



ASIA NOW Paris Asian Art Fair will celebrate its 5th Edition during Paris Art Week, from 16-20 October 2019.

ASIA NOW, première foire parisienne dédiée exclusivement à la découverte de la diversité des pratiques contemporaines asiatiques, présente une 5ème édition largement renouvelée, riche de nouveautés et nombreuses découvertes, du 16 au 20 octobre 2019, au 9 avenue Hoche dans le 8e arrondissement de Paris. Tout en conservant une dimension de foire à taille humaine, ASIA NOW réaffirme sa vocation d'exploration et de découverte de la scène artistique contemporaine, et fait le choix d'une sélection exigeante et pointue de 50 galeries internationales déjà établies ou plus jeunes, ayant moins de cinq ans d'activité (exercent depuis moins de cinq ans), avec plus de 250 artistes confirmés et émergents originaires de Chine, d'Asie du Sud-Est, d'Asie Centrale, de Corée et du Japon.

**pitch de la curatrice:** Previous iterations of Asia Now's Platforms series have been centered on specific geographical focuses in Asia. For the 2019 Platform, ASIA NOW is shifting away from a regional model, and will undertake a thematic approach that will focus on an emerging generation of artists and their respective contemporary practices.

En marge des présentations des galeries, ASIA NOW invite comme chaque année un curateur qui imagine un programme spécial de performances et de conversations.

Cette année, c'est Xiaorui Zhu-Nowell, conservateur adjoint au musée Guggenheim de New York, qui conçoit la plate-forme et prend le parti de s'éloigner d'un focus régional pour adopter une approche thématique qui tire son titre de l'abréviation populaire sur Internet IRL, « In Real Life» ou «dans la vraie vie».

Platform takes its title from the popular internet abbreviation "IRL", or "in real life". The IRL Platform is a celebration of artists that are digital natives, and who's work critically engages with digital media, issues of technologies, and the challenges of contemporary art practice within our new sensorial environment

ASIA NOW dédiera à nouveau une large place au Design, et dans le cadre du projet «In Real Life» présentera le point de vue de designers sur l'aménagement modulaire possible qu'induit l'évolution de nos modes de vie, où le vrai luxe est l'espace et la connexion choisie - reformuler

Enfin cette année peut-être encore plus que les années précédentes, la foire placera les collectionneurs au cœur de ses projets, avec plusieurs propositions de jeunes collectionneurs et la présentation d'une sélection de leurs dernières découvertes.

Après le succès de ses dernières programmes de conversations, ASIA NOW s'affirme comme un lieu privilégié d'échanges, de dialogues, et d'enseignements pour les leaders d'opinion du monde de l'art. Une approche exclusive et prestigieuse réunissant commissaires d'exposition confirmés et plus jeunes, qui viendront échanger sur les enjeux et les acteurs de la scène artistique d'Asie.

**NEW CURATORIAL PROJECT & SPECIAL PROJECTS IN 2019**

## «IN REAL LIFE» PLATE-FORME

Conceived by Xiaorui Zhu-Nowell, Assistant Curator at Guggenheim Museum in New York

Works included in the IRL Platform approach the subject of digital media and technology through a broader conceptual lens, instead of the often conceived realm of technology as “cutting-edge”, “innovative”, or even “awe-inspiring”. Within this framework, digital media becomes a technology of communication and mediation; languages, social rituals, and material environments are all technology.

This platform will be enacted in four sections, each of the sections referring to a different mode of interaction: *Unboxing* (Art & Technology section), *Peer-to-Peer* (Collectors' Selections), *Hyperlink* (a series of Performances), *Chat Room* (a cycle of Conversations around a kitchen table).

### UNBOXING

#### Art & Technology

The *Unboxing* section takes its name from a genre of popular YouTube videos where a YouTuber will literally “unbox” or unwrap a new product in front of a camera. For the IRL Platform, the *Unboxing* section will feature new special projects that will be physically revealed- or unboxed- to the art fair spectators. With a new dedicated exhibition space, the carefully selected projects include some of the most exciting emerging artists working in/from Asia.

- Solo show by Chinese artist **Liu Wa**, curated by **Michael Xufu Huang** (Co-founder of M **WOODS**, Beijing), commissioned by SABSAY, including color-coded paintings and a video installation. Realized via neurotechnology, the immersive environment senses and reflects the viewer's changing attention levels. Donning an electroencephalogram (EEG) headset, the viewer's brainwaves illuminate the environment with light of different colors. The painted figures therefore glimmer, emerging from the darkness and fleeting away, as they struggle to survive the ecological apocalypse engulfing them.
- A VR Project *Suus 'Oculis Meis (It's eyes)* by artist **Judy Lui** in collaboration with computer scientist **Michael Chang**, and curated by **Michael Xufu Huang** (Co-founder of M **WOODS**, Beijing). This project aims to create an environment to provide perspectives of creatures other than ourselves, creating an immersive visual experience on a entirely different scale and see details around us we inevitably miss out in everyday lives.
- **Cheng Ran** (winner of the inaugural Nomura Emerging Artist Award) will present **MARTIN GOYA BUSINESS**, a new platform encouraging and supporting local young artists and their new approaches, experiments or researches, that he has recently founded in Hangzhou. Ran will exhibit his own video work along with a hand-picked selection of the most interesting emerging artists from China.
- Taiwan International Video Art (TIVA) Screening Programme, curated by **Frankie Su** (Director of Hong-Gah Museum in Taipei). **Hong Gah Museum** has earned incredible praise from the continuous programmes aiming to promote video art as a platform for international collaborations and exchange. Invited by Asia Now 2019, Hong Gah Museum will present Taiwanese young generation who apply their practice in the form of video and have outstanding performance. The presentation will showcase 6 artists' video works screening in the venue and display a full concept of TIVA.

## PEER TO PEER

### Collectors' Selections

The *Peer to Peer* section takes its name from the decentralized computer network systems made infamous through early internet file sharing platforms such as Napster and BitTorrent. In a designated space, *Peer-to-Peer* will be a platform to showcase collectors' collections and forms a direct network system of their peers. Confirmed projects include :

- **Collectors' Summit**, organized by **Selina Ting** (CoBo Social Director and Editor-in-Chief, Collector, Hong Kong) and **Tom Tandio** (Jakarta Art Fair Director, Jakarta). This event will bring together visionary collectors to share their recent discoveries, personal journeys and recommendations on the art of collecting emerging artists with their European peers.

-Participants include **Lu Xun** (Co-founder and Director of the Sifang Art Museum) who will display a selection from his contemporary art collection, **Michael Xufu Huang**, (Art collector and Co-founder of M WOODS, Beijing), members of **GMPN** (Global Private Museum Network), **DSL Collection** (founded in 2005 by Paris-based couple Sylvain and Dominique Lévy, the DSL Collection is one of the rare Chinese contemporary art collections in France.).

## HYPERLINK

### A series of Performances across the fair

*Hyperlink* is a section of a series of performances that will be activated throughout the entire space and will run the duration of the fair. Invited performances will connect or link with other projects, enacting a "hyperlink" between different points of departure.

Details to be announced in July.

## CHAT ROOM

### A cycle of Conversations around the kitchen table

Lastly, the *Chat Room* will be a physical space for a series of conversations around the kitchen table. It takes the online forms of chat room into a IRL format. In a casual setting, artists, collectors, curators, thinkers, and gallerists will gather and discuss a wide range of topics and enjoy food and drink. The speakers, who will appear alongside the numerous artists present, include

*You Won't be Forever Young*, curated by **Biljana Ciric** (Independent Curator, Shanghai) this research-as-exhibition (started in 2009) proposes to look at the generation of Asian artists born between the mid-1980s to the early '90s

**Pierre-Alexandre Mateos and Charles Teyssou** (Independent Curators) will present a project on Chinese Electronic music

**Khai Hori** (Deputy Director of Artistic Programming at Palais de Tokyo in Paris Senior Curator at the Singapore Art Museum) with the support of Visual Arts Development Association Singapore (VADA) and in collaboration with **Intersections gallery**, will curate a solo show by **Desiree Tham**, a winner of the Chan Davies Art Prize this year, presenting her latest installations and sculpture on the Chinese fengshui. These series of objects each carries metaphorical meanings are informed by a professional Feng Shui Master's instructions are made to potentially improve your life. By intentionally altering the Master's instructions on the use of specific ethnographic objects, the work aims to blur boundaries between traditions and modernity, functions and dysfunctions, the irrational and rationality.

**Li Zhenhua** (Film Curator and Art Critic) in conversation with **Karen Levy**, art collector and **Sylvain Levy**, founder of the DSL Collection

A conversation with **Charleen Leo** (curator at ArtScience Museum in Singapore) around her projet *FutureWorld*, created in collaboration with Japan-based art and technology collective teamLab.

## PROGRAMMATION HORS LES MURS

### OFF SITE

Évènement hors les murs dans les institutions culturelles parisiennes

En partenariat avec une sélection d'institutions culturelles, le Hors les Murs de la foire s'exprime autour de différents projets avec l'École Supérieure Nationale des Beaux-Arts de Paris (ENSBA) / Le Musée Guimet / Le Musée Cernuschi - Maël Bellec, conservateur du musée présentera à ASIA NOW une sélection de jeunes artistes vidéastes autour de la notion de transmission dans l'art, qui convoque le thème générationnel, lien entre la scène émergente et les artistes confirmés.

### Design Projects

Une section design élargie et renouvelée avec **les nouveaux projets inédits de Hu Fang et Kim Mee Hye**, créatrice de bijoux.

À la fois ancré dans la tradition, s'inspirant d'objets iconiques, de techniques et modes de vie ancestraux, Kim Mee Hye et Hu Fang, proposent des objets alternatifs, modulables et multifonctionnels. Pensés et adaptés aux nouveaux modes de vie urbains, les objets sont les outils de l'optimisation de l'espace de vie et ses redéfinitions tant spatiales que conceptuelles.

#### **KIM MEE HYE- THE SCREEN SPACE**

Challenging all notions of what jewellery and fashion should look like, South Korean born, Belgium raised designer **Kim Mee Hye** will present her high-end jewellery line and will propose an architectural project around constructed over a screen, offering modalities of movements of our daily actions.

**VITAMIN CREATIVE SPACE** in collaboration with **Feldt Gallery** will present 3 projects: [the projects by HU FANG and MA SHU focus on the Chinese Literati Furniture](#)

- Designed by fiction writer and art critic **Hu Fang**, the idea of *+ - Shelves*, presented for the first time in France by **Vitamin Creative Space / The Shop** (Guangzhou) in collaboration **Feldt Gallery** (Copenhagen), came from the modular system of Chinese culture as well as the research of Chinese architecture.  
*Horizontal and perpendicular lines can create characters in Chinese Calligraphy and traditional Chinese paintings. It is the starting point of creation.*  
*This is architecture for books; in my imagination, an ideal home for them. Books find their own residential area according to their own size and personality. They are given a living space to breathe in, not just in a stack of paper anymore. HU FANG*
- Committed to the thinking on the aesthetics and dispositions of Chinese Literati Furniture, **Ma Shu** will present *Shū Gé (Bookshelf)* project, incarnating a new life style based on the heritage of Chinese ancient woodcraft to our time.
- Alongside these projects, Jun Yang will showcase *Lamp House*, a type lampshade used at meat markets. His works encompass various mediums – including, film, installation, performance and projects in the public spaces while addressing institutions, societies and audiences. Having grown up and lived in various different cultural contexts, in his artistic work Jun Yang examines the influence of clichés and media images on identity politics.

Details to be announced in July.

## 2019 Participating Galleries

ASIA NOW welcomes 50 international galleries presenting artists from China, Korea, Japan, Central and Southeast Asia, who are pushing the boundaries for contemporary art of their time.

## Young Galleries Sector

A special section will be dedicated to emerging galleries, featuring the most interesting up-and-coming artists from Asia: **Bodu Yang** presented by Mine Project (Hong Kong); **Jui Hung Ni, Ching Ming Chen, Wing Nam Cheuk** by GALERIE OVO (Taipei); **Chando Ao** and **Ye Wang** presented by YveYANG Gallery (New York), **Wong Kit Yi** with a.m. space, among others.

The fair will also highlight non-profit organisations which focus on an experimental approach, including **VADA** (The Visual Arts Development Association, Singapore) will collaborate with the gallery **INTERSECTIONS** (Singapore), to present an exhibition by the young artist **Desiree Tham**, born in 1992. **VADA** will support the soft launch of the 1st issue of **KIRTI**, a publication by **Hunter Panther Deerfield**, (Independent Curator, Singapore).

*Discover the first wave of selected galleries for ASIA NOW 2019*

## Young Galleries

24P STUDIO | Paris, France | Tianjin, China  
ZETO ART | Paris, France

### New Participating Galleries

a.m. space | Hong Kong  
Galerie OVO | Taipei, Taiwan  
Mine Project | Hong Kong, China  
YveYANG Gallery | New York, USA

### Returning this year :

313 Art Project | Seoul, South Korea  
A2Z Art Gallery | Hong Kong | Paris, France  
Art Seasons | Singapore  
Artvera's Gallery | Geneva, Switzerland  
Art'Loft/Lee-Bauwens Gallery | Forest, Belgium  
CHOI & LAGER Gallery | Cologne, Germany | Seoul, South Korea  
The Columns Gallery | Seoul, South Korea  
COHJU Contemporary Art | Kyoto, Japan  
DANYSZ gallery | Paris, France | Shanghai, China | London, United Kingdom  
The Drawing Room | Makati City, Philippines  
Ginkgo Space | Beijing, China  
Intersections | Singapore  
HdM Gallery | London, United Kingdom | Beijing, China  
Galerie LJ | Paris, France  
La Patinoire Royale - Galerie Valérie Bach | Brussels, Belgium  
GALERIE MARIA LUND | Paris, France  
MadeIn Gallery | Shanghai, China  
MORI YU GALLERY | Kyoto, Japan | Tokyo, Japan  
New Galerie | Paris, France  
Pierre-Yves Caër Gallery | Paris, France  
Primo Marella Gallery & Primae Noctis Gallery | Lugano, Italy | Milan, Italy  
Galerie Quynh | Ho Chi Minh City, Vietnam  
Gallery SoSo | Gyeonggi-do, South Korea  
TANG CONTEMPORARY ART | Beijing, China | Hong Kong | Bangkok, Thailand  
TOKYOITE | Paris, France | Tokyo, Japan  
Vinyl on Vinyl | Makati City, Philippines  
Yavuz Gallery | Singapore

### Newcomers at ASIA NOW are

Aspan Gallery | Almaty, Kazakhstan  
(Chan + Hori Contemporary) VADA | Singapore  
ESH Gallery | Milan, Italy  
Gallery 55 | Shanghai, China  
SABSAY | Copenhagen, Denmark  
Galerie Richard | Paris, France | New York, USA  
M97 | Shanghai, China

Galerie Catherine Putman | Paris, France  
VADA - The Visual Arts Development

Please note the final list of exhibitors will be announced shortly.

**INFORMATIONS PRATIQUES** nous allons ajouter une version anglaise

**ASIA NOW**  
**DU 16 AU 20 OCTOBRE 2019**  
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**Collectors Preview**  
15 October 2019  
2pm-6pm

**INVITATION PRESSE**  
de 10h à 14h  
**VIP**  
de 14h à 18h

**VERNISSAGE le mardi 15 octobre 2019**  
de 18h à 22h

**Ouverture au public**  
du 16 au 20 octobre

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