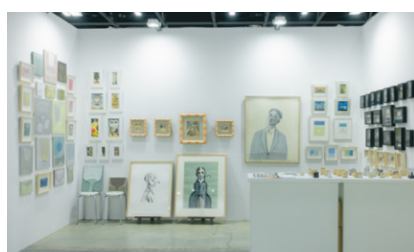
Röntgen



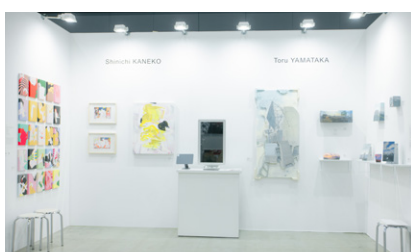
SANTANI GALLERY



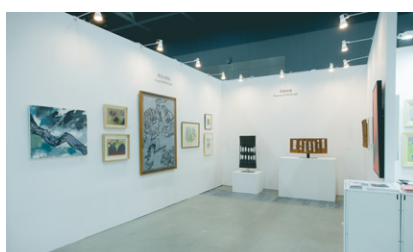
Satellites ART LAB



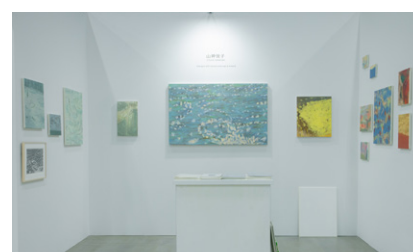
Misaki Gallery



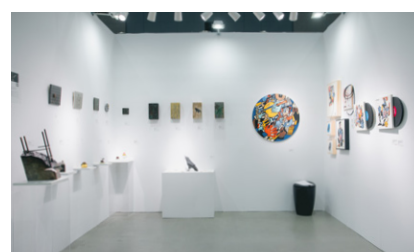
Gallery Miyasaka



MIZOE ART GALLERY



GallerySATORU



Gallery Seek



SEIZAN Gallery



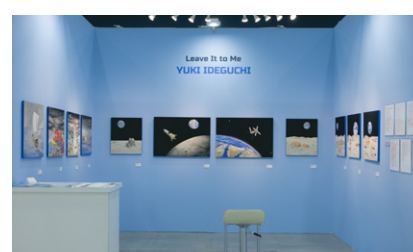
MIZUMA ART GALLERY



Monji Fine Art Gallery



MONONOAharewo



Shibayama Art Gallery



SHIHODO GALLERY



SHIKISAISHA GALLERY



Shunpudo Gallery



GALLERY SOAP



GALLERY TARGET



Gallery Tatsuya



Gallery Tenchijin



The Tolman Collection



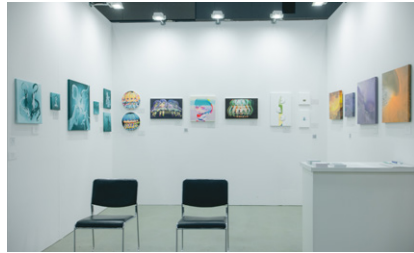
TOKI-NO-WASUREMONO



Tokyo Gallery + BTAP



TOMOHIKO YOSHINO GALLERY



TomuraLee



gallery UG



Village Art Gallery



YOD TOKYO & Editions



Yoshino Gallery



YUGEN Gallery



Gallery YUKIKO NAKAJIMA



YOU-Yuuya Gallery SAPPORO



√K Contemporary

Collaboration 10 booths by public institutions, companies, and organizations

This AFAF-exclusive collaboration section showcased presentations by companies, educational institutions, and art spaces from Japan and overseas. Each participating organization exhibited works selected from its own unique perspective, offering curatorial approaches distinct from those of commercial galleries.



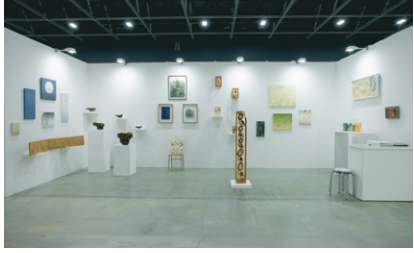
Artist Cafe Fukuoka



artkake



Gallery CONTAINER



DANDANS



Fukuoka Prefecture | Kyu-Kaminoshosho (Former Kaminosho Elementary School) Residency Program



Fukuoka Wall Art Project 2025



Hankyu Hanshin Department Stores



Kyushu Art Foundation Inc.



Kyushu Sangyo University Fine Arts and Media Arts



sponge

Partners 3 booths by partners

This special section was created in collaboration with the partners of AFAF 2025. Featuring works by AFAF AWARD winners as well as a diverse range of artists and companies looking toward the future, this section became a place where visions and values intersected through art.



E.SUN BANK



Art Collaboration with THE CHOCOLA & ROSE GALLERY



JOY Club Atelier Bravo (Presented by THE BANK OF FUKUOKA)

AFAF Special Booth

Feature



Feature booth

Spotlight on Two Artists Active in Asia and Fukuoka

“Feature” is a special booth that represents the face of AFAF each year. From Asia, the fair presented Busui Ajaw, a Thailand-based artist gaining international recognition from her studio in Chiang Rai. From Fukuoka, the fair introduced Tomoko Ushijima, winner of the "Mayor's Award" at the 3rd Fukuoka Art Award and known for her distinct artistic perspective. This year as well, artworks selected for the Feature visuals and official merchandise were displayed near the entrance, leaving a strong impression on visitors.

Cooperation:
EUREKA (Tomoko Ushijima)
nca | nichido contemporary art (Busui Ajaw)



Photo spot at the entrance showcasing visuals

Leading ASIA

AFAF Special Booth



Leading ASIA booth

Introducing Artists Gaining Attention Across Asia

“Leading ASIA” presented a group exhibition curated by Daisuke Miyatsu, AFAF 2025 Special Advisor and expert in Asian contemporary art. Under the theme “Soaring!”, artists expected to show increasing international prominence were selected from galleries and art spaces across Asia. This year's exhibition featured Yim Yen Sum from A+ (Kuala Lumpur), known for participating in the Fukuoka Asian Art Museum's residency in 2017, as well as Lee Byungchan from Art Front Gallery (Tokyo), whose large-scale installation captivated audiences during FaN Week 2023 at Tochoji temple. During the fair, performers wearing Lee's works moved through the venue, drawing widespread attention. The exhibition also included works by Julian Abraham “Togar”, who achieved Indonesia's first solo-presentation booth at Art Basel in Basel 2023, and Crystal Lupa (Taiwan), a sold-out artist represented by Gallery OVO and nca | nichido contemporary art.



Performance using works by Lee Byungchan

Curator Profile



Photo:Tadayuki Minamoto

Daisuke Miyatsu
AFAF 2025 Special Advisor / Art Collector / Professor, Yokohama University of Art and Design

Born in Tokyo in 1963. Miyatsu has amassed a collection of approximately 500 works while working in the corporate world. Since 2011, major exhibitions of his collection have been held in Taiwan and South Korea. He is active in lecturing at international art festivals and museums and has authored numerous publications.

Masters

AFAF Special Booth



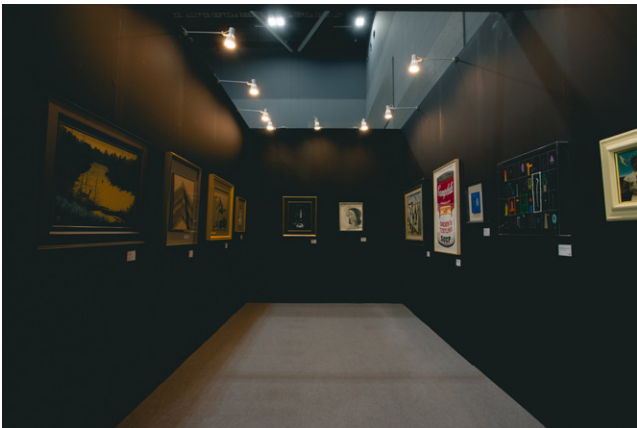
Masters booth

Works by Established and Historically Significant Artists

“Masters” featured works by historically significant artists, centered on deceased masters. Thanks to the cooperation of participating galleries, the exhibition brought together valuable masterpieces, creating a museum-like atmosphere. These timeless works appealed to a wide audience—from first-time art viewers to seasoned collectors. Furthermore, the ability to purchase such works at the fair further enhanced the unique appeal of AFAF.

Participating Artists:
Andy Warhol / Bernard Buffet / Hiroshi Senju / Kuniyoshi Kaneko /
Léonard-Tsuguharu Foujita / MIZUTETSUO / Mokuma Kikuhata / Pablo Picasso/
Sadamasu Motonaga / Seiki Kuroda / Shiko Munakata / Sotaro Yasui /
Taikan Yokoyama / Toko Shinoda / Yayoi Kusama / Yoshishige Saito /
Yoshitomo Nara

Cooperation:
Gallery Hirota Fine Art / Gallery ISHIKAWA / KAWATA GALLERY /
gallery KUNIMATSU aoyama / MIZOE ART GALLERY / RA art Gallery /
Shibayama Art Gallery / Tokyo Gallery + BTAP / The Tolman Collection /
TomuraLee / YOD TOKYO & Editions
(Listed in alphabetical order)



View inside the booth, including a Picasso work valued at 1.4 billion JPY displayed at the back



Visitors observing masterpieces by renowned artists at close range

First Collection

AFAF Special Booth



First Collection booth

A First Step Toward Art Collecting

Moving from viewing art to owning it, the special project First Collection focused on introducing visitors to the first step of art collecting. With the support of AFAF's exhibiting galleries, the section featured works in compact formats and accessible price ranges, making them approachable for first-time buyers. By encountering “a piece of one's own” within the art fair setting, the project aimed to make art feel more personal and encourage visitors to step into the world of collecting.

Participating Artists:
Akio Harada / Asako Iwamizu / Atsuko Hirano / Atsuo Takeda / Chie Kyan /
Etsuko Yamagami / FUKAMIERI / Fumi Imamura / GIRUVI / Hiroko Takahashi /
Jun Tanba / Kana Fujii / Kiyozumi Yamashita / Kiyu Kisu / Manami Higashi /
MEG / Minoru Sasaki / Naoto Fuchigami / Rui Terao / Sakura Fukushima /
Takahiro Yamada / Toru Yamataka / Toshikazu Hori / YUKEY / Yumina Komura /
Yuzo Eto

Cooperation:
Artglorieux GALLERY OF TOKYO / Artzone-Kaguraoka /
CAVE - AYUMI GALLERY / GALLERY CLEF / Feb gallery Tokyo /
Gallery Hirota Fine Art / GALLERY KTO / LE METTE GALLERY /
Gallery Miyasaka / MONONOAharewo / Gallery MOS / NAGOYA GALLERY /
NANJO ART / GALLERY NAO / Gallery Ra / RA art Gallery /
SANTANI GALLERY / Satelites ART LAB / GallerySATORU /
Shibayama Art Gallery / TomuraLee / YOU-Yuusya Gallery SAPPORO
(Listed in alphabetical order)

(Listed in alphabetical order)



Artworks in accessible sizes and affordable price ranges are on display



Visitors viewing artworks during guided tours



SOLACHA booth

Tea × Art Curation Booth

As a new initiative, the fair created “SOLACHA,” an experiential booth featuring art and tea cultivated in Oku-Yame. Curated by art director Yutaro Midorikawa, the booth also offered tea service by the curator himself, giving visitors an immersive encounter with Fukuoka's rich tea culture and art. The space, which stood out prominently within AFAF venue, attracted a wide range of visitors—from children to adults.

Cooperation:
Chiyonoen Tea Farm



Visitors enjoying green tea, oolong tea, and black tea produced in Yame, Fukuoka

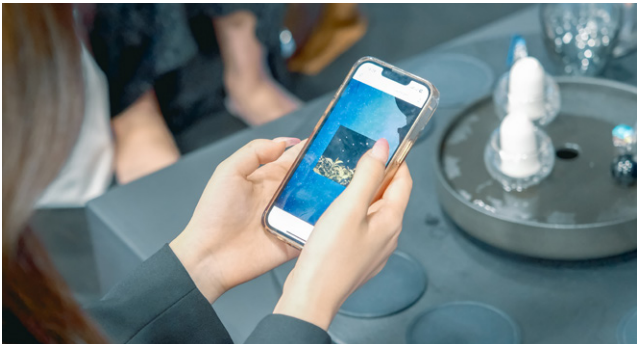
Curator Profile for SOLACHA and HANDS OFFLINE



Photo: Thomas Vauthier

Yutaro Midorikawa
Art Director

Born in 1983.
Studied at Waseda University's School of Letters, Arts and Sciences II.
His projects explore “ART AFTER HUMAN,” grounded in transhumanism, post-anthropocene thinking, and quantum consciousness. Director of YAP, MOCAF, and UKICHA.



Interactive digital hanging scrolls triggered by NFC tags



Takahiro Koga, NEO NOBORIGOI, NEO MANEKINEKO / Hiromine Nakamura, GREAT MISSION -Flood Hazard- / crafcult, MONMON -kuumon-

Curated Booth Focusing on Handicraft Expressions

This special booth highlighted three emerging artists who bring Fukuoka's regional culture and craftsmanship into contemporary artistic expression. Curated by Yutaro Midorikawa, the booth explored “the role of handmade work in contemporary society,” questioning the meaning, necessity, and future possibilities of craftsmanship in a digital age.

Artists:
Hiromine Nakamura / Takahiro Koga / crafcult

Cooperation:
B-OWND



Visitors absorbed in the artworks



Takahiro Koga, NEO NOBORIGOI

Live Art Exploring Bodily Expression, Sound, Space, and Time

“Moment” debuted at AFAF 2025 as a new program dedicated to live performance art, including live painting and audience-participatory works. Artists’ live expressions energized the venue, creating artworks that existed only in the present moment.

Artists: ASADA / Huang Wanling / Kentaro Sugi / Lee Byungchan / Mayo Kobayashi / Midori Terashima

Cooperation: ART FRONT GALLERY / MONONOAharewo / Tokyo Gallery + BTAP / Gallery YUKIKO NAKAJIMA / √K Contemporary

(Listed in alphabetical order)



Live painting: (from left) Huang Wanling, Gong Yang Ren (Identity Shoppers), Midori Terashima, Torn and Rising



Kentaro Sugi, Flower ceremony



Huang Wanling, Gong Yang Ren (Identity Shoppers)



ASADA, sisi(Sisi is Lion)



Midori Terashima, Torn and Rising



Mayo Kobayashi, Human () Non-human / performance

Immersive Art Through Large-Scale Sculptural Environments

“Infinity” was introduced for the first time at AFAF 2025, featuring large-scale installation works that offered an immersive art experience beyond the conventional art fair format.

Artists: Fumiaki Akahane / Hisashi Yamamoto / Jong YuGyong / Kojiro Nose

Cooperation: CAVE - AYUMI GALLERY / EUREKA / MONONOAharewo / NANJO ART

(Listed in alphabetical order)



Kojiro Nose, Concrete Blocks Garden



Fumiaki Akahane, green hair/hole/skin



Jong YuGyong, OMURA yaki -marginal-



Hisashi Yamamoto, The Motor Show(The Used / The Future)





AFAF AWARD powered by E.SUN BANK

AFAF Special Booth



AFAF AWARD powered by E.SUN BANK booth

Discovering and Supporting the Next Generation

Sponsored by E.SUN BANK (Taiwan), this open-call competition aimed to discover and support emerging artists. With more than 800 submissions from a wide range of applicants regardless of nationality, age, or background, the award generated significant attention both onsite and across media. This award serves as an important platform connecting Asia through art and extending from Fukuoka to the world. AFAF will continue working with E.SUN BANK to support young artists' international careers.



Exhibition view of AFAF AWARD GATEWAY powered by E.SUN BANK

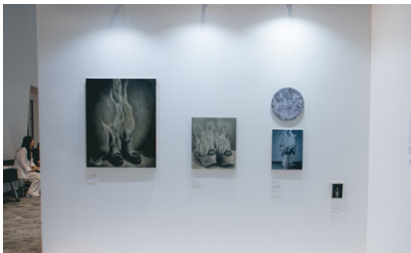
AFAF AWARD

Grand Prize: Jong YuGyong / Yuki Ideguchi
Selected: Moegi Nishino / Orecho Honda / Sakura Miyazaki
E.SUN BANK Prize: Orecho Honda
Audience Prize: Yuki Ideguchi
Judges: Etsuko Iwanaga / Hsieh, Yishan / Kazunobu Abe / Li Yu-Ling / Madoka Yuki / Sung, Nienchien

(Listed in alphabetical order)

AFAF AWARD GATEWAY

Grand Prize: Jumpei Yamamuro
Japan-Taiwan Friendship Prize: Chang Yun-Chia / Lin Chingke
Selected: Akira Sano / ANCO / Ayaka Hatsu / Fuma Kashiwagura / Haruto / J FISH / Keiko Takeda / Keito Tokoi / Kota Suzuki / KUMO / Masatoshi Amemiya / Motomitsu Fujiwara / Mutsumi Hagiwara / SHINTAROIWASA / Yasushi Inoue / Yudai Koga / Yuichi Shiroma / Yuma Ishii
E.SUN BANK Prize: Kota Suzuki
Audience Prize: Yudai Koga
Judges: Daisuke Miyatsu / Hozu Yamamoto / Huang Shan-shan / Kazunobu Abe / Shunichiro Morita / Yasushi Kawada



Masatoshi Amemiya



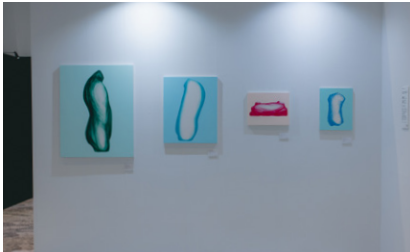
ANCO



Yuma Ishii



Yasushi Inoue



Fuma Kashiwagura



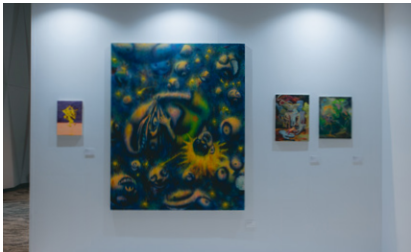
KUMO



Yudai Koga



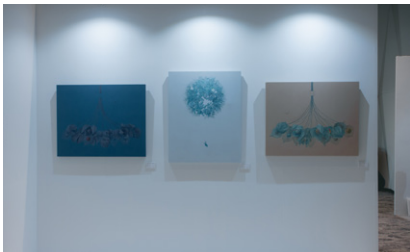
Akira Sano



Yuichi Shiroma



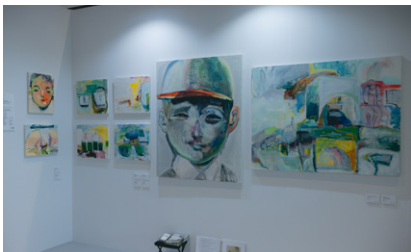
SHINTAROIWASA



J FISH



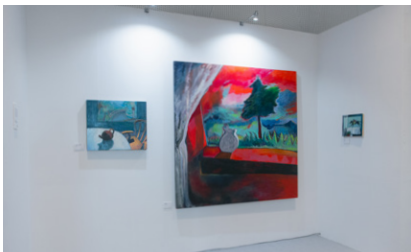
Kota Suzuki



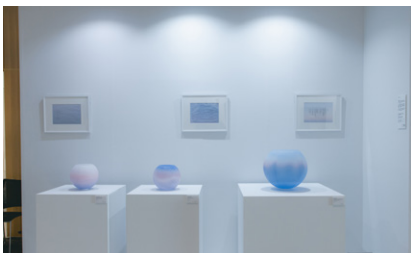
Keiko Takeda



Chang Yun-Chia



Keito Tokoi



Mutsumi Hagiwara



Ayaka Hatsu



Haruto



Motomitsu Fujiwara



Jumpei Yamamuro



Chingke, Lin



Finalists presenting their works to the judges during the final judging for the Grand Prize.



Scenes from the "AFAF AWARD powered by E.SUN BANK" Award Ceremony
A certificate was presented to the artist who received the prestigious Grand Prize.



Talk Session

Programs Featuring Diverse Speakers from Japan and Abroad

Over the three days of AFAF 2025, a series of talk sessions were held featuring distinguished guests from Japan and overseas. Artists, gallerists, curators, art collectors, cultural researchers, and fashion designers—leaders from across the art world discussed current topics, emerging issues, and the many charms and appeal of art. To allow those who could not attend on site to enjoy the sessions as well, all programs were streamed live on YouTube.

Cooperation: yj studio

September 26 (Fri), 2025

13:00-14:00

Pathways to Revitalizing Japan's Art Market: Learning from Globally Active Artists and Aiming to Become a Cultural Capital

Art critic and Director of the Yayoi Kusama Museum, Akira Tatehata; Yoshitaka Nagakura, Chairman of LGT Wealth Management Trust; and Joji Mita, AFAF Global Executive Advisor, discussed the future of the Japanese art market. Tatehata analyzed the factors behind the success of Japanese artists and the challenges they face, while Nagakura highlighted the global trend of affluent individuals viewing art as "cultural capital." Mita proposed the potential for Japanese corporations to support culture through CSR-ART initiatives. From the perspective of art as an investment in the future, the session explored its possibilities from Fukuoka to the global stage.

Speakers

Yoshitaka Nagakura Chairman & CEO, LGT Wealth Management Trust / CEO, Private Banking Japan
Akira Tatehata Art Critic, Poet / Director, Kyoto Art Center / Director, Yayoi Kusama Museum
Joji Mita AFAF 2025 Global Executive Advisor

14:30-15:30

The Latest in the Taiwanese Art Scene

In recent years, the Taiwanese art scene has attracted increasing attention. Li Yu-Ling, who has served as director of both public art museums and university-affiliated museums, and Huang Shan-Shan, an experienced curator whose practice spans art and architecture and who currently serves as Director of the private Jut Art Museum, explored this dynamic landscape in depth. The discussion covered a wide range of topics, including newly opened art spaces, notable art festivals, and emerging artists of particular interest. Daisuke Miyatsu, who has recently curated collection exhibitions in both Taipei and Kaohsiung and possesses extensive knowledge of Taiwan's art scene, joined the conversation and drew out candid perspectives from the two distinguished speakers.

Speakers

Li Yu-Ling Director, Asia University Museum of Modern Art
Huang Shan-Shan Director, JUT Art Museum
Daisuke Miyatsu AFAF 2025 Special Advisor / Art Collector / Professor, Yokohama University of Art and Design



Pathways to Revitalizing Japan's Art Market | (from left) Joji Mita, Akira Tatehata, Yoshitaka Nagakura



The Latest in the Taiwanese Art Scene | (from left) Li Yu-Ling, Daisuke Miyatsu, Huang Shan-Shan

September 26 (Fri), 2025

16:00-17:00

The History of Contemporary Art in Fukuoka — The Legacy of the Kyushu-ha

The talk took the avant-garde art collective Kyushu-ha, founded in Fukuoka in 1957, as its starting point and examined the unique history of contemporary art initiatives that have developed in Fukuoka, ranging from Museum City Tenjin, launched in 1990, to ART FAIR ASIA FUKUOKA, which began in 2015.

Speakers

Yozo Yamaguchi Independent Curator
Hiroki Yamamoto Cultural Researcher / Associate Professor, Jissen Women's University



Modern Art History of Fukuoka | (from left) Yozo Yamaguchi, Hiroki Yamamoto

September 27 (Sat), 2025

13:00-14:00

Artists Crossing Borders: The Potential of Asia's Art Networks Through Yogyakarta Collectives and Artists

The session was a special off-site talk event presented by Artist Cafe Fukuoka, a hub for artistic growth and exchange. Focusing on art collectives in Yogyakarta, the talk featured artists Takashi Kuribayashi and Uji "Hahan" Handoko, together with curator Taro Amano. Drawing from their experiences at the forefront of cross-border artistic practice, the speakers discussed the possibilities of building and expanding art networks across Asia.

Speakers

Takashi Kuribayashi Artist
Taro Amano Curator / Chief Curator, Tokyo Opera City Art Gallery
Uji "Hahan" Handoko Artist
Moderator: Daisaku Yoshida Chief Director, Artist Cafe Fukuoka



Artists Crossing Borders | (from left) Takashi Kuribayashi, Daisaku Yoshida, Taro Amano, Uji "Hahan" Handoko

14:30-15:30

Hiroko Koshino Talk Show

A special talk show was held featuring world-renowned fashion designer Hiroko Koshino.

Speaker

Hiroko Koshino Fashion Designer / Artist



Hiroko Koshino Talk Show | (right) Hiroko Koshino

16:00-17:00

Beyond the Boundaries of Craft and Contemporary Art

Exhibitions highlighting highly conceptual and contemporarily resonant expressions rooted in traditional techniques have increasingly been presented at museums and art fairs. Hozu Yamamoto, President and Representative Director of Tokyo Gallery + BTAP, who has long introduced contemporary approaches to ceramics, calligraphy, and ikebana through his gallery, joined Daisuke Miyatsu, author of books on calligraphy and ceramics, in a dialogue exploring their appeal and expansive potential.

Speakers

Hozu Yamamoto President, Tokyo Gallery + BTAP
Daisuke Miyatsu AFAF 2025 Special Advisor / Art Collector / Professor, Yokohama University of Art and Design



Beyond the Boundaries of Craft and Contemporary Art | (from left) Daisuke Miyatsu, Hozu Yamamoto

13:00-14:30

Capital in Contemporary Art

An artwork is the product of an artist's attempt to embody aesthetic concepts, yet the discussion highlighted how underlying realities often remain concealed beneath its artistic surface. Central among these was the relationship between art and capital, which has become increasingly prominent in recent years, particularly within the contemporary art market. Through concrete case studies, the session examined how art and capital are intertwined and explored the implications of this relationship.

Speakers

Cheong Jong Hyo Head Curator, Busan Museum of Art / Executive Committee, Busan Biennale / Director, Korean Curator Association / Former Director, KIAF, ART BUSAN, G SEOUL / Art Projects Director, JoongAng Ilbo Business of JoongAng Ilbo

Shunichiro Morita Director, ART FAIR ASIA FUKUOKA / Director, Gallery MORYTA



Capital in Contemporary Art | (from left) Shunichiro Morita, Cheong Jong Hyo

15:00-16:00

Developments in Postwar Japanese Art — From the Avant-garde to Superflat

The session traced the trajectory of postwar Japanese contemporary art, examining its artistic substance and international significance. It provided an overview of developments from the immediate postwar period through the Yomiuri Independent Exhibition, the Gutai Art Association, Kyushu-ha, Hi-Red Center, Mono-ha, and the Kansai New Wave, leading up to the contemporary practices of Takashi Murakami and Yoshitomo Nara.

Speaker

Tomoki Akimaru Art Critic / Part-time Lecturer, Shiga University of Medical Science



Developments in Postwar Japanese Art | Tomoki Akimaru



Guided Tour



Guided tour by AFAF 2025 Special Advisor Daisuke Miyatsu

Deepening Understanding Through Art Tours

At the AFAF 2025 venue, a variety of tours were planned and conducted to help visitors gain a deeper understanding of the artworks. These included a guided tour by AFAF 2025 Special Advisor Daisuke Miyatsu, student tours, and bilingual tours for children.

From first-time visitors to seasoned collectors who have previously purchased artworks, people from a wide range of backgrounds joined the tours and were able to fully appreciate the appeal and context of the works on display.



Student tour by Nippon Designers School



On-site guided tour



Bilingual tour for children

Collaborative Program



E.SUN BANK Booth

Partnership Programs

In the “Partner” section, a series of exhibitions were presented by the diverse partners supporting AFAC 2025. Through collaborations with domestic and international companies, organizations, and cross-industry partners—along with initiatives connected to food culture and design—the program offered visitors a wide range of displays and interactive experiences. This created multiple points of dialogue unique to AFAC and showcased the fair’s multidimensional approach.

E.SUN BANK

Taiwan’s E.SUN BANK opened its Kyushu-Fukuoka branch in September 2023. Beyond providing convenient financial services between Japan and Taiwan, the bank also aims to promote exchange and collaboration in fields such as industry-academia partnerships, tourism, culture, and the arts. For its third collaboration with AFAC, E.SUN BANK presented paintings by Taiwanese artists from its corporate collection, offering visitors a window into Taiwan’s rich culture and landscapes.

JOY Club Atelier Bravo (Presented by THE BANK OF FUKUOKA)

THE BANK OF FUKUOKA is committed to fostering an inclusive society where people with disabilities can thrive through the arts. Following last year’s presentation, the art division of JOY Club—operated by the social welfare corporation *JOY Breath for Tomorrow*—returned with new works created daily at its studio *Atelier Bravo*. The diverse and imaginative artworks by artists with disabilities captivated audiences throughout the fair.



JOY Club Atelier Bravo Exhibition View



Art Collaboration with THE CHOCOLA & ROSE GALLERY booth

Art Collaboration with THE CHOCOLA & ROSE GALLERY

At the venue entrance’s collaborative booth, a series of tapestries titled “Living Memories” and “Woven Memories” were exhibited. These works reinterpreted snap photographs of KENZO (Kenzo Takada) taken by Swiss photographer Peter Knapp, reconstructed as jacquard weavings by artist Hideo Yamaguchi.



Art Chocolate Workshop Scene

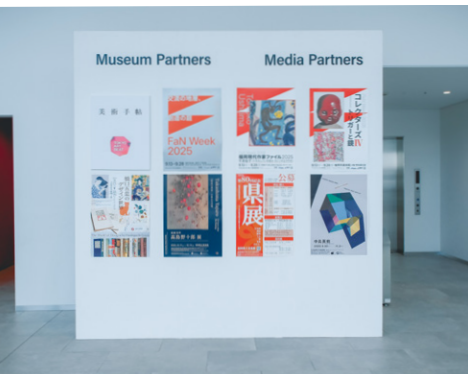
The installation was adorned with a striking carpet of deep-red roses arranged by ROSE GALLERY in Ginza, creating an elegant and immersive atmosphere. Renowned Swiss chocolatiers Werner & Mitsuë Lügseger also presented their Art Chocolates, featuring special packaging designed using Peter Knapp’s photography. On the final day of AFAC (September 28), Werner Lügseger hosted a special Art Chocolate Workshop at the event stage.



Lexus vehicles displayed along the venue

Lexus Fukuoka Higashi / Lexus Onojo

For the first time at AFAC, a collaboration with Lexus Fukuoka Higashi and Lexus Onojo was realized. Lexus vehicles were displayed at the entrance of Marine Messe Fukuoka Hall B, the venue of the fair, welcoming and captivating visitors with their refined presence.



Media and Museum Partners Corner

Media Partners

This year’s media partners included Bijutsu Techo and Tokyo Art Beat, with Fukuoka Now returning again as a local partner. Throughout the venue, materials such as flyers and catalogs from these media outlets—as well as gallery announcements from Fukuoka, Kyushu, and beyond—were made available. Additionally, brochures for the art fair partner Art Fair Beppu 2025 were distributed, introducing visitors to the diverse art scenes unfolding across the region.

Museum Partners

Posters and brochures from participating institutions were displayed at the fair, including: Fukuoka Asian Art Museum, Fukuoka Art Museum, Fukuoka City Museum, Fukuoka Prefectural Museum of Art, Museum of Kyushu Sangyo University, Kurume City Art Museum, and Oita Prefectural Art Museum. These museums also offered complimentary or discounted admission to selected exhibitions for AFAC 2025 visitors.



Online Sales

From August 26 (Tue) to October 30 (Thu), online sales of AFAC 2025 artworks were conducted through the collector-oriented EC platform Art Scenes. This allowed those unable to attend the fair—or those wishing to purchase artworks after the event—to explore and acquire works online.

Special Cooperation:
Art Scenes (TODOROKI Inc.)

Pre-event / Satellite Program

Coloring the City of Fukuoka with Art

Alongside the main venue at Marine Messe Fukuoka Hall B, pre-event programs extended art throughout the city. Live painting was presented at NAKASU JAZZ, and a special exhibition was held at the Fukuoka Asian Art Museum’s Exchange Gallery, attracting many visitors. Once again, the entire city of Fukuoka became a vibrant stage for art.

Nakasu Art Session on FUKUHAKU DEAIBASHI

At “NAKASU JAZZ 2025,” one of Fukuoka’s signature music events, artist Kazuki Torigoe performed a live painting session. Visitors were able to closely observe the improvisational process, drawing considerable attention. This initiative highlighted the spirit of an “open-to-the-city art fair,” blending music and art in a dynamic public setting.

Date: September 14 (Sun), 2025 - from 18:00
Location: NAKASU JAZZ 2025, FUKUHAKU DEAIBASHI
Artist: Kazuki Torigoe

10 pages — Turning and Opening

This satellite exhibition presented works by educators based in Fukuoka who not only teach but also continue to develop their own artistic practices. Framed by the questions “What will we create in the next 10 years?” and “Can we reach the future?”, the exhibition invited viewers to reflect on the decade ahead. Illuminated by light and shaped by inquiry, the presentation celebrated AFAF’s ten-year journey while envisioning the cultural landscape of the years to come.

Date: September 21 (Sun)–28 (Sun), 2025 (9:30–18:00; until 20:00 on Fri & Sat)
Venue: Fukuoka Asian Art Museum, Exchange Gallery 8F
Artists: Kazuki Torigoe / Naoyuki Sembongi / Robert Platt / Satoshi Minami / Toshiya Momose / Yasuhide Kunimoto



Nakasu Art Session on FUKUHAKU DEAIBASHI | Live performance by Kazuki Torigoe



10 pages — Turning and Opening | Exhibition view

Associated Program

Collaboration with FaN Week 2025

“FaN Week 2025,” organized by the Fukuoka Art Next Promotion Committee (Fukuoka City), was held from September 13 (Sat) to 28 (Sun). Throughout the city, including Fukuoka Art Museum and Fukuoka Asian Art Museum, a wide range of art exhibitions energized the urban landscape. At ONE FUKUOKA BLDG., which opened this April, Tomoko Ushijima—featured as a Special Artist of AFAF 2025—presented a large-scale installation centered on her iconic “hare,” captivating many visitors. In addition to the two main venues (Fukuoka Art Museum and Fukuoka Asian Art Museum), the Fukuoka City Museum joined the collaboration. A special benefit allowed AFAF 2025 ticket holders to enter all three museums for free, showcasing a citywide partnership between cultural institutions and the art fair.

FaN Week 2025 Main Programs

- Fukuoka Art Museum**
- Collectors IV — Triggers and Mirrors
- Artist Cafe Fukuoka**
- Yao Chung-Han: *Electronic Monsters*
 - Fukuoka Asian Art Museum WINDS OF ARTIST IN RESIDENCE 2025: *Illuminate Our Life*
- ONE FUKUOKA BLDG.**
- Fukuoka Contemporary Artist File 2025 — Tomoko Ushijima “The hare eating a loaf of gardenia bread and spinning around”
- Fukuoka Asian Art Museum**
- Special Exhibition: Vietnam: *The Landscape of Memories*
 - Fukuoka Asian Art Museum Best Collection III : *Breaking the Conventional: New Self-Portraits*



Fukuoka Contemporary Artist File 2025
— Tomoko Ushijima “The hare eating a loaf of gardenia bread and spinning around” | Exhibition view



FaN Week 2025 Opening Ceremony

AI Art Concierge

Helping You Discover Art AI Art Concierge

At AFAF 2025, we launched the “AI Art Concierge” on the LINE app to make art feel more accessible and to help anyone enjoy the fair with ease. Responding to visitors’ needs—such as “I don’t know where to start” or “I want to find works that match my taste”—the service allowed users to call upon a personal concierge right from their smartphones.

By chatting with the AI—asking questions like “I’m looking for cat-themed works” or “Do you have artworks with floral motifs?”—visitors were guided to pieces aligned with their interests. Suggested works could then be purchased directly on the online platform Art Scenes, creating a seamless experience from discovery to acquisition.

With the increased number of events, we also added an “Event Highlights” feature, which automatically introduced key programs and schedules. For first-time visitors especially, it became a reliable guide that enriched their AFAF experience. Thanks to these new functions, visitors enjoyed AFAF in an entirely new way—through their smartphones.



Visitors using the AI Art Concierge inside the venue



Example views of the AI Art Concierge interface

Benefits

Discover More Through the Art Fair

Various programs and benefits were offered through VIP passes and tickets.

VIP Program

- AFAF 2025 Reception Party (FaN Week & AFAF Night 2025)
- AFAF 2025 Vernissage & Welcome Drink
- AFAF 2025 Special Tour
- ART FAIR ASIA FUKUOKA Premium Tour
In Cooperation with I.W.A. Tour Co., Ltd.
- AFAF 2025 VIP Tour In Cooperation with Fukuoka Art Ninja

VIP Benefits

- Early entry during VIP View
- Free invitation to Art Fair Beppu 2025
- Free admission to exhibitions selected by the Museum Partner
(Also applies to ticket benefits)

Eligible Exhibitions

- **Fukuoka Asian Art Museum** **Free admission**
Best Collection III Breaking the Conventional: New Self-Portraits / Vietnam: The Landscape of Memories
- **Fukuoka Art Museum** **Free admission**
Collectors IV – Triggers and Mirrors / Collection Exhibition: Modern and Contemporary Art / Buddhist Art from Tokoin Temple / Autumn Masterpieces 2025 / Exhibition of Sengai’s Artworks
- **Fukuoka City Museum** **Free admission**
Japanese Painter Matsunaga Kanzan and His Paintings on Cedar Sliding Doors / Kuroda Family’s Treasures / Aquarium Unearthed from the Soil
- **Fukuoka Prefectural Museum of Art** **¥100 discount**
The 80th Fukuoka Prefectural Art Exhibition (Ken-Ten)
- **Museum of Kyushu Sangyo University** **Free admission**
HIDEKI NAKAJIMA - MADE in JAPAN.TOKYO, KSU edition
- **Kurume City Art Museum** **Group admission discount**
The World of Designs by Hashiguchi Goyo
- **Oita Prefectural Art Museum** **Free admission**
Collection Exhibition I [Special Feature] Bamboo Crafts - Traditional Beauty



AFAF 2025 Special Tour at the venue



AFAF 2025 Reception Party (FaN Week & AFAF Night 2025) | Scene from the venue



ART FAIR ASIA FUKUOKA Premium Tour | Visit to a Karatsu pottery kiln

Welcome Drink & Vernissage



Vernissage

A Special Moment to Enjoy Art with Fine Drinks

During the AFAF 2025 VIP View, a Welcome Drink and Vernissage were held, offering visitors a variety of beverages, including the sparkling sake SHINSEI, Red Bull energy drinks, selected wines, and soft drinks. Guests enjoyed calm and intimate moments with the artworks, each with their drink of choice in hand.

Date & Time: Welcome Drink — September 25 (Thu), 2025, at venue opening
Vernissage — September 25 (Thu), 2025, from 16:00

Venue: Marine Messe Fukuoka Hall B

Drink Partners: SAKE HUNDRED / Mizoe Co., Ltd.



Sparkling sake SHINSEI served to guests

Reception Party

Celebrating AFAF 2025 and Connecting Through Art

FaN Week & AFAF Night 2025

On September 25 (Thu), the day of the VIP View, we held the FaN Week & AFAF Night 2025 (co-hosted by Fukuoka City and AFAF), as well as the AFAF Reception Party at the Fukuoka Asian Art Museum. Greetings were delivered by Mayor Soichiro Takashima and Tomoharu Inoue, Board Chairman of Culture Vision Japan Foundation Inc. Guests enjoyed food and drinks, along with a performance by Fukuoka-based dancer yurinasia. Additionally, the 8th-floor Exchange Gallery hosted the satellite exhibition "10 pages — Turning and Opening." featuring six Fukuoka-related artists who are also educators, with guided tours held during the reception.

Dancer

yurinasia
A dancer, instructor, and choreographer from Fukuoka Prefecture. Began teaching at age 15 in Mizumaki town. Finalist of JAPAN DANCE DELIGHT vol.23 and award-winning street dancer.

Date: September 25 (Thu), 2025, 19:00-21:00
Venue: Fukuoka Asian Art Museum
Cooperation: COSA Co., Ltd. / SAKE HUNDRED / SAEKI JAPAN Co., Ltd. / Mizoe Co., Ltd.



Food served at the party



Dance performance energizing the venue



Guided tour of the special exhibition "Vietnam - Landscapes of Memory"

Food & Drink

Experience Art with Food

Inside the venue, the Art Bar and AFAF Coffee Station offered special drinks, sweets, and rare coffee. Outside, a food court with trucks and craft beer created a lively atmosphere blending art and dining.

Art Bar by WHISKY TALK FUKUOKA

Produced by WHISKY TALK FUKUOKA in collaboration with the authentic Nakasu bar Bar Higuchi. Tastings and sales were offered for the AFAF Private Bottle Series featuring artwork by Takami Sakurai of the Kyushu-ha group.

Cooperation:
WHISKY TALK FUKUOKA / Kyoto Fine Wine and Spirits Co., Ltd. /
CHOCOLATERIE MARQUE PAGE



Art Bar by WHISKY TALK FUKUOKA booth

AFAF Coffee Station

Served rare Brazil Geisha coffee, blends in various roast levels, decaf, espresso drinks, drip bags, and more—accompanied by cakes from La Degouté and bread from Matsupan.

Cooperation:
CLICK COFFEE WORKS / Coffee Planner Co., Ltd. /
LUCKY COFFEE MACHINE CO.,LTD.



AFAF Coffee Station booth

Outdoor Food Court

SAEKI JAPAN, known for producing a wide range of events such as the Fukuoka Christmas Advent and the Asian Market Festa, curated the outdoor food area. A selection of carefully chosen kitchen cars lined the space, and this year's offerings included a robust drink menu featuring "Pleiades Beer," a craft beer originating from Kyushu. The result was a lively and inviting outdoor environment where food and art came together in a vibrant fusion.

Special Cooperation:
SAEKI JAPAN Co., Ltd.



Outdoor food court

Private Bottle

A Special Blended Malt Whisky Adorned with Art

Through a collaboration with WHISKY TALK FUKUOKA, the largest whisky festival in Kyushu, the special project AFAF Private Bottle Series—a fusion of art and blended malt whisky—was created. This initiative began in 2024 with the aim of offering a more layered and immersive artistic experience through collaboration.

For its second edition, this year's project spotlighted the Kyushu-ha, featured in the Collaboration section exhibition "Enduring Spirits: The Artists of Kyushu-ha" (C01 Kyushu Art Foundation Inc.). The label design incorporates "Hands (Japanese Landscape)" (1957) by Takami Sakurai (1928–2016), the de facto leader of the avant-garde Kyushu-ha movement that emerged in postwar Fukuoka, whose work has been receiving renewed critical attention in recent years.

For the bottling, a distinctive blended malt Scotch whisky (#47 / 46.1% ABV) was selected by Kazuyuki Higuchi (Bar Higuchi). Characterized by the strength and depth reminiscent of dry earth, wood spice, and brown sugar, this whisky harmonizes with the powerful energy of Sakurai's artwork.

A limited run of 120 bottles—featuring a deep sweetness and pronounced individuality echoing the artwork—was sold at the on-site Art Bar and online, receiving enthusiastic acclaim.

Private Bottle | Takami Sakurai, "Hands (Japanese Landscape)" (1957)
Blended Malt Scotch Whisky #47, 2002, 21 Years, 46.1%

Distilled: 2002 / Bottled: 2024 / ABV: 46.1% / Bottles: 120 / Cask: Blended Malt

In cooperation with:
Kyushu Art Foundation Inc. / WHISKY TALK FUKUOKA / Kyoto Fine Wine and Spirits



Visitors enjoying drinks at the Art Bar by WHISKY TALK FUKUOKA



10th Edition

Celebrating the 10th Edition

This year, ART FAIR ASIA FUKUOKA celebrated its memorable 10th edition. To mark this milestone, a special “10th Edition” exhibition was set up inside the venue, reflecting on the fair’s journey from its founding in 2015 to the present. The exhibition also featured messages from those who have supported the growth of ART FAIR ASIA FUKUOKA over the years. It became a space where the decade of dedication shared with participating galleries, artists, sponsors, partners, and visitors intersected with hopes and visions for the future.

MESSAGES



Kazunobu Abe
Representative Director of ART FAIR ASIA FUKUOKA / Executive Director of Mizoe Art Gallery

As the Representative Director, and as someone who deeply loves both art and Fukuoka, I am truly delighted that ART FAIR ASIA FUKUOKA 2025 will mark its 10th edition. I extend my heartfelt gratitude to the galleries, artists, sponsors, partners, and visitors who have supported us along the way. Since its founding in 2015, AFAF has continued to embrace change and take on new challenges as an “art fair connecting Asia and Japan.” Celebrating this important milestone, 2025 will be a year of true evolution. With more than 100 booths, the introduction of new platforms such as Moment and Infinity, and the long-awaited return of the open-call exhibition AFAF AWARD powered by E.SUN BANK, we aim to create an even more diverse and dynamic crossroads of art. We believe in sharing the value of art more widely and deeply across society. From Fukuoka, we hope this fair will become a place of moving encounters—for artists, collectors, and those experiencing art for the very first time.



Soichiro Takashima
Fukuoka City Mayor

The ART FAIR ASIA FUKUOKA, held through a public-private partnership, celebrates its 10th edition this year. Fukuoka City is promoting “Fukuoka Art Next,” an initiative to create more opportunities for people to engage with art in their daily lives while supporting the growth of artists. During “FaN Week 2025,” which coincides with the art fair, visitors can experience art in many locations across the city, including the Fukuoka Art Museum, the Fukuoka Asian Art Museum, and the Artist Cafe Fukuoka. I warmly invite many people to visit the fair and the various exhibition venues, encounter contemporary art from around the world, and take part in the many meaningful exchanges taking place here in Fukuoka.



Tomoharu Inoue
Representative Director of Culture Vision Japan Foundation Inc.

I would like to extend my heartfelt congratulations on the 10th edition of ART FAIR ASIA FUKUOKA. Over the years, the fair has steadily grown as an international platform connecting Japan with Asia and the wider world, playing a vital role in linking the local and the global. Looking ahead, I hope it will continue to harness Fukuoka’s unique perspective and networks, embrace diverse cultures and values, and create new currents in the art world for the next generation. Culture Vision Japan will continue to walk alongside this journey and work together to shape the future.



Shunichiro Morita
Director of ART FAIR ASIA FUKUOKA / Director of Gallery MORYTA

“I want to confront the wise men who live in this false world of lies with beauty—leaving them no choice but to face it.” These are the words of the late artist Chiaki Horikoshi, who, in 2016, appeared at this fair with only a month left to live, as recorded in his book See Beauty and Die. The original AFAF logo was hand-drawn by Horikoshi himself in pursuit of a “one-of-a-kind beauty” that could never be reproduced by computer. His words and spirit have remained a constant conviction in my heart since we launched ART FAIR ASIA FUKUOKA (AFAF) in 2015. Throughout history, a society’s aesthetic sensibility has served as a barometer of its maturity. Alongside economic prosperity, a deep understanding of—and engagement with—art and culture is essential to sustaining the quality of any society. Through the lens of contemporary art, art fairs have long stimulated individual sensibilities, offering fresh perspectives on values and ways of seeing. With moments of surprise and playfulness, they even possess the quiet power to cultivate cultural sophistication. Yet interest in contemporary art in Japan still lags behind that of Europe, the United States, and our neighboring Asian countries. This is precisely why the role of AFAF grows more significant with each passing year. Expanding networks with international artists and galleries, nurturing the next generation of collectors, and building a sustainable art market are, I believe, vital endeavors for the future of Japanese society. After all, who can find true fulfillment in a world that lacks a sense of richness? Fukuoka’s Mayor Soichiro Takashima has long championed the importance of a creative society, and with the City of Fukuoka as our co-host, AFAF stands as a rare and pioneering presence both in Japan and abroad—drawing admiration at home and overseas alike.

Marking its 10th edition, AFAF now looks beyond this milestone with a renewed commitment to create ever more diverse and enduring value—serving as a platform that links art and economy, and connects individuals with the wider society.

May every visitor encounter beauty that moves the heart, and may this fair spark new values and a deeper sense of purpose for the future.



Masaya Inoue
Director of ART FAIR ASIA FUKUOKA / Representative Director of TODOROKI Inc.

An art fair that continues to challenge itself in a truly Fukuoka way

I first became involved with AFAF in 2018, when the fair was still held in a hotel and operated in a warm, volunteer-driven atmosphere. At that time, I too was one of the volunteers. Since then, I have been entrusted with full management of the fair, and each year we have embraced new challenges in pursuit of a global art fair that reflects Fukuoka’s unique character.

One of the major initiatives marking our 10th edition is the open-call exhibition AFAF AWARD powered by E.SUN BANK. As Fukuoka advances its vision of becoming a city of art, I have witnessed a rapid increase in the number of people in Fukuoka and Kyushu aspiring to become professional artists, alongside those who are already active across diverse fields.

At the same time, opportunities to connect with galleries and art professionals remain limited compared to Tokyo. In response, we felt AFAF should play a role in “creating a place where new connections can be made”—and this award was born from that aspiration. It also represents a step toward my personal dream of “creating a world where people can truly aspire to be artists.”

Through initiatives like this, we hope to nurture artists from Fukuoka who will go on to shape the art scene of the future. AFAF will continue to take on new challenges so that it remains a place where people engaged in the arts of Fukuoka, Kyushu, and Japan can discover hope and possibility. I would like to express my heartfelt gratitude for your support thus far, and I sincerely look forward to your continued encouragement.



Daisuke Miyatsu
Art Collector, Professor of Yokohama University of Art and Design

It has been 30 years since I married my partner, who is from Fukuoka. During that time, I have continued to walk alongside Asian contemporary art in Fukuoka, witnessing events such as the opening of the Fukuoka Asian Art Museum and the launch of Museum City Tenjin. I first participated in AFAF as a collector at the second fair held at Hotel Okura in 2016, and since the following year, I have been involved as an advisor.

There are currently over 300 art fairs worldwide. Unfortunately, most of them disappear or go on hiatus before reaching their 10th edition. Despite a temporary suspension during the COVID-19 pandemic, AFAF has steadily grown each year and, in recent editions, has been held at Fukuoka’s premier exhibition venues such as Marine Messe and the International Conference Center. Reaching its 10th edition is, even on a global scale, a rare achievement. Since becoming an advisor, I have worked to attract top galleries from Japan and abroad that had never exhibited at fairs in Japan. As a collector myself, I continue to acquire multiple works at AFAF every year. Art fairs are primarily marketplaces, and the true protagonists are the visitors who purchase the works. It is no exaggeration to say that the continuation of AFAF for the next 10 years—and Fukuoka’s role as a cultural hub in Asia—depends on your support through these acquisitions.

During the fair, I encourage you to fully enjoy both the event and the city of Fukuoka. If you encounter a work that moves you, please consider taking it home. Congratulations to AFAF on its 10th edition!



Panels displaying the 10-year history of AFAF along with collected comments

MIZUMA ART GALLERY

I would like to extend my heartfelt congratulations to ART FAIR ASIA FUKUOKA on its remarkable 10th edition. As a gallerist, it has been a true honor to witness its journey up close over the past decade and, at times, to take part as a participant. I sincerely hope that this fair, which showcases the diversity and potential of contemporary art in Asia, will continue to flourish and to serve as a vital bridge between Japan and the wider international community.

TOKI-NO-WASUREMONO

Congratulations on the 10th edition of ART FAIR ASIA FUKUOKA. It is truly gratifying to see how the fair has grown from its beginnings as a hotel-based event to now attracting so many exhibitors that it fills an entire venue. This year marks our gallery's ninth participation, excluding the COVID-19 pandemic, and we are grateful for the opportunity to present our works to collectors and visitors in the Fukuoka area. We sincerely wish the fair continued success and further growth in the years to come. (Reiko Watanuki, Reiko Odate, Kenta Matsushita, Fujuo Watanuki)

ADMIRA Gallery

We're honored to join the 10th edition of ART FAIR ASIA FUKUOKA. Over the past decade, AFAF has had a significant and lasting impact on galleries and artists in Japan and beyond. Since ADMIRA Gallery's debut at AFAF last year, we have built meaningful relationships with local collectors. We look forward to seeing AFAF continue to grow and lead in the Asian and international art scenes.

KAWATA GALLERY

We would like to extend our heartfelt congratulations on ART FAIR ASIA FUKUOKA reaching its 10th edition. The journey of bringing together diverse galleries and artists from Japan and abroad, and fostering cultural exchange from Fukuoka out into Asia, truly embodies the international spirit and vitality of this city. When we first attended, we were overwhelmed by the energy and excitement of the venue. We will never forget the experience of witnessing artists and visitors engaging in direct conversations and seeing artworks find new encounters in that very moment. Over the past decade, ART FAIR ASIA FUKUOKA has grown into far more than just a marketplace for exhibitions and sales. It has provided countless opportunities for learning and discovery through art. In particular, we have felt a strong sense of promise in the way the fair creates an open atmosphere where young artists and audiences alike can participate without barriers, nurturing the culture of the future. Furthermore, its commitment to connecting with the local economy and tourism while sharing art from Fukuoka with the world is becoming all the more significant in our times. Looking ahead, we hope the fair will continue to develop as a stage where diverse expressions and values intersect, leading the art scene in Asia. Above all, we wish for it to remain a place where as many people as possible can experience the joy of encountering art and carry that memory back into their daily lives.

JINEN GALLERY

Being from Fukuoka myself, I have participated in this event in recent years with a desire to give back to my hometown. While Fukuoka has produced many artists, the absence of an art university means opportunities for the public to directly engage with active artists and their works are limited. In this context, I can imagine the great effort it took to start an art fair here ten years ago. That this flame has been kept alive and sustained to this day is entirely thanks to the dedicated efforts of everyone involved. Our gallery has also been participating for several years in a modest way, and we sincerely hope it contributes, even slightly. Finally, we wish AFAF continued growth and success in the years ahead.

JINEN GALLERY JINEN Kanno

Gallery Ogata Ltd.

In 2015, after participating in the Solaria Hotel Art Fair, it was our first experience of an art fair in Fukuoka. Having been involved from the very beginning as members of the organizing committee, it was truly a fresh and moving experience. The 2015 Solaria Hotel Art Fair was a great success. For galleries, it offered opportunities to meet new collectors, strengthen connections with fellow galleries, and engage with artists. Visitors were able to experience a wide range of contemporary artworks, making it a highly engaging and stimulating experience. Each gallery room presented unique displays and works. The style of presentation dramatically affected the atmosphere of each room. The hotel setting created a sense of immediacy, and each gallery's way of showcasing their works highlighted their creativity and sensibility. Visitors came in a constant stream, including international guests, young people, families, and longtime art enthusiasts. It was clear that they were delighted to encounter such a variety of contemporary art in one place, and many expressed surprise and excitement. Above all, it was evident that they were truly enjoying themselves. This hotel art fair was filled with fresh inspiration, new encounters, and lively interactions. Engaging with visitors in such an energized atmosphere was a joy, and it was a memorable experience that we wish to cherish moving forward. Having achieved growth in scale, we now hope AFAF will evolve into a convention-style art fair linked with hotels—a format particularly suited to a regional city like Fukuoka. By doing so, participation from galleries across Asia and Kyushu will likely increase further.

Satellites ART LAB

Congratulations on the 10th edition of AFAF. I sincerely celebrate this milestone. It is an honor and a gratitude for us to be able to participate in this commemorative event. I recall that during the second time we participated at the hotel venue, I heard from the committee at the reception party that AFAF has a vision of eventually becoming a global art fair. AFAF 2025 has overcome challenges such as COVID-19 a few years ago and has grown significantly in scale. We aim to create a booth that features artworks worthy of the future AFAF, and we look forward to working together with artists to move forward in this direction.

COMBINE/BAMI gallery

Congratulations on the 10th edition of ART FAIR ASIA FUKUOKA. This year marks our third participation, and each time we have been encouraged by the new encounters and exchanges we experience here. For both artists and galleries, the fair serves as an important platform to take on challenges and explore new possibilities. On this milestone occasion, we sincerely hope that the experiences and achievements cultivated over the past decade will continue to develop, creating even greater opportunities for the future. Together with our artists, we look forward to continuing our journey of challenges and connections through this valuable opportunity.

TomuraLee

Congratulations on this milestone 10th edition. This art fair, which focuses on art from Fukuoka to Asia, holds great appeal for our company, since we also operate a gallery in Ho Chi Minh City, Vietnam. Therefore, we are truly honored to participate for the fourth consecutive year. Each time, we enjoy its unique atmosphere, distinct from other art fairs, through its diverse events and themes. We sincerely hope it continues to shine as a place where countless encounters and inspirations are born.

gallery KUNIMATSU aoyama

We have been participating in the fair since its first edition held at the hotel. Although we took a break for a period, we have exhibited every year since the fair switched to a booth-style format. It is truly moving to see this art fair reach its 10th edition, growing stronger year by year through the efforts of Mr. Abe and all the staff. We look forward to continuing our support as the fair strives to remain a central art hub in Asia. Thank you very much for everything.

NANJO ART

Congratulations on the 10th edition of ART FAIR ASIA FUKUOKA. It is truly remarkable that AFAF, which began as a hotel-based art fair, has grown over the past ten years into a major fair representing Asia. This growth would not have been possible without the unwavering passion for the arts from the local government, organizers, and sponsors. Currently, Japanese art market still lacks a strong foundation for international artists to thrive domestically. When I participated in an art fair in Taichung for the first time last year, I was deeply moved and supported by the fact that many Chinese and Taiwanese collectors actively acquired works by Japanese artists. With that in mind, our booth at NANJO ART this time will feature works by Kristen Wang, a Taiwan-born artist. I believe Asia holds great potential for nurturing artists and culture together, transcending national boundaries. I would like to express my deepest respect to AFAF, which has played a key role in realizing that vision.

Gallery ISHIKAWA

Congratulations on the 10th edition of ART FAIR ASIA FUKUOKA. I would like to express my deep respect for the fair's ongoing role in connecting the Japanese and international art scenes here in Fukuoka, the gateway to Asia. Over the years, I have gained countless encounters and inspirations through this fair. Conversations with visitors not only deepen understanding of the artworks but also serve as valuable encouragement for artists to take on new challenges. Moreover, exchanges with collectors and fellow gallerists provide precious opportunities to reflect on the future of art together. I believe that Fukuoka's open spirit and international outlook have given the fair its distinctive charm throughout these ten years. AFAF has grown beyond being merely a place for transactions—it has become a cultural hub linking Japan with the wider Asian region. Looking ahead, I hope the fair will continue to foster diversity by engaging the next generation of collectors and emerging artists. I sincerely wish that the power of art from Fukuoka will keep inspiring people worldwide and open new horizons for creativity in the years to come. Once again, heartfelt congratulations on this memorable milestone, and I look forward to celebrating many more anniversaries together.

Gallery Tenchijin

Congratulations on the 10th edition of ART FAIR ASIA FUKUOKA 2025. Reaching this remarkable milestone has been made possible thanks to the dedicated efforts of everyone involved and the generous support of many. Over the years, the fair has brought together artists and audiences from Japan and abroad in Fukuoka, fostering new connections and creative exchanges, and contributing greatly to the growth of the region's culture and arts. Looking ahead, we eagerly anticipate further growth and innovation, and sincerely hope that this wonderful fair will continue to inspire and move people for many years to come. We offer our wholehearted support and best wishes for the new challenges and developments that lie ahead. The 10th Edition of ART FAIR ASIA FUKUOKA is truly a remarkable achievement. May the fair continue its journey alongside art, thriving for many more years to come.

Yoshino Gallery

We are pleased to introduce Yoshino Gallery, participating in AFAF for the first time. With each passing year, AFAF has become a venue that brings together unique, talented artists with a rich international flavor, and we are truly honored to be able to participate this time. Interacting with artists and their works from diverse backgrounds is a valuable experience that can only be had here, and we are truly looking forward to it. We hope that AFAF, which continues to present new possibilities for art and inspire participants and visitors, will continue to challenge itself to go beyond the boundaries of expression. We are delighted to be able to celebrate this wonderful 10th edition with you all.

gallery UG

Congratulations on your 10th edition! We have been participating since the second Hotel Fair, and as an exhibitor, we have seen the scale of the event grow each year. We look forward to further growth and expansion in the future.

GALLERY Tatsuya

We have been participating since the very first edition, and this year marks our 10th consecutive appearance—earning us, so to speak, a perfect attendance record. We would like to express our heartfelt gratitude to all those involved and to everyone who has supported us along the way. When we first joined AFAF 10 years ago, it was also our very first time visiting Fukuoka, and we knew almost nothing about the city. Over the years, however, the number of familiar faces, loyal visitors, friends, and acquaintances has steadily grown, and today Fukuoka feels like a second home to us. We will continue to do our utmost, however modest our efforts may be, to contribute to the further growth of AFAF and the flourishing of Fukuoka's art scene. We sincerely hope for your continued support of GALLERY Tatsuya.

MONONOAharewo

Congratulations to ART FAIR ASIA FUKUOKA (AFAF) on its 10th edition. As a local gallery, I take great pride in celebrating this milestone, as the fair has been born and nurtured in this city. "Even beyond the detached gaze, there exists an unseen gaze." —Zeami, Fūshikaden This phrase, I believe, points to a perspective that surpasses even the self as reflected in the audience's eyes. It suggests a third gaze—neither subject nor object—something akin to the Zen state of mushin, a transparent vision through which the very space seems to look back upon itself. As a gallerist in Fukuoka participating in AFAF, these words hold profound meaning for me. When standing before art, there are moments when something beyond the artist's intention or the audience's understanding suddenly appears—an anonymous gaze. Such moments feel like instances when art, in its essence, not only mediates between people and works but also opens itself across time and cultures, extending into the future. Fukuoka has long been a crossroads of Asia, perhaps always a place that has embraced countless such "unseen gazes." Today, that history finds form in AFAF, which now marks its 10th edition. To be able to take part in this milestone as someone rooted in the same city is a source of deep pride. I entrust the possibilities of future art to the unseen gazes that will continue to be summoned from here. Lastly, I would like to extend my deepest gratitude to Mr. Kazunobu Abe, Mr. Shunichiro Morita, Mr. Masaya Inoue, everyone at TODOROKI Co., and all those who have devoted themselves to making AFAF possible. I am perhaps the youngest participant, and I am profoundly grateful for having been so warmly welcomed. I will do my utmost to grow into someone worthy of this place.

MONONOAharewo Hidetomo Himuro

Gallery MORYTA+Gallery Kazuki

"Beauty"—that thrilling sensation when every cell in your body awakens. A longing to dissolve completely into the simple, tranquil beauty of the heart. We live in an age dominated by competition, deference, and desire. Even in the world of art, AI now plays a major role. From presentations, production, ideas, portfolios, to the artworks themselves, AI guides people toward the "theater of success," praised for its polished messages. But what kind of scenery truly awaits at the end? Is an artist someone skilled at manipulating AI? Does AI judge talent, ability, or technique? Can AI heal loneliness, anger, sadness, or despair? Can AI generate an apology, copy and paste it, and gain trust? If all the "answers" are revealed beforehand, where then does happiness reside? Once again, we turn toward the landscapes that dwell in the heart. Once again, we turn toward the living beings that dwell in intelligence.

Dedicated to Kazunobu Abe, Shunichiro Morita, Masaya Inoue, everyone at TODOROKI, and the late founding members Takahiro Nishimuta and Chiaki Horikoshi. Congratulations on the 10th edition of AFAF. "Art is the one and only thing that makes us realize the preciousness of life."

Hitomi Kazuki / AFAF Founding Member, First Director/Curator

SANTANI GALLERY

We sincerely congratulate the ART FAIR ASIA FUKUOKA on its 10th edition. Our gallery has been participating since 2016. Our first participation was when the fair was held in a hotel, where we learned a great deal from other galleries about how to make the most of limited space. Since then, the fair has evolved into a large-scale booth-style format at venues such as Marine Messe, enabling more flexible exhibition arrangements, attracting a larger audience, and fostering stronger engagement with local authorities. These developments have clearly demonstrated the fair's growth over the years. We have also cherished the warm relationships we have built with visitors, which remain strong to this day. Looking ahead, we hope to continue supporting the fair's development while pursuing our own challenges at SANTANI GALLERY, contributing to the dissemination of art from Shikoku, and participating in this vibrant, expanding platform. We look forward to many more successful years for the fair.

Gallery Q

The avant-garde artist group Kyushu-ha, also known as Neo-Dada, was formed in 1967. Artists such as Takami Sakurai (1928–2016) and Mokuma Kikuhata (1935–2020) sent a message to central Tokyo at the time. "We are breaking down preconceived notions." In a region where the bold and independent spirit of Kyushu continues to thrive, ART FAIR ASIA FUKUOKA is sure to captivate many. Gallery Q is proud to uphold this avant-garde spirit alongside the people of Kyushu, and we are delighted to participate in ART FAIR ASIA FUKUOKA.

Gallery Q Yuzo Ueda

Tomio Koyama Gallery

We continue to participate in AFAF because I am interested in what kind of art scene can develop in Fukuoka, a city that is home to a world-renowned museum with an outstanding collection of Asian artists. As the city itself is growing, I wonder whether there will be a place for art in Fukuoka. I hope not only people in Japan but also those from around the world living in Fukuoka will come to acquire and enjoy artworks.

Gallery Ra

Congratulations on the 10th edition of ART FAIR ASIA FUKUOKA. This marks our gallery's third participation, and each time we visit Fukuoka, we are inspired by the city's passionate commitment to the development of the art world. We are truly delighted to join this milestone edition. We sincerely hope that Fukuoka will continue to share wonderful art with the world for many years to come. We, too, will continue striving to present works that resonate deeply with the hearts of visitors, believing in the power of art to inspire.

Gallery Ra (Osaka)

YOU-Yuusya Gallery SAPPORO

Congratulations for 10th edition of ART FAIR ASIA FUKUOKA! We have participated in AFAF since last year, we recognized that Fukuoka city has become the ART CITY for ten years, we are going to participate in this art fair to communicate with Asian worlds.

Gallery Hirota Fine Art

We would like to sincerely congratulate ART FAIR ASIA FUKUOKA on its 10th edition. In today's art world, where many art fairs compete for attention, continuing for 10 times is truly an extraordinary achievement. We first participated in 2018 at the Hotel Okura, and were inspired by the unity and passion of the people of Fukuoka, which has encouraged us to continue participating ever since. Each year, we have looked forward to the fair as it grows and evolves boldly, embracing change without fear. It is a great honor for us to be part of this milestone 10th edition, and we sincerely wish ART FAIR ASIA FUKUOKA continued growth and success in the years to come.

Gallery Hirota Fine Art Toshihiko Hirota

Feb gallery Tokyo

It is a great honor for us to take part in the 10th edition of ART FAIR ASIA FUKUOKA for the very first time. For Feb gallery Tokyo, this opportunity represents a precious chance to share the appeal of our artists and works with a wider audience through new encounters and meaningful exchanges. We are truly delighted to be able to contribute, even in a modest way, to the history of this fair at such a significant milestone. We sincerely hope that AFAF will continue to flourish and remain a place that offers unforgettable experiences to many people.

Fukuoka Prefecture | Kyu-Kaminoshosho (Former Kaminoshosho Elementary School) Residency Program

We are deeply honored to participate in the milestone 10th edition of ART FAIR ASIA FUKUOKA as Fukuoka Prefecture for the first time. We would like to express our sincere respect for the Fair's leading role not only in Kyushu but also in the Asian art scene, and for its significant contribution to promoting Fukuoka's culture. Fukuoka Prefecture undertakes various initiatives to provide citizens with opportunities to appreciate, engage with, and create art and culture. On this occasion, we are pleased to introduce some of these initiatives, and we hope they will contribute to the further development of the Fair. We sincerely wish for ART FAIR ASIA FUKUOKA to continue deepening the bonds between Fukuoka and Asia through art and to achieve even greater growth in the future.

THE BANK OF FUKUOKA

Congratulations on the 10th edition of ART FAIR ASIA FUKUOKA. We are pleased to see the fair grow stronger with each edition, evolving into a leading art fair representing Kyushu and Asia. We are honored to have participated through sponsorship over the years, and we look forward to its continued success in energizing the region through art.

Keyaki Street Gallery 106

As the intense summer heat gradually subsides and autumn quietly ushers in a season of art, the exciting time of ART FAIR ASIA FUKUOKA 2025 has arrived. We sincerely congratulate the fair on reaching this milestone 10th edition. Year by year, AFAF has grown in scale and transformed into a richly engaging event. Strolling through the venue, experiencing the new challenges and changes of emerging artists alongside the steady works of veteran creators, is always an immense pleasure, filling us with excitement and anticipation each year. Reuniting with friends after some time is also a delight, and discovering works by newly emerging artists is one of the joys of the fair. We look forward to seeing a "Shohei Ohtani" level artist emerge from AFAF, one who will astonish the world with their talent.

Kyoko Matsuo

I once heard a story, long ago, from an art-savvy acquaintance about something that happened in Basel, Switzerland in 1967. At that time, a Picasso work on long-term loan to the Kunstmuseum Basel was about to be sold off due to circumstances on the lender's side, and thus lost to the city. In response, citizens rose up, gathered donations in the streets, and together with support from the city, managed to purchase the painting and secure it as part of the museum's permanent collection. I do not know whether this episode is directly connected to the founding of Art Basel, the world's premier art fair, in 1970. Yet, in my mind, the two are strongly intertwined. Congratulations on the 10th edition of ART FAIR ASIA FUKUOKA. I sincerely hope this event will continue to serve as a vital bridge between citizens and art, fostering public engagement with the arts year by year, while also providing fertile ground for the next generation of artists to take flight, inspired by the world of art.

ASHIYAGARO kyoto

In 2015, I was invited by a senior gallerist to participate in the first hotel-style art fair in Kyushu focused on contemporary art from Asia. Kyushu has a long-standing tradition as a cultural and artistic gateway between the continent, Europe, and Japan. True innovation cannot emerge without such a foundation. In the present day, as Western ways of thinking face limitations and attention increasingly turns to the East, the art world faces similar challenges. I am therefore confident that AFAF, with its focus on Asia, has developed over the past ten years as an important hub for contemporary art in the region—not in Singapore or Hong Kong, but here in Asia itself. We firmly believe that the path our gallery has taken alongside AFAF has been the right one, and we hope to continue working together to lead contemporary art in Asia in the years to come.

Shoko Kitagawa ASHIYAGARO Kyoto

JOY Club Atelier Bravo

Congratulations on your 10th edition! Last year, with the support of THE BANK OF FUKUOKA, we participated in AFAF for the first time. We were deeply inspired by the venue showcasing the region, its people, and countless unique personalities. We hope many people will also sense the genuine individuality we embrace while living with our disabilities.

JOY Club Atelier Bravo

Artas Gallery

Congratulations on the 10th edition of ART FAIR ASIA FUKUOKA! We are delighted to mark this milestone by participating in AFAF both as a local Fukuoka gallery and as Artas Gallery's first art fair exhibition. I have attended AFAF every year since its inaugural edition. Even before opening Artas Gallery, I had the privilege of forming friendships with many senior gallery owners through the fair and hearing firsthand about the forefront of the art industry. From their stories, I understood how demanding this work can be. Yet, seeing them passionately discuss art while shaping culture filled me with admiration and inspired me to step into the art world. This year marks the seventh anniversary of Artas Gallery. Starting without prior experience in the art world, we have gradually participated in numerous art projects alongside students and emerging artists in Fukuoka. We are now beginning to feel a growing recognition as a gallery within the local art scene. This year was especially significant as we opened our second gallery, Gallery Nekochikura, and made our debut at AFAF—truly a milestone year for us! Looking ahead, we hope to continue collaborating with AFAF to share new concepts and cultural initiatives from Fukuoka with Asia and the world. We invite everyone to join us in supporting and paying attention to the evolving art scene in Fukuoka and across Kyushu.

AaP/roidworksgallery

Over the years, AFAF has provided us with many valuable connections and opportunities in Fukuoka. We warmly congratulate the fair on reaching its 10th edition and look forward to its continued growth and success.

AaP/roidworksgallery Toshikazu Iura

Keiko Yoshida

I would like to warmly congratulate ART FAIR ASIA FUKUOKA on its 10th edition, and express my sincere respect for the passion and dedication of the organizers and everyone who has supported the fair over the years. Around the world, cities like Basel and London demonstrate how art fairs can greatly enhance regional appeal and drive cultural and economic development. In these cities, art goes beyond being something to merely "view." It attracts people, fosters encounters and exchanges, and nurtures new businesses and culture—serving as a vital, yet often invisible, form of infrastructure. This energy is sustained daily by galleries that champion artists and bring their works to the public. ART FAIR ASIA FUKUOKA has brought together such galleries, showcasing the charm and potential of art from Fukuoka. I feel that these efforts have had a significant impact on the local community. As a citizen, I have personally been involved in the "Gallery Hopping" event for about ten years, witnessing countless moments where art connects people and brings fresh energy to the city. I believe ART FAIR ASIA FUKUOKA amplifies this influence even further. I sincerely look forward to seeing the fair use this 10th edition as a new starting point to continue growing, energize people and the city through art, and help Fukuoka flourish as an even more vibrant and attractive place.

Kazuya Nomoto

"Gallerists as a Measure of a City's Cultural Richness" When I launched the "Gallery Hopping" event in July 2016, galleries were quiet spaces where only a select few with discerning eyes would gather to appreciate art. About ten years later, with AFAF significantly broadening interest and enthusiasm for art and making works accessible to everyone, I feel that the role of gallerists has become even more important. Now that entry points to art have expanded, the vision and judgment of gallerists play a crucial role in shaping the depth of a city's cultural life.

I firmly believe that a city where gallerists thrive with flexibility and vitality is one where both artists and art lovers can flourish. As we celebrate the 10th edition of AFAF, I sincerely hope that over the next ten years, Fukuoka will continue to shine as an art hub representing Asia.

10th Edition MESSAGES

DF Art Agency

We warmly congratulate ART FAIR ASIA FUKUOKA on its 10th edition! It is truly an honor for us to be part of this milestone event, in line with our mission to showcase Filipino artists on the global stage. Arigatō gozaimasu!

Derek Flores
Managing Director
DF Art Agency

Gallery Miyasaka

Congratulations on the 10th edition of this art fair. We greatly admire your achievement in promoting art not only from Japan but from all over Asia, and supporting exchanges between people involved in the arts. We are honored to be exhibiting at this fair for the first time as Gallery Miyasaka. Gallery Miyasaka's theme is a collaboration between contemporary artists Kaneko Shinichi and Yamataka Toru. We hope that more people will be able to experience the imagination and creativity of these two artists. This time, we have also made three-dimensional works that could not be brought to the fair available on a 3D display, allowing them to be viewed three-dimensionally with the naked eye. We would also like to thank XSEEDS Co., Ltd., who are challenging themselves with the hardware to discover new possibilities in the art scene. We hope that the power of AFAF's art will continue to blossom even more in the future.

Gallery Seek

We have been participating in Fukuoka since 2016, and over the years, we have witnessed firsthand the fair's steady growth in scale. We also strongly feel the city's support for art as a whole, and we take pride in being part of this movement. As a fair that carries the name "Asia," there have been opportunities for international visitors to purchase works, and we feel it truly fulfills its role in expanding art as an Asian hub. In the past, our represented artist Mio Okazaki also participated in a live painting session at the fair. Looking ahead, as Fukuoka and Kyushu continues to develop, we sincerely look forward to seeing ART FAIR ASIA FUKUOKA grow and evolve in step with this progress.

Hankyu Hanshin Department Stores

We sincerely congratulate ART FAIR ASIA FUKUOKA on its milestone 10th edition. It is a great honor for us to participate as one of the exhibiting galleries in this milestone year. This art fair has played a truly significant role in the Asian art scene, and we would like to express our deepest respect to the ART FAIR ASIA FUKUOKA office for their dedication to its continuous development, as well as to the officials of Fukuoka City for their tremendous support. We eagerly look forward to interacting with fellow galleries and passionate art collectors at this fair. We will be welcoming you at our booth with a selection of our finest works, so please do stop by. We sincerely pray for the further development of ART FAIR ASIA FUKUOKA and for a fruitful time for all visitors.

Hiromi Hara

Congratulations on the 10th edition of AFAF. It is no exaggeration to say that my journey as an art collector has unfolded hand in hand with this fair. I first stepped into the world of art at a time when I was seeking stimulation in my daily life. By chance, in the very year AFAF began, I visited Gallery MORYTA, where I was warmly invited into this world. The people I met in the art scene and the wealth of information I encountered were fresh and inspiring, bringing excitement and transformation to my life. The first artwork I purchased was priced at 160,000 yen. At the time, I honestly wondered if I might be making a mistake, but I resolved that if art could truly change my life, then it was worth the risk. Taking the leap, I made the purchase. Unlike spending the same amount on clothes I liked, acquiring art brought a special exhilaration—an unforgettable moment that has stayed with me. Another gallery of great importance to me is GALLERY SOAP, which made its debut at AFAF in 2019. Around that time, I had just begun exploring postwar avant-garde art. It was then that I encountered a work by Yasuhide Moriyama of the group "Spider." I fell in love with it instantly. Although it was by no means an amount I could decide on lightly, I vividly remember rushing to the nearest ATM, driven by the thought, "I must have it. I cannot let anyone else take it." For me, the true joy of an art fair lies in such encounters. By visiting in person and purchasing works I love, I build relationships with gallerists and artists, and these connections expand into enriching exchanges. As friendships deepen, I have found myself going out for drinks together, visiting studios, and enjoying experiences far beyond the reach of ordinary life. Another great pleasure is discovering favorite galleries and making them destinations in my travels. Gradually, I began venturing further, even overseas, until art itself became the main purpose of most of my journeys. When AFAF first started, I honestly never imagined it would grow to this scale. I recall vividly, during a visit to Art Basel Hong Kong, sharing beers with AFAF staff at a backstreet food stall and talking about how exciting it would be if one day Fukuoka could host the fair in a convention center like Basel. That memory remains deeply moving to this day. The remarkable progress of these past ten years is entirely thanks to the dedication of everyone involved in AFAF, including the many volunteer staff. As one of the many people who has enjoyed the fair year after year, I extend my heartfelt gratitude. As a collector, I hope to continue growing together with the fair in the years to come.

(in no particular order)



Visual Identity

AFAF 2025 Main Visual: Visualizing “The Moment Something Is Born”



Flyers

The main visual for AFAF 2025 centers on the theme of “the moment something is born,” expressed through a vivid and dynamic visual language. Relationships such as People × Art, Artists × Collectors, and Fukuoka × Asia intersect and overlap, giving rise to new value. This process is visualized through intersecting circles that generate new forms. The shapes that emerge from these overlaps are intentionally organic yet powerful, evoking a sense of movement, expansion, and emergence. The vibrant gradation of red and orange visualizes the heat and

energy created at the moment when everyone involved in art—collectors, artists, galleries, visitors, museums, public institutions, art universities, and curators—comes together. AFAF’s commitment to offering emotionally moving experiences through art is encapsulated in the tagline: “A festival of art where creativity comes alive” Guided by this message, we ensured a consistent tone and intensity across all media, including posters, signage, and digital banners.

Products

Items that Energized AFAF 2025

Printed Materials

Posters / Flyers / Tri-fold flyers / Leaflets (Japanese, English, Traditional Chinese) / VIP invitations / VIP invitation envelopes / Invitation tickets / Entry tickets / Neck passes / Others

Associated Merchandise

T-shirts / Tote bags / Stickers

Venue Signage



Tri-fold flyers

Various tickets



Website / Social Media

Delivering the Latest Updates Online

Website

Designed as the primary platform for the latest information on AFAP 2025, the website was continually updated with newly added artworks and program details. Through integration with Art Scenes, we implemented an online purchasing system for exhibited artworks. In addition, a dedicated VIP portal offered exclusive information tailored to VIP guests.

Website Traffic
Total: 201,000 (111% increase year-on-year)
Japan: 196,017
Overseas: 4,983
*Period: September 1 - October 1, 2025



Website (PC / smartphone)

Social Media

We shared real-time updates, including event announcements, gallery information, and artist features. During the fair, posts tagged #AFAP 2025 were actively circulated by exhibitors and visitors, providing daily snapshots of the atmosphere onsite.

Social Media Followers (127% increase year-on-year)
Instagram: 12,697
X (formerly Twitter): 2,391
Facebook: 1,536
*As of October 1, 2025



Social media (smartphone)



Public Relations



The Representative Director being interviewed by the media

Delivering the Appeal of the Fair to a Wide Audience

Throughout the exhibition period, AFAF 2025 was featured extensively across media platforms such as Bijutsu Techo and Tokyo Art Beat, our official media partners.

【Media Coverage (Selected)】 Total: 55 Period: September 26 – November 25, 2025

Television(News programs, Special Programs, etc.): 9

Television Nishinippon (TNC)

"Grand Maison PRESENTS: Rich Time, Art Life – A Life Enriched by Art" / "Momochihama Store" – Abe-chan Camera on the Go (Live broadcast, news segment) / NHK (Japan Broadcasting Corporation) / KBC (Kyushu Asahi Broadcasting) / RKB (RKB Mainichi Broadcasting) / TVQ Kyushu Broadcasting / FBS (Fukuoka Broadcasting System)

Web Media: 32

The Japan News By The Yomiuri Shimbun / Nikkei COMPASS (Nihon Keizai Shimbun) / The Tokyo Shimbun Web / The Yamanashi Nichinichi Shimbun Web / The Miyazaki Nichinichi Shinbun Web / The Nishinippon Shimbun Web / Yahoo! News / Mezamashi Media / TV Tokyo Plus / RKB Mainichi Broadcasting Web Edition / Nippon Bungeisha – Love Spo / Let's Enjoy Tokyo / Bijutsu Techo Monthly Art Magazine Web Edition / ART news JAPAN / Tokyo Art Beat / ARTNE / Internet Museum (IM) / Koten Navi / Yumegazai / Koubo / MIRAI / IB Digital (Data Max) / Stople / FaN Week 2025 / Hakata Business News / Tenjin Business News / FUKUOKA NOW / City Information Fukuoka Navi / Living Fukuoka / Fukuoka City Official Website / Fukuoka City Newsletter / Yokanavi (Fukuoka City Tourism Information Site)

Magazines: 9

Art Collectors' / Gekkan Bijutsu, October Issue "Autumn Exhibition NAVI" / Discover Japan / 25ans / Harper's BAZAAR, December 2023 Issue (Art Special Edition) / City Information Fukuoka / Monthly Hakata / Kyushu Kingdom / Zaikai Kyushu

Newspapers: 4

The Nishinippon Shimbun(Business Section) / The Mainichi Newspapers / The Japan News By The Yomiuri Shimbun / Fukuoka City Newsletter

Radio: 1

MBC Radio (Minaminihon Broadcasting)



Bijutsu Techo Monthly Art Magazine Web Edition



Tokyo Art Beat

Advertising

Communicating the Fair from Outside the Venue

To expand the fair's presence beyond the venue, AFAF 2025 implemented an extensive promotional campaign across the city. Station posters and train advertisements along the Nishitetsu Tenjin-Ōmuta Line and the Nishitetsu Kaizuka Line reached commuters and students in their daily routines, while banner flags along Taihaku-dori further increased visibility throughout Fukuoka. At the newly opened ART Gallery & Café in Daimaru Fukuoka Tenjin, a large LED screen (approx. 9 m x 2.4 m) showcased promotional videos for AFAF 2025, giving both visitors and passersby an immersive sense of the fair and heightening anticipation.

Sponsored by: Nishi-Nippon Railroad Co., Ltd.



Train hanging advertisements



Banner flags along Taihaku-dori



Large LED screen at Daimaru Fukuoka Tenjin ART Gallery & Café

Volunteer Staff

The People Who Support the Art Fair

From the setup on September 24 (Wed) to the fair dates from September 25 (Thu) to 28 (Sun), more than 150 volunteer staff—the largest number in the event's history—participated. They actively assisted in all aspects of venue management, providing warm and attentive support that helped ensure smooth operations. ART FAIR ASIA FUKUOKA is made possible each year thanks to the dedication of these volunteers. Their thoughtful support fosters a welcoming sense of unity and comfort, enabling visitors to enjoy a richer art experience. We extend our sincere appreciation to all volunteers who contributed to the success of the fair.

Volunteer Director Haruna Nagamitsu
Volunteer Manager Johnny Tashiro



Volunteers preparing the venue



Volunteers receiving instructions from staff



Volunteers wearing AFAP original T-shirts

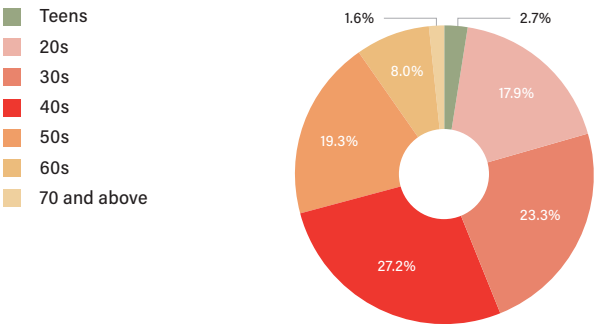
Visitor Survey

Fukuoka's Art Market Rooted in the Local Community

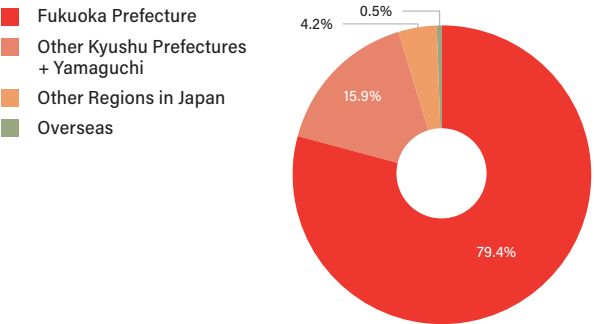
Here are the results of the visitor survey for AFAP 2025. As in the previous year, local visitors—mainly from Fukuoka—accounted for approximately 80%, reaffirming the fair's strong identity as a community-based art market. Over 70% were first-time visitors, showing successful outreach to new audiences.

Period: September 25 – October 19, 2025
Method: Web survey
Languages: Japanese / English
Valid responses: approx. 1,900

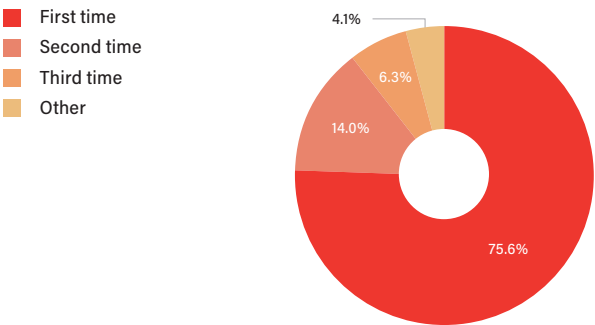
1. Age Group



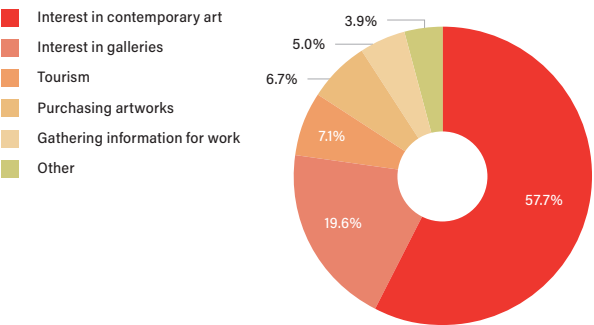
2. Place of Residence



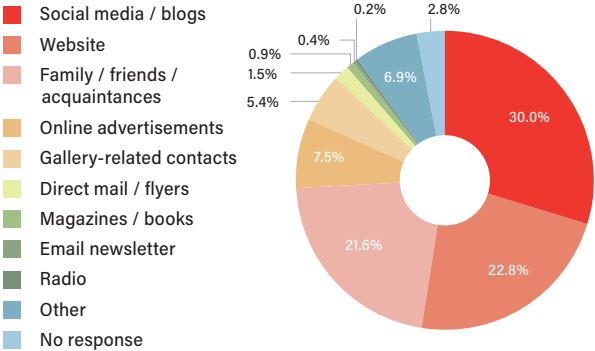
3. Number of Visits to AFAP



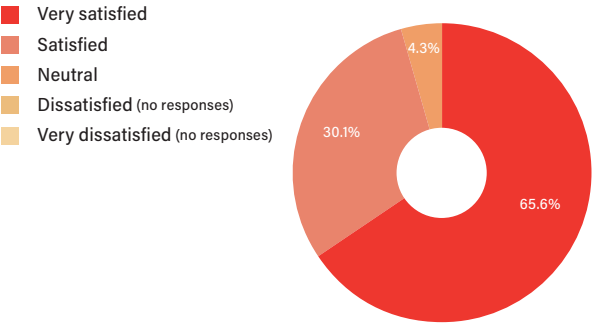
4. Purpose of Visit



5. How You Learned About AFAP 2025



6. Satisfaction with AFAP 2025



Organization

Director

Kazunobu Abe (Representative Director of ART FAIR ASIA FUKUOKA Gen. Inc. Assoc. / Executive Director of Mizoe Art Gallery)
Shunichiro Morita (Director of ART FAIR ASIA FUKUOKA Gen. Inc. Assoc. / Director of Gallery MORYTA)
Masaya Inoue (Director of ART FAIR ASIA FUKUOKA Gen. Inc. Assoc. / CEO of TODOROKI Inc.)

Selection Committee

Kazunobu Abe (Representative Director of ART FAIR ASIA FUKUOKA Gen. Inc. Assoc. / Executive Director of Mizoe Art Gallery)
Shunichiro Morita (Director of ART FAIR ASIA FUKUOKA Gen. Inc. Assoc. / Director of Gallery MORYTA)
Koki Ishibashi (KOKI ARTS)
Masaya Inoue (Director of ART FAIR ASIA FUKUOKA Gen. Inc. Assoc. / CEO of TODOROKI Inc.)

Special Advisor

Daisuke Miyatsu

Global Executive Advisor

Joji Mita

Art Director

Moeno Hirano (TODOROKI Inc.)

Executive Office

Yuji Tsuchiya / Tokumasa Tamai / Sari Nakajima / Aimee Zama / Mai Ushigome / Mahiro Yoshida / Sumika Murayama / Hisako Nishimura / Minon Kasahara / Hinako Nakamura / Hinako Kitada / Kaoru Watanabe / Rika Onodera / Yasuhiro Habu / Fumie Sakurai / Haru Takemura / Mirei Uesugi / Hitoshi Matsuno / Chisato Matsumoto / Kotomi Nakagawa / Hisae Nunoya / Mau Ishii / Kohei Tsuchiya / Yuki Hatta
(From TODOROKI Inc.)

Photo & Video

Hiroyuki Mori / Kenta Nagoshi / Yuya Asada / Ichiro Kawatsu / Neiro Sakamoto





artfair.asia/en/

General Incorporated Association ART FAIR ASIA FUKUOKA

info@artfair.asia