

2: Why has it been difficult for Japan to develop a global ART market?

Japanese department stores have built enormous influence within the domestic art market through decades of trust and credibility. I believe this itself is a uniquely Japanese and admirable cultural achievement.

At the same time, however, Japan has long held a deep-rooted perception that buying and selling paintings is somehow vulgar or impure. As a result, there has been a tendency to avoid openly discussing price, market value, or asset potential.

Consequently, artworks have often been chosen primarily in the context of “where they will be displayed.” Of course, enriching everyday life through art is itself meaningful culture. But within the global ART market, artworks are never seen merely as decoration.

They are evaluated through the artist’s ideas, historical significance, and connection to society. Their value is continuously discussed, tested, and collectively constructed.

I feel that much of what has circulated widely in Japan has remained, by global standards, within the realm of “decorative art.” As a result, Japan’s art scene has struggled to fully enter the framework of international evaluation.

When I introduced artists in Taiwan, for example, I was frequently asked:

“What kind of philosophy does this artist have?”

“How do you think their work will be evaluated in the future?”

People there were interested not only in the artwork itself, but also in the process through which value is formed.

In contrast, in Japan, many people are still primarily looking for “a painting to display in the entrance of a new home.” In other words, a true culture of collecting — of living with works and cultivating their value over time — has not yet fully developed.

That is why I do not simply want to sell artworks.

I want to create spaces where people can think together about questions such as:

Why does this work exist?

Why does the world value this artist?

I believe that only through such accumulation can Japan begin to nurture a genuine ART market.

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