

4: Why do you think this exhibition has generated such a strong response?

I do not see this exhibition as a place that presents a finished answer.

Rather, it is a space where people can begin thinking together about the difference between “art” and “ART.” In other words, it is a place where thought begins.

And I believe that is precisely what brings it closer to the true nature of ART in the global context.

Global ART is not simply about displaying beautiful objects. It exists to question society and existing systems of value, to unsettle perception, and to generate discussion.

This exhibition has received a significant response both in Japan and internationally through social media. But I do not believe people are reacting merely to the exhibition itself.

What many people are truly responding to is the proposition that perhaps it is time to reconsider and update Japan’s understanding of “art.”

What is happening now is not simply an evaluation of artworks.

It is a reaction to a shift in values themselves.

Until only a few years ago, Japan still carried a strong atmosphere in which commercialization was viewed negatively, and openly discussing price or market value was often considered vulgar.

However, after the rise of NFTs, discussions surrounding “What is value?” and “Why do people collectively believe in value?” suddenly became much more widespread.

As a result, not only wealthy collectors but ordinary people as well have become increasingly sensitive to ideas such as assets, ownership, and value formation.

People are beginning to move beyond viewing art merely as decoration. They are becoming interested in the structure behind why a work acquires value in the first place.

ART possesses a power that goes beyond simply being displayed on a wall.

It has the potential to reshape social values themselves.

I believe the strong reaction surrounding this exhibition reflects a growing collective feeling that perhaps Japan, too, has finally reached the moment when this conversation must begin.