

Press Release

2025 / 04 / 01

Art Center

NEW

2025.06.01 Grand Opening

B1F, Shintakashima Station, Minatomirai Line

New art center will be opened in Yokohama.

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For the Opening of Art Center NEW

In the late 1980s, when weekly manga magazines were exploding, there was a bookstore in a neighboring town where I somehow could get the latest number three days before the other regular bookstore so I was always so excited and rode my bicycle there to read them first as soon as possible. In the 1990s, I was given a copy of the first album by a New York debut band in my friend's house and I was stunned by how cool it was. I also remembered I had the unprecedented shock of "What the hell!?" when I saw contemporary art for the first time at an art center in London on the eve of the 00's. When we encounter with new culture, it always left as memories of the impression for that moment and scenery of the place where we were at. However, for the past ten years or so, all new information has been pouring in like a flood from a small screen that fits in one hand, and this overwhelming amount of information makes me feel dizzy all the time.

From this small screen, it shows us in real time the tragic events happening around the world that we would rather turn away from. People running away from relentless air strikes. The number of faceless fatalities. Poverty, Hunger, Refugees, Inequality, and Division. Big powers become so vocal that they only think of themselves more than justice. On the other hand, we see phrases like "global warming" and "unprecedented natural disasters" so often that we seem to have lost the sense of realizing the seriousness of what is happening to our planet.

Of course, it may depend on what kind of information I am selecting, but being immersed in the constant stream of that information from that small screen is somewhat depressing. Because I think it does not have any real experience such as the anticipation of new things, the excitement, the wonder of how cool it is, and the surprise of "What the heck is this!?" as well as the seriousness of the situation. After all, I believe we need a real place that is not on a screen in just our hand.

That is why I decided to start Art Center NEW.

What Art Center NEW aim is not only for exploring the simple novelty as like a new product. It can be a new way of perceiving things, an innovative way of thinking to understand social issues, an encounter with unknown people, or an opportunity to change and grow, even just a little bit. As the name implies, art and culture are the heart of all of them. We want young people as well as working people, elderly people, parents, and children to visit this place. No matter what generation or what position we are in, It should be possible to keep changing anew, never giving up on anything. Because there are always expectations, excitement, and surprises waiting for us, we can encounter something new and a new self.

I hope Art Center NEW will become such a place.

Director of Art Center NEW

Nozomu Ogawa

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NEW Art Center

Art Center NEW is an art space which will be opened from June 1st, 2025, on the first basement floor of Shintakashima Station. It will be based in a large space inside the station, and will feature multiple art events such as exhibitions of contemporary arts, exhibits with inviting artists from overseas, art festivals in the surrounding area, international art exchanges program with Europe, the United States, Asia, and the Global South, platform that brings together with alternative spaces from Japan and abroad, art schools and workshops for children and adults, publication and sale of zines and art goods, café where visitors can relax after viewing the exhibitions.

Keyword for "NEW"

The concept of this facility is based on the keyword "NEW," which is also used in the name of the art center. As the word "NEW" stands for "new" or "unprecedented," "Art Center NEW" will propose a variety of new values and perspectives in a wide range of art-related activities. Specifically, NEW Exhibitions (exhibitions that introduce new artists and expressions), NEW Study (lectures and workshops that provide new knowledge), NEW Festival (art festivals held in collaboration with the surrounding community), and NEW Residence (inviting artists from overseas who are still unknown to the public), will be held. We will be having many other projects that will bring new discoveries. Based on this concept and attempt, by bringing together a diverse range of people from Japan and abroad, we expect to nurture new human resources, such as artists and curators who will lead the next generation. Through our facility serving as a hub to connect, they will create new relationships involving local residents and businesses. With various activities that will take place here, we aim to create an art center that continually asks the question, "What is new?"

The New Era for art and culture in Yokohama

The various activities that will begin at Art Center NEW will create a new era of art and culture in Yokohama. It will bring together artists and art professionals from Japan and abroad, people living in Yokohama, and businesses in the surrounding area. And by influencing each other, it will create new possibilities for art and culture, aiming to become a spot that attracts attention not only from Japan but from overseas. Art Center NEW will be responsible for enhancing Yokohama's international presence by creating a new future for the city through a wide variety of activities.

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Art Center NEW Grand Opening Exhibition

『NEW Days』

To celebrate the grand opening of Art Center NEW, we will have the exhibition “NEW Days”
The exhibition will be held in all of Art Center NEW's venues as unveiling a whole space to the audience for the first time.

Dates: June 1 (Sun) - July 20 (Sun), 2025

Hours: 12:00 - 20:00, closed on Wednesdays and Thursdays

Admission: Adults ¥1,000, University students ¥800

※Free for high school students and younger

Participating artists: Ai Ozaki, Kim Maki, Yuta Geshi, tomososhi, Gaku Nagano, Tetsushi Higashino,
Kaede Yamato, Midori Mitamura

Description about artists

Ai Ozaki

Born in 1991, Graduated from Tokyo Zokei University, majoring in painting, and participated in the Rijksakademie's residency program from 2022 to 2024. She works in a variety of media including video, sculpture, text, drawing, and installation. Her interest is how personal matters such as body, experience, and emotion are connected and shared with others, and explores the possibilities of images that intersect across different times and cultures.

<https://www.ai-ozaki.com>

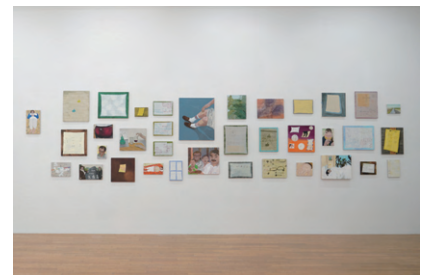


“Jars” 2023-2024
Ceramic, wood, stone, vegetable, salt

Kim Maki

Born in 1995 in Mie Prefecture, Japan. Completed a Master's degree at Musashino Art University Graduate School of Art and Design M.F.A. in Fine Arts, Oil Painting Course in 2000. She has been drawing with oil about family memos (written casually in everyday life such as shopping memos, to-do list, etc.) and photos of daily life taken with her iPhone (mainly about her family).

<https://kimmaki.tumblr.com/>



Musashino Art University, Oil Painting Laboratory,
Assistant Professor, Exhibition of Research Results
“beautiful name” exhibition view 2024
All oil on canvas

Yuta Geshi

Born in 1994, Graduated from Tokyo Zokei University in 2017 with a degree in graphic design from the Faculty of Design. After graduation, he worked for off society Inc. where he provided support services for the opening of museums and the construction of facilities. While working at the company, he also worked as a housekeeping service provider. In 2022, he quit both the company and the housekeeping business and had a solo exhibition, “Rebellious Miso Soup” at art atelier, coshin coku. Since he started working in a company, he gradually has shown his own works such as making a living by eating just rice and miso soup and making his own clothes by himself for boycotts.

https://www.instagram.com/geshi_yuta/



“Making Miso Paste” 2024
Live music, DJ and artists, soybeans, koji, salt
Photo by Daisuke Nagata and Isozaki Hayato

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Description about artists

tomotoshi

Born in Yamaguchi Prefecture in 1983. After graduating from university, he worked in architectural design for several years. He has been showing his work in exhibitions since 2014, and now he is working on the theme of new ways to use the city. He has been running TOMO City Museum since 2020, and proposes proactive engagement with the city through workshops.
<https://tomotosi.com/>



"Missing Sun" 2021
Single-channel video 14 min. 3 sec.

Gaku Nakano

Born 1987 in Aichi, Japan. Completed a diploma in Stuttgart State Academy of Fine Arts and Music in 2017. He creates sculptures, performances, and video works that reflect his daily life, incorporating the characteristics of the country or region in which he lives. In recent years, he has been practicing the project of "creating a physical movement like a sport," for approaching the relationship between the plasticity of rules and locality.
<http://gakunakano.com/>



"Musical chairs" 2018
Performance, Video 7 min 46 sec, Sound, HD

Tetsushi Higashino

Born 1976 in Shiga Prefecture. Graduated from Musashino Art University, Faculty of Art and Design, Department of Scenography. In the name of "non-productive production activities," he takes as the starting point of his production a response to the inconsequential things and mere thoughts of everyday life. He has been developing his work regardless of media, such as installation, video, web, and performance.
<https://www.workth.net/>



"Bruce and Blues" 2024
Stepladder, flat pan, cart, microphone, microphone stand, amplifier, projector, Cantonese rice wine, dragon ornament, rice, envelopes, etc.

Kaede Yamato

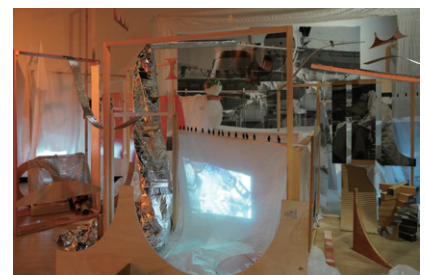
Born 1998 in Tokushima and lives in Okinawa, Japan. Graduated from Kanazawa College of Art in 2024 with a major in sculpture. She creates works based on the theme of finding out a pattern from trivial gestures in the everyday. In 2021, she launched a handwritten newspaper "Poyopoyo Newspaper" and writes monthly! Her favorite foods are cream puffs and azuki beans.
<https://www.instagram.com/conbu13den/>



"Flip the paper near the chin" 2023
Wood, newspaper, band Photo by Inami Taro

Midori Mitamura

Born in 1964 in Aichi and lives in Tokyo, Japan. She has exhibited her works in Japan and abroad, combining photographs, videos, words, and everyday objects with a variety of media. In her residency project "Art & Breakfast," she shares breakfast with people in different parts of the world, and visualizes her personal everyday insights with humor and an interstellation beyond cultural differences.
<https://www.midorimitamura.com/>



"Till We Meet Again -I shall create, so we can meet-"
Yebisu Film Festival 2022
Photography, video, wood, etc.

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Art Center NEW Management Organization Incorporated Association Ongoing

Founded in 2009.

Incorporated Association Ongoing operates Art Center NEW in Yokohama and also runs Art Center Ongoing which is an art space located in Kichijoji, Tokyo, and has been organizing various exhibitions and art events related to contemporary art for more than 15 years. We have organized more than 400 exhibitions and formed a network of more than several hundred artists, both young and established, from Japan and abroad. With this wealth of experience and relationships, we will continue to develop a variety of projects for Art Center NEW.



Art Center Ongoing

Director of Art Center NEW Nozomu Ogawa

Born in Tokyo in 1976.

Graduated from Musashino Art University, Department of Imaging Arts and Sciences in 2001, completed the Graduate School of Interdisciplinary Information Studies at the University of Tokyo in 2003, and left from the doctoral program at the same university in 2006.

Established Art Center Ongoing, an art center in Kichijoji, Tokyo, in January 2008.

Stayed in Vienna under the Japanese Government Overseas Study Program for Emerging Artists (2021 -2022). Director of TERATOTERA, a community-based art project in the Chuo Line area (2009-2020). Director of Letter/Art/Project "Todoku" (2020-2022). Curator of the Ibaraki Prefecture North Art Village Project (2019).

He has been involved in a number of projects, including receiving the Minister of Education, Culture, Sports, Science and Technology's Art Encouragement Prize for New Artists in 2024.



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