

# Japan–Korea Gallerist Talk Program

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This program brings together emerging gallerists from Japan and Korea. From their respective standpoints, they will discuss the local markets (Tokyo/Seoul) and the global market “as it is now,” while introducing recommended artists from their galleries—offering a valuable opportunity to exchange views.

## Participants (4)

- **Yukako Atsuchi (biscuit gallery):** Has participated in Korean fairs such as Kiaf Seoul and ART BUSAN, and conducts collaborative projects with Korean galleries including Gallery SP and THEO.
- **Kohei Yamada:** As an artist, has held a solo exhibition at ARARIO GALLERY (Korea) and exhibited at Frieze Seoul. As AWASE gallery, actively presents Korean artists.
- **Dooyong Ro (CYLINDER):** A rising gallerist who transitioned from artist to gallerist and has drawn attention. Extensive international experience including LISTE and Frieze London; taking on the Japanese market for the first time at EASTEAST.
- **Hyun Min KIM (THEO):** Director of THEO, which has opened a second location in Jakarta in addition to Seoul. Recently gained firsthand insight into the Japanese market through Tokyo Gendai and the Tennoz art fair.

## Topics

### The Local Landscape (Tokyo / Seoul)

- Primary market: visitor demographics, average price ranges, differences in purchasing behavior
- Impressions of fairs (Tokyo Gendai, Frieze Seoul, Kiaf Seoul, EASTEAST)
- Perceived differences between Japanese and Korean collectors

### International Development for Artists and Galleries

- Creating opportunities for global presentations: fairs, gallery collaborations, dual-base operations, pricing
- Case studies of collaborative exhibitions (biscuit gallery × THEO; AWASE × Korean artists; CYLINDER’s international projects)

### Global Perspectives

- Learnings from Frieze, Liste, Paris+ par Art Basel, etc.: vetting/selection, artwork selection, booth strategy
- Managing “hidden costs” such as exchange rates, logistics, and taxation

### Collector Development & Media

- Reaching Gen Z and Millennials (social media, short-form video, content partnerships)
- Potential for joint communications between Meet Your Art and Japan–Korea galleries

### Future Outlook

### Linked Initiatives

- **ArtSticker:** Integration of editorial features with artwork sales (international sales possible)
- **Meet Your Art:** Online sales integration