



銀行をこえる銀行へ

紀陽銀行

presents

International Art Fair

# UNKNOWN ASIA

## 2024

### APPLICATION GUIDE



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## EVENT OUTLINE

### PUBLIC DAYS

- December 7 (Sat.), 2024, 10:00 - 20:00 [JST]
- December 8 (Sun.), 2024, 10:00 - 17:00 [JST]

### PREVIEW

- December 6 (Fri.), 2024, 15:00 - 20:30 [JST]
- \*Available to invited guests and related persons only

### VENUE

#### UMEDA SOUTH HALL

Osaka Umeda Twin Towers South 11F  
1-13-1 Umeda, Kita-ku, Osaka

### TICKET

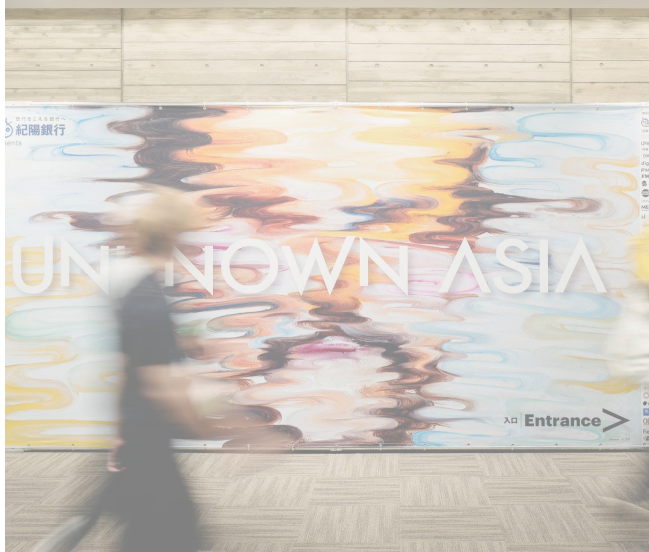
Scheduled to go on sale in advance  
on October 7 (Mon.), 2024

### ORGANIZER

802 Media Works / UNKNOWN ASIA Executive Committee

### URL

<https://unknownasia.net/>



[Pre-Entry for Exhibitors] May 30, 2024 (Thur.) 15:00 - July 7, 2024 (Sun.) 23:59  
[Application for Main Entry] July 8, 2024 (Thur.) noon - August 18, 2024 (Sun.) 23:59  
\*Entries are accepted on the UNKNOWN ASIA 2024 official website.

[CONTACT] UNKNOWN ASIA Executive Committee  
E-MAIL : desk@unknownasia.net

# INTRODUCTION

The UNKNOWN ASIA Executive Committee is pleased to announce that "Kiyo Bank presents UNKNOWN ASIA 2024" (UNKNOWN ASIA) will be held from Friday, December 6 to Sunday, December 8, 2024 [Preview Day: Friday, December 6] at "UMEDA SOUTH HALL", Osaka Umeda Twin Towers South 11F.

At the same time, we will begin accepting Pre-Entries for exhibiting artists and galleries.

## “UNKNOWN ASIA” is...

UNKNOWN ASIA is an international artist-led fair where artists from Japan and other Asian countries gather in Osaka. Launched in 2015, 1,497 artists have participated to date, and 13,111 people visited the fair over three days in 2023, making it increasingly recognized as one of the largest-scale fairs in western Japan.

## The Feature of UNKNOWN ASIA

UNKNOWN ASIA provides diverse matching opportunities and supports artists' sustainable activities. One of the most significant aspects of the fair is the transformative encounters among artists, galleries, collectors, companies, and art lovers. More than 200 judges and reviewers, whose names are drawn from gallerists and creative fields in various countries, are invited to participate. The judges and reviewers will judge from their perspectives at the preview and select the artists they wish to support. In addition, many collectors and visitors come to the exhibition, and the artists showcase their works directly to them, which often leads to the collection of many works each year. Many artists have used the platform of UNKNOWN ASIA to make significant strides in their careers, and are now active in exhibitions at galleries and art fairs in Japan and abroad.

## Fostering Asia's Creative Bonds

This year marks a milestone for us as we celebrate our 10th anniversary. The executive committee is grateful for the many people who have supported us and will continue to encourage us in the future. This milestone year will be an opportunity to further nurture these bonds with artists, galleries, collectors, companies, and art lovers. These bonds will lead to future activities for everyone and create opportunities to move on to the next stage.

The fair will be held at the new location, " UMEDA SOUTH HALL", Osaka Umeda Twin Towers South 11F, easily accessible from each station in the " Umeda area" in Osaka. While honoring the conventional artist-led fair, we also plan to introduce a variety of Asian culture, such as Asian food, music, etc., so visitors can experience and enjoy them in the new venue.



# EVENT HALL INFOMATION

## VENUE

UMEDA SOUTH HALL  
Osaka Umeda Twin Towers South 11F  
1-13-1 Umeda, Kita-ku, Osaka

How to access,  
<https://umedasouth-hall.com/access/>  
Click here to go to the official website

### 周辺マップ



## By train

The venue is connected directly to access to each terminal in the basement.  
Visitors can come from Osaka Station or Umeda Station without getting wet.

地上からお越しの方

## Hankyu Railway

7-minute walk from Osaka-Umeda Station

## Hanshin Railway

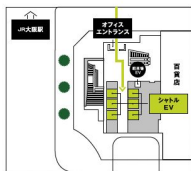
1-minute walk from Osaka-Umeda Station

## Osaka Metro

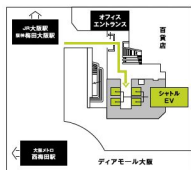
1-minute walk from Umeda Station (Midosuji Line)  
3-minute walk from Nishi-Umeda Station (Yotsubashi Line)  
2-minute walk from Higashi-Umeda Station (Tanimachi Line)

## JR

3-minute walk from Osaka Station  
4-minute walk from Kita-Shinchi Station



地下からお越しの方



# SECTORS

\*Options will be provided to selected exhibitors at a later date.

## Artist Booth



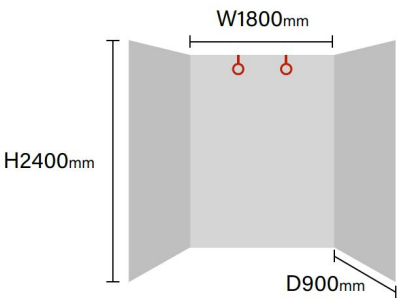
- Lighting

### [ (AS) ARTIST SINGLE / 1.62㎡ ]

SIZE: W1,800×D900×H2,400mm (3-sided panel / Inside dimensions)

#### PRICE

Pre-Entry	¥ 88,000 (with tax)
General Entry	¥ 132,000 (with tax)
Student Quota (limited to 10)	¥ 55,000 (with tax)



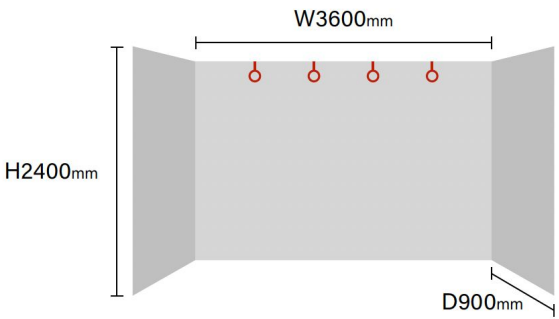
\*The early bird discount is for applicants who registered only during the pre-entry period. Depending on the screening results, the number of student quotas may be less than 10.

### [ (AD) ARTIST DOUBLE / 3.24㎡ ]

SIZE: W3,600×D900×H2,400mm (3-sided panel / Inside dimensions)

#### PRICE

Pre-Entry	¥ 132,000 (with tax)
General Entry	¥ 176,000 (with tax)



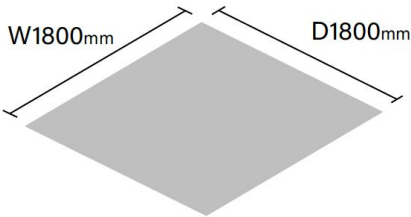
### [ INSTALLATION ART SPOT / 3.24㎡ ]

\*Advance exhibition plans must be submitted.

SIZE: W1,800×D1,800mm

#### PRICE

Pre-Entry / General Entry	¥ 66,000 (with tax)
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■ This spot is for plastic, 3-dimensional, or sculpture artists.

Please note that it is prohibited to install a wall or perform a live or public art performance.

#### Other Notes

\*Installations and three-dimensional sculptures only. You may bring your display stand.

\*Please ensure to protect the floor if your exhibit has the potential to stain it.

Captions, labels, and other display materials should be placed on the floor or provided with your stands.

\*As for audio, etc., you may use them. If there are complaints from other booth areas, we may ask you to adjust the volume.

\*Fire is strictly prohibited due to the location of the venue.

\*Advance exhibition plans must be submitted in advance. We may request changes to the plan.

If significant changes are made on the day of the exhibition, the exhibitor's entry may be canceled.

# SECTORS

\*Options will be provided to selected exhibitors at a later date.

**Gallery Booth**

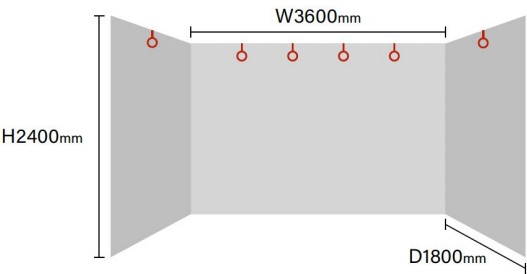
\*Gallery booths are ineligible for awards.

 - Lighting

**【GALLERY BOOTH Type A / 6.48㎡】**  
SIZE: W3,600×D1,800×H2,400mm(3-sided panel / Inside dimensions)

PRICE

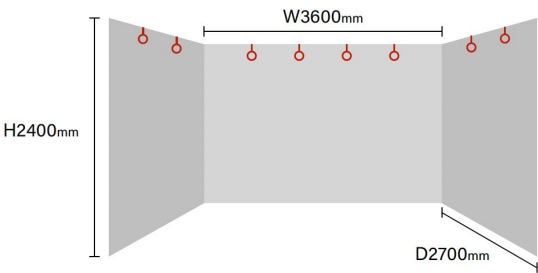
Pre-Entry	¥ 231,000 (with tax)
General Entry	¥ 264,000 (with tax)



**【GALLERY BOOTH Type B / 9.72㎡】**  
SIZE: W3,600×D2,700×H2,400mm(3-sided panel / Inside dimensions)

PRICE

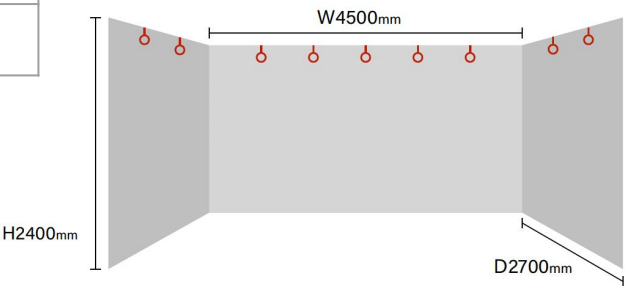
Pre-Entry	¥ 264,000 (with tax)
General Entry	¥ 297,000 (with tax)



**【ギャラリーブース Type C / 12.15㎡】**  
SIZE: W4,500×D2,700×H2,400mm(3-sided panel / Inside dimensions)

PRICE

Pre-Entry	¥ 319,000 (with tax)
General Entry	¥ 352,000 (with tax)



# HOW TO APPLY

**[ Pre-Entry Period for Exhibitors ]**

**May 30, 2024 (Thur.) 15:00 ~ July 7, 2024 (Sun.) 23:59**

Please register at the URL below or by using the QR code on the right.

<https://forms.gle/7fhbs6isYHNuaab17>



If you have any questions, please contact below

[CONTACT] ▶UNKNOWN ASIA Executive Committee / E-MAIL : [desk@unknownasia.net](mailto:desk@unknownasia.net)

# TERMS & CONDITIONS

## 1 - (Purpose)

1. These terms and conditions (hereinafter referred to as the "Agreement") shall govern matters related to exhibiting at the UNKNOWN ASIA Art Fair (hereinafter referred to as the "Fair") organized by the UNKNOWN ASIA Executive Committee (hereinafter referred to as the "Committee").

## 2 - (Application)

1. All applicants who wish to exhibit at the fair (hereinafter referred to as "Applicants") must agree to all of the agreements of this fair and apply following the prescribed procedures.
2. The committee will screen each application and notify the applicants who have passed the screening to the e-mail address entered at the time of application.
3. Applicants who have been approved must pay the exhibition fee by the date set by the committee in the specified method.
4. Once the committee confirms full payment of the exhibition fee and optional expenses, or upon the committee's approval, the applicant's right to exhibit will be confirmed, and the applicant will be treated as an exhibitor from then on. However, as a general rule, if full payment of the exhibition fee and optional expenses is not received by the deadline specified by the committee, the rights of the applicant and the exhibitor concerned will be revoked.
5. Payment of the exhibition fee will not be refunded for any reason.
6. Exhibitors are prohibited from transferring, leasing, selling, buying, changing the name of, pledging, or offering for use by a third party, in whole or in part, the right to exhibit and receive related services (hereinafter collectively referred to as "privileges of exhibiting").

## 3 - (Operation, Execution, and Management, etc. of the Fair at the Venue)

1. Booth locations will be determined by the committee after all exhibitors have been confirmed, taking into consideration the exhibits' contents, the booth's shape, and the venue's configuration.
2. Exhibitors are not allowed to display or advertise in aisles, outside the exhibition hall, or in any other areas not designated by the committee.
3. Exhibitors shall be responsible for any theft, loss, or damage to exhibits and materials and any personal injury or damage caused by using the exhibitor's booth. The committee shall not be liable for any loss or damage to the exhibitor's exhibits or materials.
4. Exhibitors must strictly observe all rules and regulations regarding fire prevention, safety, and facility use applicable to the event venue and follow the committee's instructions.
5. Exhibitors are prohibited from engaging in any activity that may condemn, attack, or interfere with specific companies, organizations, individuals, other exhibitors, or exhibits, infringe on copyrights, portrait rights, or other rights, or interfere with the safety of visitors or the maintenance of order at the venue. Suppose the committee deems it appropriate to maintain order at the venue or protect visitors' safety and rights. In that case, the exhibitor must comply with the committee's request and immediately stop the exhibition or activity.
6. Exhibitors are solely responsible for selling and purchasing their works in their booths, and the committee assumes no responsibility for such sales or purchases.
7. Using unauthorized paints, sprays, etc., to create artwork is prohibited at the event venue during the event period. It is forbidden to paint anything directly on the walls without permission, even in one's booth. It is also prohibited to use the walls or ceilings of the building for exhibits or to scratch or leave stains on the floor or other facilities of the venue. In the event of significant defacement or damage to the venue or garbage left at the venue, the exhibitor shall be liable for compensation for damages, including repair and disposal costs, regardless of whether the damage is intentional or negligent.
8. In principle, exhibiting and selling food and beverages in one's booth is prohibited.
9. Animals (dead or alive) are not allowed in the venue. Smoking is prohibited in all areas of the venue.
10. As a general rule, exhibitors must take all garbage home and dispose of it.

# TERMS & CONDITIONS

11. Cardboard, cushioning materials, and other packing materials used for carrying in may only be disposed of on-site at designated locations within the set limits until move-out.

12. As a matter of etiquette, all screws and nails must be removed from inside the booth, and any items affixed to the walls must not be left behind.

13. Work in the waiting room is also prohibited. In particular, the use of lacquer and the like is strictly prohibited.

14. The use of fire in the exhibition hall is strictly prohibited. Failure to comply with these rules will result in the immediate revocation of the exhibitor's rights.

-Items that fall under the category of fire;

Any gaseous, liquid, or solid fuel that produces flames or fireworks. Or that exposes the heat-generating day of the apparatus to the outside.

Appliances that use electricity as a heat source, whose heating element is scorching hot, or whose exposed heating element may ignite combustible materials if touched.

15. Hazardous materials are strictly prohibited in the venue.

-Items that fall under the category of hazardous materials;

Gasoline, thinner, lacquer, sprays, remover, instant adhesives, etc., with container labels that state "Class 1~4 Petroleum, Inflammable solids, Animal and vegetable oils, Alcohols, etc." are classified as hazardous materials.

(1) Hazardous materials;

Hazardous materials such as gasoline, light oil, and other flammable liquids, oxidizing solids, and liquids as specified in the Fire Service Law.

(2) Designated combustibles;

Flammable liquids and flammable solids (cresol, lubricating oil, paint, etc.) as specified in Fire Prevention Ordinance No. 7

(3) Explosives;

Explosives, pyrotechnics, and toy fireworks, as defined by the Explosives Control Law

(4) General high-pressure gas safety regulations;

Flammable gases such as propane, acetylene, hydrogen, and ammonia gases, etc., as specified in Ordinance No. 33-5 of the Ministry of International Trade and Industry

## 4 - (Countermeasures against Infectious Diseases)

The organizer may take measures to prevent the transmission of infectious diseases to visitors/exhibitors/staff, and they must follow the temperature inspection and disinfection process instructed at the venue. Masks must be worn at all times, and hand sanitizers with alcohol must be used frequently in the exhibition hall. Each person should take precautions to prevent the spread of infectious diseases inside and outside the venue, as well as before and after the fair.

To prevent the spread of infection, the organizer may issue instructions to control the number of people entering the exhibition hall and secure the space. Visitors/exhibitors/staff must comply with such instructions. The organizer will make a comprehensive decision as to whether or not to hold the fair, or postpone or cancel the fair, based on the declaration of a state of emergency, requests from the government, information on the form of infection, etc.

Food and beverages may be brought into the venue, but from the viewpoint of infection control, alcohol is not allowed.

## 5 - (Cancellation of Exhibitor Qualification)

Suppose the committee deems an exhibitor's behavior at the fair constitutes a nuisance, as described below. In that case, the committee will request the exhibitor to remedy such conduct, regardless of whether it occurs before or on the day of the fair. If the exhibitor fails to comply with this request, the exhibitor shall be required to immediately cease such behavior or be deprived of the exhibitor's status and to withdraw and vacate the fair premises immediately.

# TERMS & CONDITIONS

The exhibitor may not demand that the committee refund any expenses incurred as a result of the "improvement," "immediate suspension," "immediate withdrawal," or "cancellation of exhibitor status. The exhibitor shall be liable for such costs if the committee incurs any expenses in implementing these measures.

1. Use of the aisles outside of the exhibitor's booth (e.g., to attract visitors, conduct questionnaires, etc.) that causes significant inconvenience to other exhibitors or visitors.
2. Distribution of printed materials in aisles or public areas outside the exhibitor's booth is prohibited.
3. Loud speakers, etc., that cause inconvenience to other exhibitors or visitors. Any other disturbance to other exhibitors or visitors due to light, heat, gas, odor, vibration, smoke, etc.
4. Exhibits or acts extremely undignified in light of socially accepted norms.
5. Exhibits or acts that are offensive to public order and morals.
6. If the exhibit includes adult-oriented content that is prohibited for viewing by persons under 18 years of age
7. Exhibits whose primary purpose is to collect "personal information" of visitors without conducting sales promotion activities for the works handled by the exhibitor are prohibited.
8. Works, performances, etc., that seriously infringe on the rights of specific copyrighted materials are prohibited.
9. Works or performances that include specific political, religious, or ideological claims are prohibited.

## 6 - (Registration Information and Personal Information)

1. The committee may use the information provided by prospective exhibitors to the committee at the time of application (hereinafter referred to as "registration information") for the following purposes
  - (1) Operation, execution, and management of the fair and all operations incidental to it
  - (2) To provide information on the services of the committee and the companies and organizations that comprise the committee
  - (3) To provide information on the products and services of advertisers and partners of the fair
  - (4) To conduct questionnaire surveys for quality control of the fair and exhibition privileges
2. The committee will handle personal information among the registered information following the privacy policy.

## 7 - (Intellectual Property Rights, etc.)

1. All rights (ownership, intellectual property rights, portrait rights, publicity rights, etc.) to the fair and to the text, images, programs, and other data that make up the services belong to the committee or to third parties that own such rights. However, this excludes cases where the exhibitor holds the copyright or other rights or has obtained the necessary consent from the rights holder.
2. The committee shall not be held responsible for any trouble, such as imitation, that may occur due to exhibiting at the event regarding copyrights or other rights held by the exhibitor.
3. The use of intellectual property rights shall be as follows. The organizer, its commissioned organizations, and the media may use the works' intellectual property rights for publicity activities related to the fair and the artists concerned. There shall be no limitation on the duration of use. If the exhibited works or images are to be used for commercial purposes other than for promoting the fair and the artists, the conditions for such use shall be discussed in advance between the two parties.

## 8 - (Suspension or Cancellation of the Fair)

1. The committee reserves the right to suspend or cancel all or part of the fair in the event of any of the events described in this Article. It shall not be liable for any loss or damage incurred by prospective exhibitors, exhibitors, or any third party due to such suspension or cancellation.

# TERMS & CONDITIONS

(1) In the event of force majeure, such as natural disaster, war, riot, or disturbance, operating the fair or providing exhibitor privileges is extremely difficult.

(2) If the fair cannot be operated or privileges cannot be provided due to measures required by laws and regulations.

(3) In any other cases deemed unavoidable by the committee.

2. If the committee suspends the operation of the fair or the provision of exhibition privileges following the preceding paragraphs, the committee shall, in principle, notify the exhibitor in advance by posting on the fair's homepage or by e-mail.

## 9 - (Confidentiality)

The organizer and the exhibitor shall not disclose or divulge to any third party any information obtained from the other party while executing this document or individual contracts. They shall not use such information for any purpose other than the execution of this document or separate agreements. However, this shall not apply to information that falls under the following items.

(1) Information that was already public knowledge at the time it was obtained

(2) Information that was already in the legitimate possession of the acquiring party without any obligation of confidentiality at the time it became known

(3) Information that became public knowledge through no fault of the acquiring party after becoming known

(4) Information that the acquiring party lawfully obtained from a third party other than the counterparty without incurring an obligation of confidentiality

(5) Information that the acquiring party independently developed without being disclosed by the acquiring party. In addition, if the organizer is responsible for entrusting all or part of each business to a third party or is compelled to disclose confidential information under compulsion of law or regulation of a government agency, the recipient may disclose the information to the extent that it is entrusted or compelled to do so. The recipient may disclose confidential information to the extent that it has been assigned and forced to do so.

## 10 - (Exclusion of Anti-Social Forces)

Exhibitor represents and warrants that, at the time of confirmation of this document, it (or, in the case of a corporation, its representatives, officers, or persons who substantially control its management) does not fall under the category of anti-social forces, such as organized crime groups, organized crime group members, companies affiliated with organized crime groups, general assemblymen, socially motivated groups, or special intelligence groups (hereinafter "anti-social forces"), and will not in the future. Exhibitors shall make a statement that they do not fall under the "Anti-Social Forces" category and shall make a firm commitment not to fall under such class in the future. The organizer may terminate this agreement without notice if the exhibitor is found to be a member of an antisocial group. Suppose the organizer terminates this agreement following the provisions mentioned above. In that case, the terminating party shall not be liable to compensate the terminated party for any damage caused by the termination, and the terminating party shall not be prevented from claiming compensation for damages from the terminated party.

## 11 - (Cancellation)

1. If an exhibitor violates this document or individual contract, the organizer reserves the right to terminate all or part of this document or particular contract immediately upon written notice to the exhibitor with a reasonable period to remedy the violation.

2. The organizer reserves the right to terminate this document and individual contracts immediately without notice if any of the following events occur.

(1) When a provisional seizure, foreclosure, or application for auction is filed, or when a petition for commencement of bankruptcy proceedings, civil rehabilitation proceedings, or corporate reorganization

# TERMS & CONDITIONS

proceedings is filed, or when the party goes into liquidation

- (2) When the company is delinquent in payment of taxes and dues and is subject to a provisional seizure
- (3) When the bank has stopped making payments or has had a bill or check dishonored
- (4) When there is a disposition of suspension of transactions by a clearing house
- (5) When there is a credit crisis or a material change in business
- (6) When it is deemed difficult to fulfill its obligations under this document and individual contracts
- (7) When an officer, employee, or agent commits a wrongful act in connection with the performance of this document or individual contracts
- (8) When there is an event that prevents regular transactions or normal business operations

## 12 - (Approval of Exhibit Rules and Regulations)

All exhibitors agree to abide by and comply with these exhibit rules and regulations, the exhibitor manual, and the rules and regulations established and communicated to exhibitors by the organizer.

## 13 - (Revision of these Rules)

- 1. The committee may revise these rules and regulations occasionally.
- 2. Revisions following the preceding paragraph shall take effect from when the revised terms of use are posted on the fair's website.

## 14 - (Governing Law, Court of Jurisdiction)

- 1. These agreements shall be governed by and construed following the directions of Japan. Translating these agreements into any language other than Japanese shall not affect the validity.
- 2. If any problem arises regarding the agreements, the fair, or the service, the parties shall consult with each other in good faith and attempt to resolve the issue.
- 3. The Osaka District Court shall have exclusive jurisdiction over all disputes related to this agreement, the fair, and the service.

May 30, 2024 Enacted



銀行をこえる銀行へ

紀陽銀行

presents International Art Fair

# UNKNOWN ASIA 2024



## ORGANIZER

802 Media Works / UNKNOWN ASIA Executive Committee

【CONTACT】UNKNOWN ASIA 2024 / E-MAIL : [desk@unknownasia.net](mailto:desk@unknownasia.net)