

THE ART MARKET: NEW GALLERY ENTRANTS FOR THE SECOND EDITION OF TOKYO GENDAI

Melanie Gerlis, *Financial Times*, 11 July 2024



Sophie Barber's 'The Snail and the Lost Husband' (2024) © Sophie Barber

New gallery entrants, including Pace, Alison Jacques and Kyoto's Imura, were among the 69 exhibitors for the second edition of Tokyo Gendai in the Pacifico Yokohama convention centre (July 5-7). Reported sales came slowly, but there was optimism aplenty. "There is an energy to the contemporary art market in Tokyo and Japan in general which feels exciting," said Jacques, who made "multiple sales" of work by the British painter Sophie Barber (£4,500-£20,000). Pace Gallery, which boosted the local mood with the soft opening of its new Tokyo space, reported fair sales of drawings by Robert Longo to local collectors (\$90,000-\$750,000).

"Step by step, we are growing something significant, but we don't need to get there overnight," says Tokyo Gendai's co-founder Magnus Renfrew. He envisions about 100 exhibitors for "a gravitational pull", he says. Coinciding this year with the hottest part of the year in Tokyo, and at the start of the summer holidays for many exhibitors and visitors, organisers have moved next year's event to a time they describe as the start of the cultural season in Japan (September 12-14).