



100⁺ Asia
Art Season
亞洲藝術季

FAIR + STYLES + GOODS

WHAT 100+?

We care about the growth of Asian artists!

From 0 to 1, from 1 to 100, and from 100 to infinity, we are dedicated to breaking boundaries and supporting the sustainable development of the Asian art ecosystem together. We believe every artist and every piece of artwork is a seed filled with vibrant vitality and limitless potential. We look forward to the flourishing of Asian art on the international stage, as we practice, innovate, grow and glow together.

0 → 1 → 100 → 100+

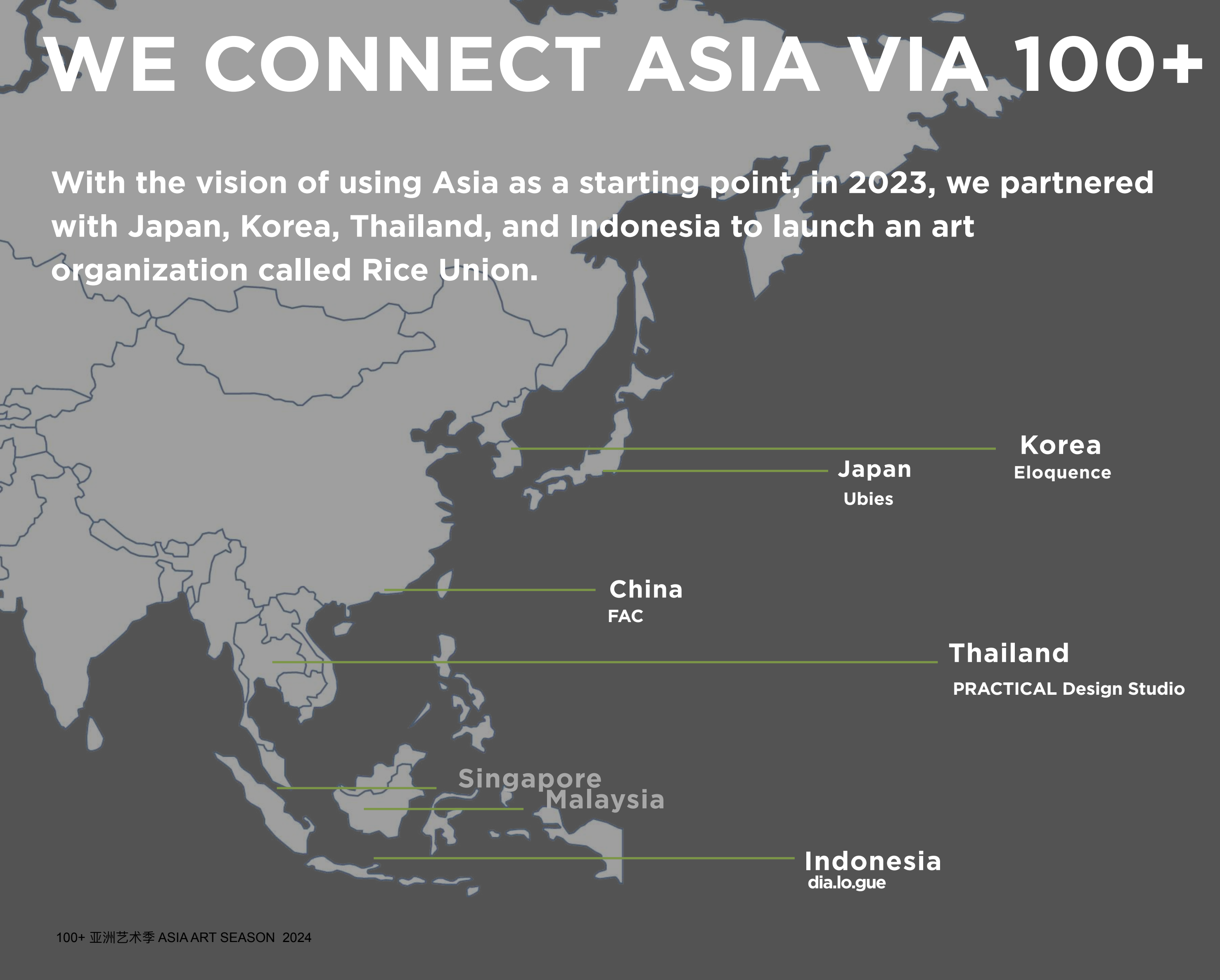
WHY Asia?

WHY ASIA? WHY SHENZHEN?

Asia is home to nearly 50 countries and territories, accounting for more than 60 per cent of the world's population, each with a different language, culture, religion and values. If you open a map of the world, you can see that Asia spans almost 91 degrees of latitude from the southernmost to the northernmost part of the country, covering the cold, warm and hot zones.

Shenzhen is a young city and the design capital of China. Neighboring Hong Kong and deeply connected to the South Seas through its migratory history, it has a unique historical and geographical perspective on "Asia." The city has thrived in an era of efficiency and rapid development, while also embracing pragmatic art, culture, and lifestyle in various ways.

This year's 100+ Fair will be held in Shenzhen, with a focus on Asia. Artists are invited to explore the dynamic southern region, engaging with the public, community, and industries within a vibrant manufacturing sector and distinctive art scene. The fair aims to highlight the innovative productivity of the Asian art ecosystem, characterized by cross-country, cross-professional, and cross-institutional collaboration.



WE CONNECT ASIA VIA 100+

With the vision of using Asia as a starting point, in 2023, we partnered with Japan, Korea, Thailand, and Indonesia to launch an art organization called Rice Union.

Japan
Ubies

Korea
Eloquence

China
FAC

Thailand
PRACTICAL Design Studio

Singapore
Malaysia

Indonesia
dia.lo.gue



UN RICE ONE

RICE UNION

Rice Union is a transnational artistic organization founded in 2023 by the founders of art institutions from China, Japan, Indonesia, Thailand and South Korea. In response to the principle of "seeding, cultivation, harvest," Rice Union is dedicated to showcase the community of artists, studios, curators, illustrators, publishers, and collectors across the Asian region. We aim to better activate underestimated artists and art projects by integrating the rich resources of the five countries and reinterpreting archives. Through various forms of practice, we seek to provide emerging artists with broader possibilities in the early stages of their careers and explore collaborative mechanisms that distinguish themselves from traditional agency models.



100+ Asia Art Season is an annual event for local art and creativity in Asia, focusing on presenting Asia's diversified artistic landscape, and is committed to creating a platform for exchanges and co-operation between the public, communities, and businesses at home and abroad, so as to cultivate a new soil for art and creativity in Asia and to explore new values.

In 2024, 100+ will embark on a cultural and aesthetic journey across Asia with "100+ FAIR," unite the power of youth communities with "100+ STYLES" and unleash the boundless potential of art and business crossover with "100+ GOODS" These initiatives, driven by a forward-looking vision and innovative thinking, aim to expand the boundaries of art and elevate Asia's presence on the international stage. Together, we practice, innovate, grow and glow together!



Section A

100+ Fair

Asian Art

An international platform for creative exchanges, art appreciation, academic discussions, and cultural association, in order to showcase Asia's diverse aesthetics and creative styles.

Section B

100+ Styles

Community Participation

Connecting the power of communities both domestically and internationally, linking trends, fashion, music, and other fields with a vision of youth culture, to ignite new sparks of inspiration.

Section C

100+ Goods

Industry Connection

From the perspective of original brands and industries, we connect Asian creative enterprises and brands with new products and trends in the international market.



GROW & GLOW.

100+ Fairs

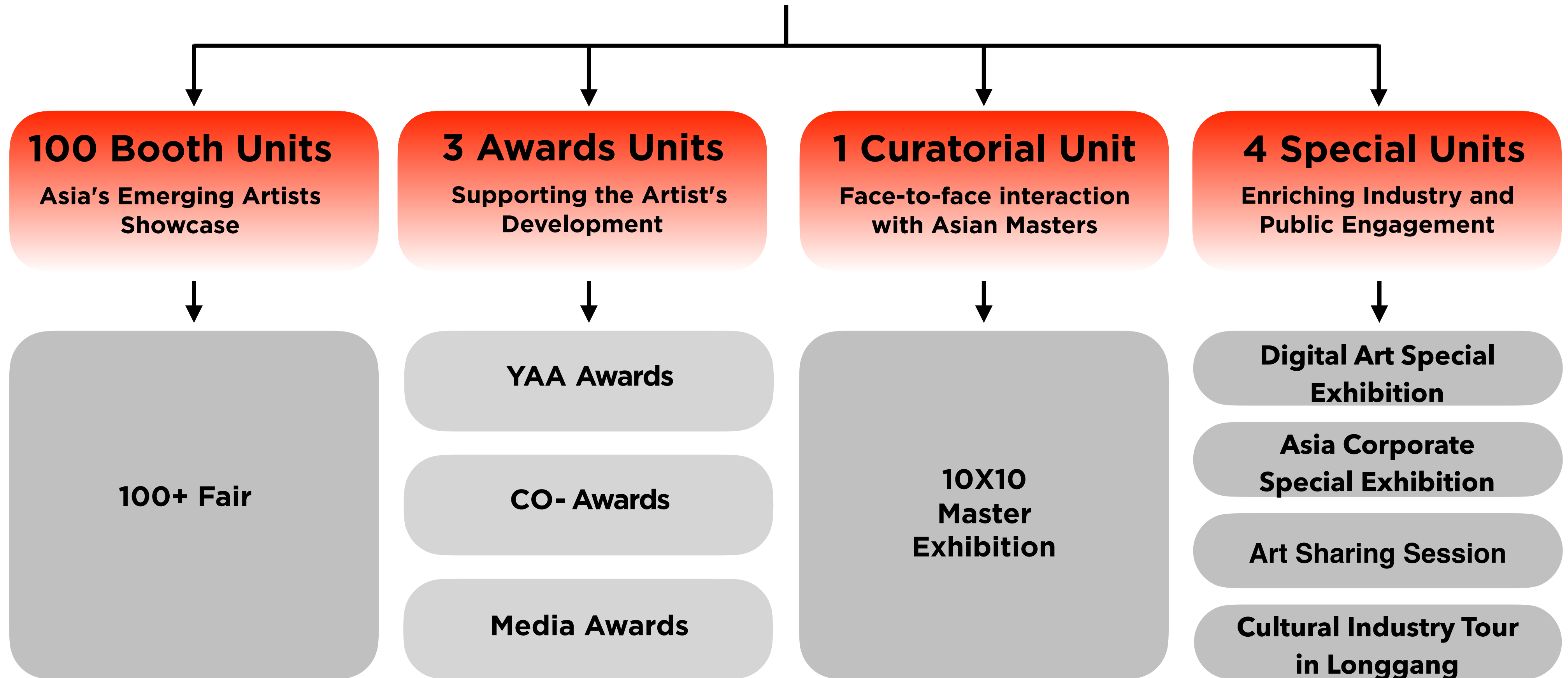
100+ Fair Concept

Group Portrait

The theme of 100+ Fair this year is "Group Portrait", focusing on individual artists at its core, the fair emphasizes the diverse cultures, aesthetics, and unique creative characteristics across Asia. From style to concept, record evolves into expression, with artworks often serving as aesthetic reflections and conscious projections of the artist's worldview. Thus, artworks are deeply intertwined with specific regional cultures and personal experiences. Asia is no longer a static concept but a vibrant collection of diversity. We focus on the unique individual perspectives in art creation, placing artworks within their narratives, and glimpsing how each artist interprets and shapes the contemporary Asian spirit.

Therefore, the 100+ Fair aims to recruit over 100 young artists, encouraging them to connect with the wider art industry ecosystem. We will open registration to artists from Asia, providing a platform to showcase and sell their artwork to the public. Meanwhile, we will also invite renowned artists, enterprises, and art media to engage and establish the "Asia Art Referral Program" award to further support artists. Winning artists will have opportunities for solo exhibitions, art residencies, and travel support, among other benefits.

100+ Fair Structure





100+ Talents

Group Portrait of Asian Artists

Time:

28 November (Thursday) - 1st December (Sunday) 2024

Location:

Shenzhen Buji Cultural and Sports Center, Longgang, Shenzhen





100+ Awards

We Care About Individuals!

Award:

1、YAA AWARDS

2、CO-AWARDS

3、MEDIA AWARDS

YAA AWARDS

Fair on-site artwork judging and awards:

Outcome exhibitions,

Touring/solo exhibitions of artists,

Free use of on-site studios for 1 month

CO-AWARDS

Collaboration with 10 brands, judging and awarding of prizes:

Corporate branding opportunities,

Product co-creation,

Corporate gifts,

Illustration exhibitions, and art support.

MEDIA AWARDS

Collaboration with 10 art media organizations,

with 3 groups of art media judges on hand to judge and award the prizes:

Publicity for works of art,

Artist's personal columns,

Exclusive interviews with artists.



10X10 Masters

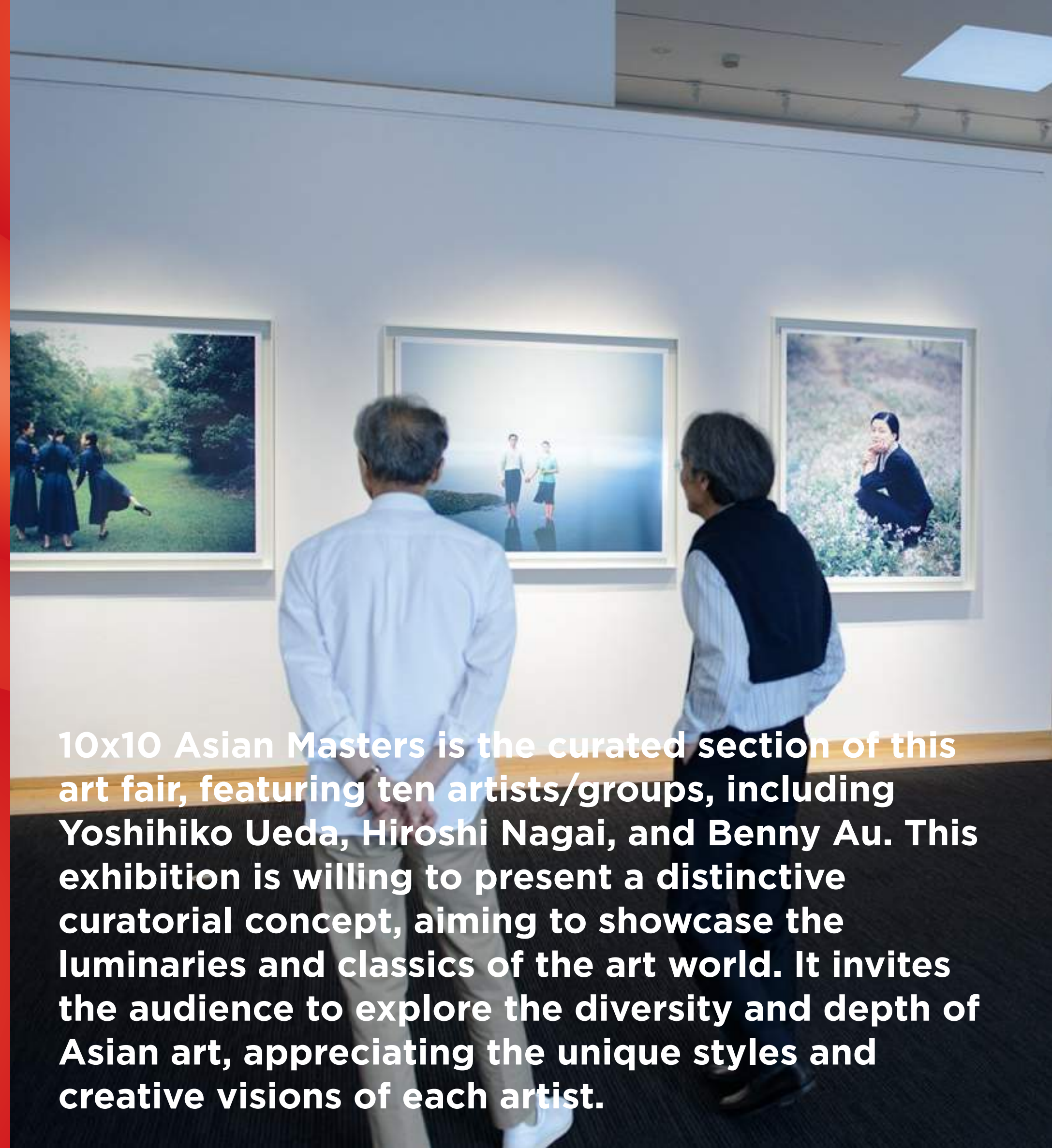
Take a glimpse of the diverse artworks from master artists across Asia.

Yoshihiko Ueda (Japan)

Hiroshi Nagai (Japan)

Benny Au (Hong Kong, China)

.....



10x10 Asian Masters is the curated section of this art fair, featuring ten artists/groups, including Yoshihiko Ueda, Hiroshi Nagai, and Benny Au. This exhibition is willing to present a distinctive curatorial concept, aiming to showcase the luminaries and classics of the art world. It invites the audience to explore the diversity and depth of Asian art, appreciating the unique styles and creative visions of each artist.

100+ Specials

Connecting Industry and Public Participation.

**Digital Art
Special Exhibition**



**Asia Corporate
Special Exhibition**

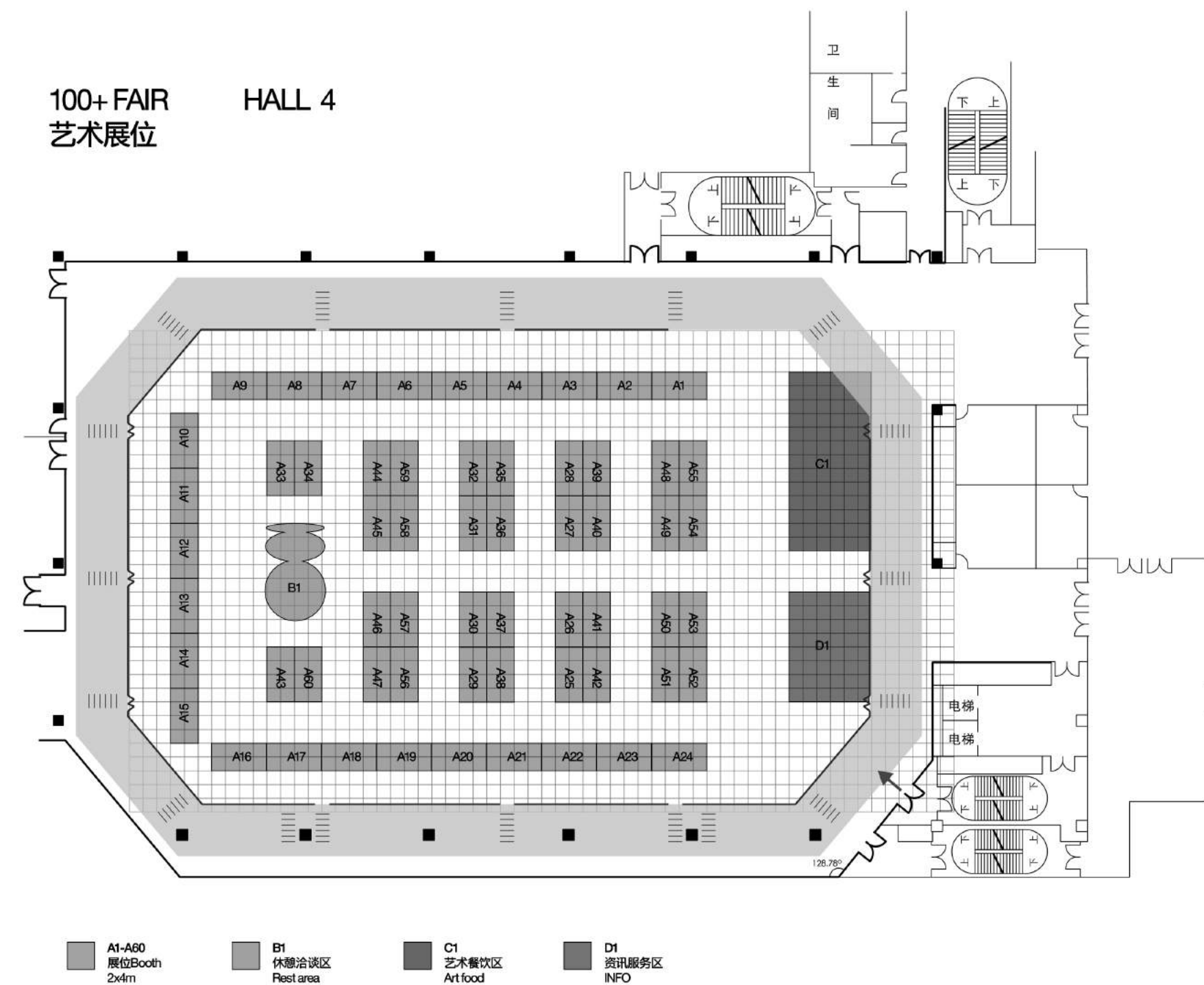
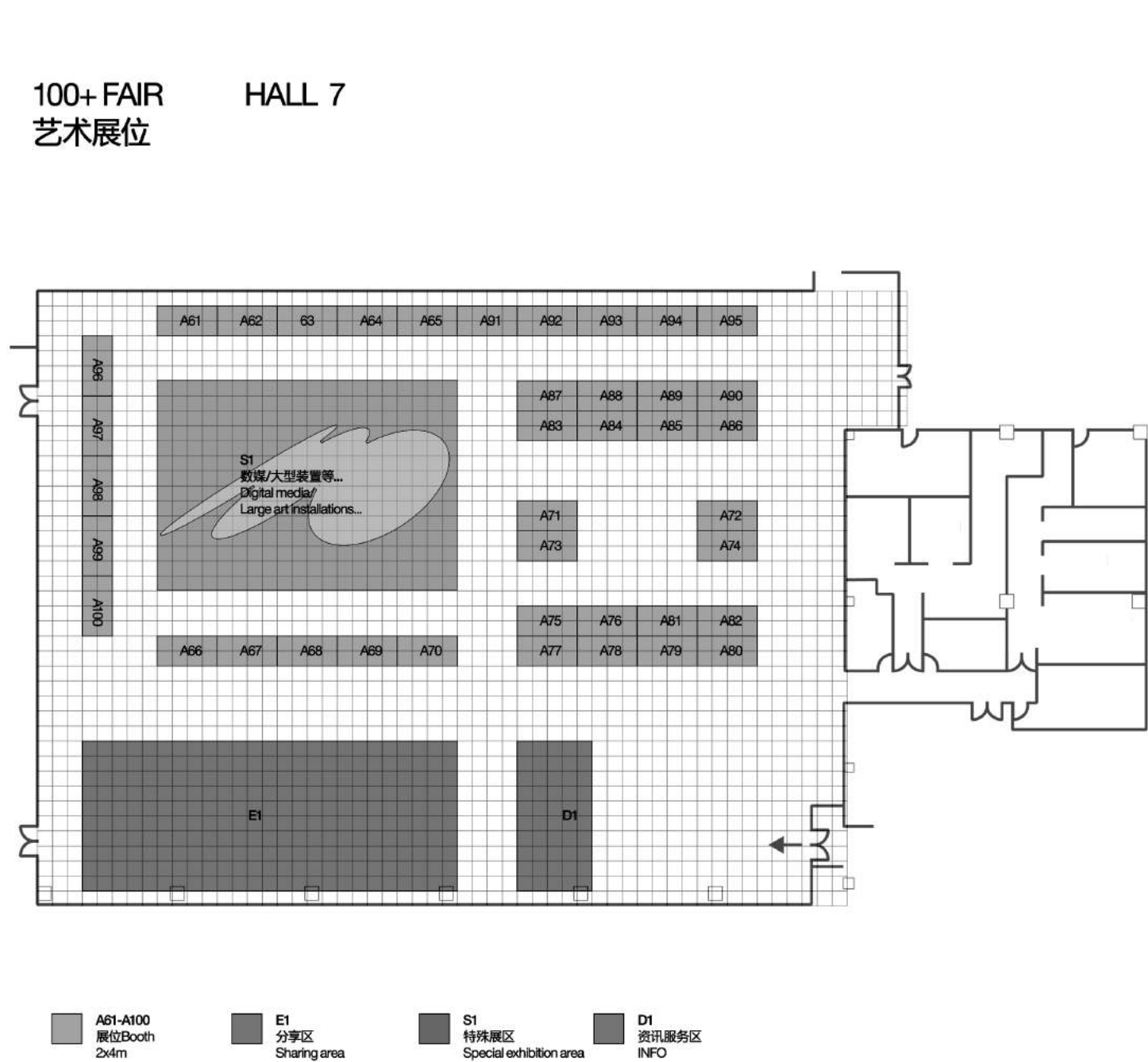
**Art Sharing
Session**

**Cultural Industry
Tour in
Longgang**

Q: Is there a floor plan of the venue?

A: Booth floor plan and location allocation are shown below for your reference.

The final booth floor plan is subject to actual arrangement.



Q: I'm a bit impressed, is there any support for artists in this fair?

A: Of course we do! We offer you a wealth of artists support as follows.

Booth Fee Wavier

To better support and encourage the artists for their wonderful creations, this year's art fair will provide each selected artist with a booth measuring approximately 2x4 square meters, with the booth fee waived.

Asia Art Referral Program

We will conduct an on-site review of artworks, with three types of awards given by renowned artists, enterprises, and art media from Asia.

Media promotion

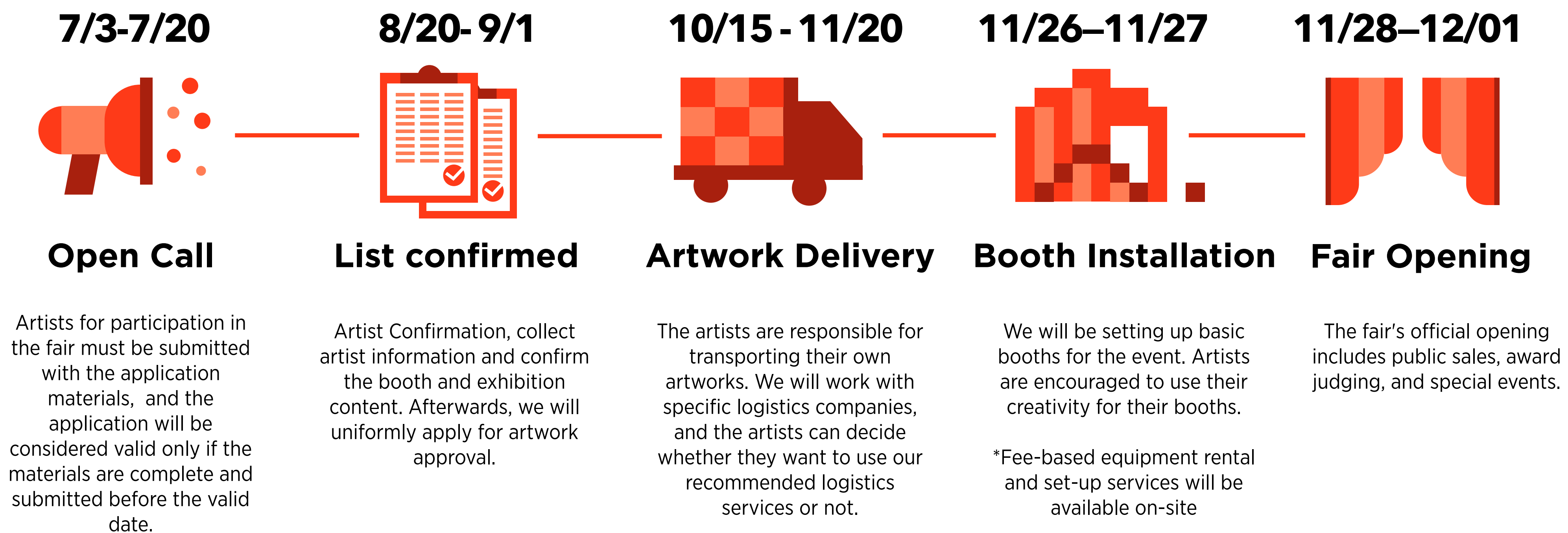
We will promote the artists and their works through both online and offline channels, offering a wonderful opportunity to showcase your artistic vision to audiences.

Master Artist Conversation

During the fair, we will host a series of talks and present an Asian master artists exhibition, offering an opportunity to engage with leading figures in the art industry.

Q: How do I apply? What kind of application materials do I need to prepare?

A: We have a comprehensive application process, application channels and deadlines, please see the flowchart below and refer to our 100+ Fair Application Guide Handbook (2024).



Application Materials



01

Personal Resume



02

Personal Photographs



03

Portfolio



04

Application Form

Application Method:

From now until **20 July 2024 (24:00pm, GMT+8)**, please send the aforementioned application materials to our official email address **100plusart@szfringe.org**. Please include the subject “2024 100+ Fair - Applicant’s Name” in the email.

*Please notice: Deadline for overseas artists is 24:00, 1st August 2024 (GMT+8)

Review and Confirmation:

The fair will feature 100 booths and is open to artists of all ages, genders and nationalities across Asia. We extend our heartfelt thanks to all applicants. Successful applicants will receive a confirmation email from the Executive Executive Committee **by 1st September 2024**. The finalists will be officially confirmed once both parties have signed the participation agreement.

KEEP YOUR PASSION.

寺織



ASHI WORKS
シワークス



Arabe
らベ



IREN LOKE

戸崎正浩



Masaomi Fujita
藤田雅臣



Shingo Mizutani
水谷慎吾



Darren Soh

株式会社スロウ



Yoshinori Suwa
諏訪良典



STEREO TENNIS
ステレオテニス



Lai Han Hei

長田敏希



YANAGAWA
KEISUKE
柳川敬介



Daisuke Obana
尾花大輔



Jesper Haynes
Jesper Haynes

加藤秀幸



Kazuya Maeda
前田和也



Kensuke Suzuki
鈴木健介



Noriko Takuma
詫間のり子



Naoki Endo
遠藤尚輝



ivy chen



SHU DESIGN
OFFICE
シュウ デザイン オフィス

上甲 尚弘



Yasuhiro Morikawa
森川靖大



Rooster Chen



Riki Ishihara
石原 利貴

Flordelis
Joemill Veloso
Flordelis



Yessica Riany
Bahasa



Jiro Konami



Hiroki Izumiya
泉屋宏樹

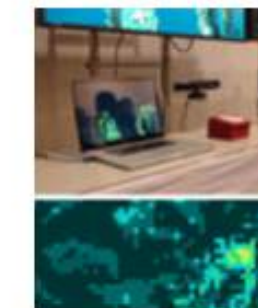
梁宗堃



Shion Tokita
トキタシオン



Ricor



Kaoru Tanaka
田中薫

前田 洋平



Yuko Fukushima
福島由子



Martin Cheung



Yuta Takahashi
高橋祐太

松岡敦飛



Saori Baba



Lin Zhipeng aka
No.223



Hao

齋藤岳実



Gaetano
Gaetano C



Hannah F



Pin-Hiser
林 品賢

WHERE 1000+?

100+ ASIAN ART SEASON VENUE

Shenzhen Buji Cultural and Sports Center

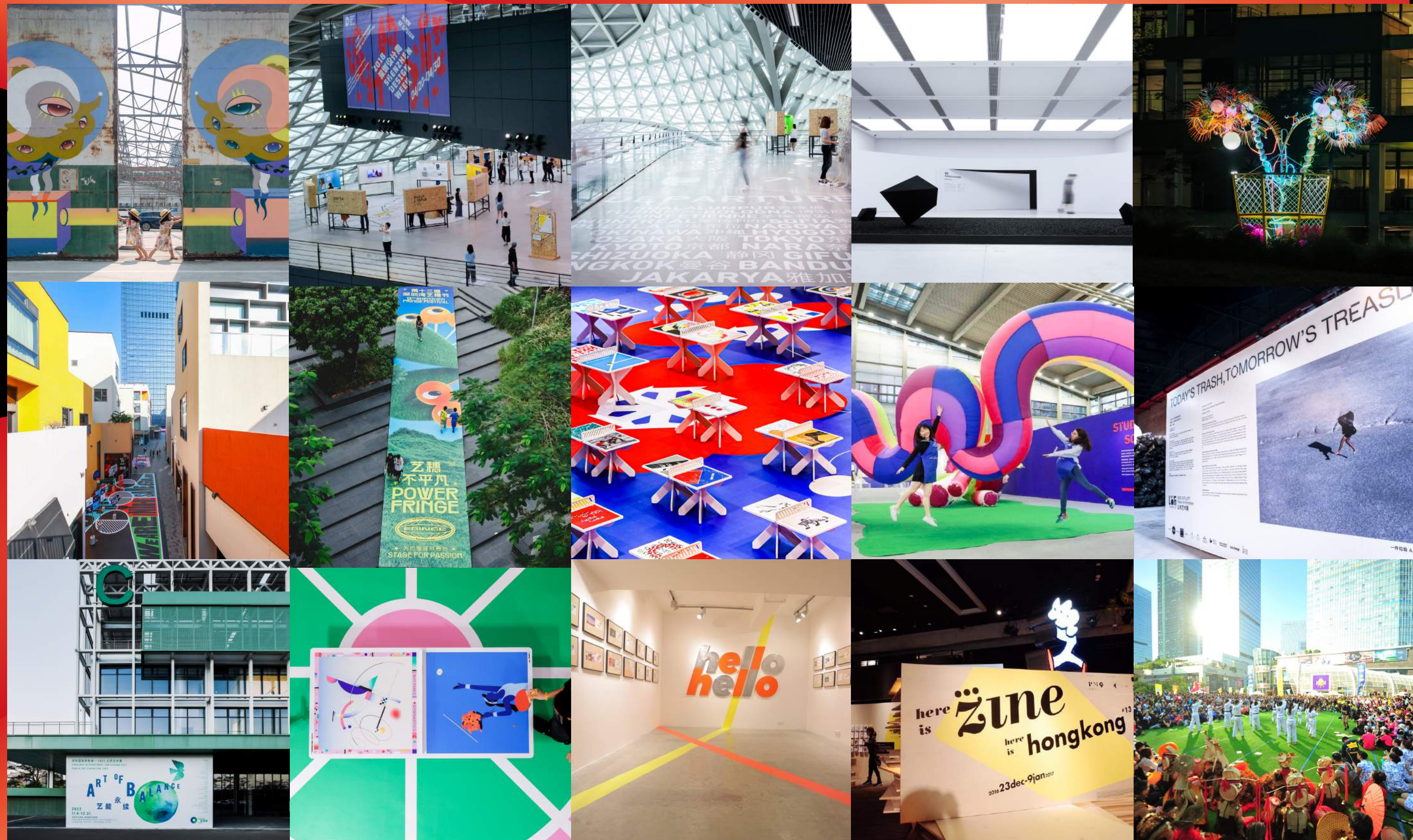
Total land area 19,427.08 square metres, total building area 117,943.6 square metres.

The project is located on the north side of Longgang Avenue, north of the Mumianwan Station of Metro Line 3.

The building is a public building with two main areas: a sports area and a cultural area. The 12-storey building consists of a gymnasium, a swimming pool, a gymnasium, a training hall, a library, a library, a theatre, an art gallery, and ancillary facilities.

ABOUT US

Fringe Art Center



前沿艺穗艺术中心
Fringe Art Center
Shenzhen

Rice Union in Asia

RICE
UNION



GROW & GLOW TOGETHER



APPLY NOW!

www.100plusart.com

Presented by:

**Longgang District Publicity Department of Shenzhen Municipal Committee of the CPC
Longgang District Culture, Radio, Television, Tourism and Sports Bureau**

Organiser:

Shenzhen Fringe Art Centre

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