



PARIS ASIAN ART FAIR

11th Anniversary

21-26 October 2025

Monnaie de Paris, 11 quai de Conti, 6ème

VIP preview Tuesday, October 21



Mohammed Alfaraj. A palm tree doesn't die, but bows to life forever

“It’s a fair that feels like a festival.

It’s what art should be. It’s a celebration!”

X Zhu-Nowell,

Director and Chief Curator

Rockbund Art Museum (RAM), Shanghai

“It is about drawing the world a little bit closer to each other.”

Nour Aslam

Founder and executive director Art South Asia Project.

Asia NOW is a curated art fair that amplifies the artistic voices of Asia and its diaspora.

Following a successful first decade, Asia NOW, firmly rooted in both the local and international art scenes, affirms its ambition to “transcend the borders—real or imagined—that have long defined East and West.” A vision that echoes the decentering initiated by *My East is Your West*—the title of an exhibition by Natasha Ginwala inspired by Shilpa Gupta’s work at the 2015 Venice Biennale, the same year Asia NOW was created, and which remains a vital source of inspiration. This perspective is further enriched by Leela Gandhi’s research on new forms of empathetic collaboration, what she defines as “**affective communities**”, as highlighted by curator Anissa Touati, an expert in Global South dynamics.

Asia Without Borders

Asia NOW seeks to challenge established perspectives, amplify quieter voices, and open a space where **Asia is more than a geography, but a methodology, a movement**. The fair continues to explore the “blind spots” of traditional fairs that often function merely as incubators. Artistic communities from Dhaka, Lahore, Kathmandu, Colombo, as well as AIUla and Sharjah, are asserting themselves as new nerve centers of contemporary art through the growth of their art scenes and biennials. It is essential to reflect this evolution through a new fair model that operates more like a festival.

Long relegated to the margins of “Asian” programming—cultural ecosystems designated as the Middle East or “West Asia” elsewhere in the world, including Istanbul, Riyadh, AIUla, Bahrain, Dubai, Abu Dhabi, Sharjah, and Doha—these regions no longer merely emerge they assert themselves with increasing rigor and are becoming established references. In this spirit, Asia NOW 2025 resolutely places West Asia at the heart of its programming, affirming a vision of plural and global “Asias.”

New Perspectives from West Asia (*Saudi Arabia, Dubai, Bahrain, Lebanon, Turkey, United Arab Emirates, Qatar*) **and South Asia** (*India, Bangladesh, Sri Lanka, Pakistan, Nepal*)

This year, Asia NOW places **West Asia and South Asia at the heart of its programming**, highlighting artists, galleries, and curators from across these regions.

GROW - Curatorial Theme

Under the evocative title "Grow", this year’s Curatorial theme invites audiences to witness how perceptions take root and transform our understanding of the world.

This year’s theme encourages us to move beyond the boundaries that have long defined East and West, and to consider how geography, culture, and history nurture the ways we see ourselves and others.

The fair resonates with Leela Gandhi’s research on “affective communities,” revealing the subtle collaborations and shared stories that allow new forms of connection and understanding to emerge.

Alongside the gallery presentations, Asia NOW has built a strong public program shaped by invited curators and international institutions. Encompassing performances, talks, and special projects, the program brings together diverse voices and practices that reflect the richness and dynamism of the regions represented

GALLERY SECTIONS

Asia NOW 2025 will host around 70 confirmed international galleries. Among the participants are returning galleries such as **Esther Schipper** (Berlin, Paris, New York City, Seoul), **earlier | gebauer** (Berlin), **Sabrina Amrani** (Madrid), **Yeo Workshop** (Singapore), **Nika Project Space** (Dubai, Paris), **Tabari Art Space** (Dubai), **P21** (Seoul), **Kaikaikiki** (Tokyo), **Gallery Side 2** (Tokyo), **Galerie BAO** (Paris), and **O Art Space** (Lahore), **Tang Contemporary Art** (Beijing, Hong Kong, Bangkok).

This year, new galleries joining the fair for the first time include **Art Arario** (Seoul), **Ron Mandos** (Amsterdam), **Capsule Shanghai** (Shanghai), **Klemm's** (Berlin), and **BAIK ART** (Los Angeles, Seoul, Jakarta), among others.

NOW ON

A section dedicated to young galleries (founded after 2015) participate for the first or second time, spotlighting the vitality of emerging art scenes. Participants include **Gallery2** (Seoul), **IAH Gallery** (Seoul).

NEW // THE THIRD SPACE*

New Gallery section Spotlighting, for this first edition, the South Asia Region, is organized by two invited curators.

This year, Asia NOW inaugurates *The Third Space*, a new section dedicated to experimental works embracing **hybridity, collaboration between galleries**, and the generative potential that arises when perspectives intersect. It will feature two projects that spotlight South Asian region:

- *We Were Always Neighbors*, curated by **Sahil Arora**, founder of **Method Art Space**, (Mumbai) with **Rajiv Menon Contemporary Gallery** (Los Angeles, USA)
- Brought together by **Lê Thiên-Bào**, founding director of **Galerie Bao** (Paris), this presentation features installations and works by **Suburbia Contemporary** (Spain) and **Ingahee Gallery** (Seoul).

**Inspired by theorist Homi Bhabha's concept of the "third space," this section explores cultural hybridity and transformation. It serves as a site where multiple cultures intersect, opening space for experimental projects and collective thinking.*



Nazilya Nagimova. *The Forest faces. Megacorma obliqua. Felt, 90x100cm, 2023*

I - PUBLIC PROGRAM - Regional Focus

Unfolding across La Monnaie de Paris during the fair, Asia NOW's curated program of **installations, performances, screenings, and conversations** brings **West Asia** and **South Asia** to the forefront, featuring major contributions from international institutions, foundations, art centers, and gallery-supported artists.

> FOCUS ON WEST ASIA PUBLIC PROGRAM

As the art world's compass continues to tilt, "Asia" is no longer a one-size-fits-all concept stretching neatly from Tokyo to Tehran. **This year, Asia NOW invites us to rethink our directional assumptions with the theme My East is Your West**—a playful and poignant nod to the cultural relativity of geography. West Asia—more commonly referred to as the Middle East—has stepped into a new discursive and curatorial spotlight. From Beirut to Riyadh, Dubai to Ramallah, the region's cultural ecosystems are asserting engagement on their own terms. What was once considered a "periphery" is actively reconfiguring the map, reminding us that cultural gravity rarely respects cartographic conventions.

In this spirit, **Asia NOW 2025 extends an open invitation to engage with adjacent geographies—bringing West Asia into sharper focus** as an integral and generative part of the conversation. This curatorial gesture resists rigid regionalism, instead treating Asia as a mutable paradigm: philosophical rather than purely geographic, plural rather than monolithic. In this post-Western moments, where contemporary art's traditional centers are increasingly decentered—the fair turns its attention toward more agile, hybrid, and often grassroots-led initiatives across the Middle East. Rather than echoing the familiar narrative of mega-infrastructure and state-driven spectacle, the spotlight here is on the porous, the emergent, and the in-between.

AFALULA (Saudi Arabia)

Among the highlights is **"Under the Aegis of the Moon"**, a commissioned project by Chinese artist Han Mengyun and curated by Arnaud Morand, proposed by the **French Agency for AIUla Development (AFALULA)**—a performative installation that weaves together poetry and video to evoke the quiet majesty of the moon. Structured around a sequence of poems that unfold in tandem with the lunar rise, the work pays homage to the night as a space of reflection, intuition, and revelation. It foregrounds the sincerity of poetic expression as something that demands presence, vulnerability, and aliveness. This poetic proposition is deeply rooted in the artist's experience during a research residency in AIUla, where landscape, silence, and time coalesced as sources of creative clarity.

THE SAUDI VISUAL ARTS COMMISSION (Saudi Arabia)

Zawaya Wa Afkar (an initiative by the **Visual Arts Commission of the Ministry of Culture of the Kingdom of Saudi Arabia**), will present a **discursive platform reflecting on experimental models of artistic practice and programming across West and East Asia**. Their approach will consider the intersections of public and private, institutional and informal, commercial and nonprofit—a critical look at how ecosystems of art are being reshaped by new kinds of infrastructure, exchange, and cultural logic.

Adding a performative dimension to the fair, Saudi artist **Ahaad Alamoudi** will present a recurring activation titled **"Ghosts of Today and Tomorrow"**. Engaging with sound and light as vectors of memory and transmission, Alamoudi's work explores perception, heritage, and the temporal friction between the contemporary and the ancestral punctuating the fair with moments of sensorial disruption and reflection.

SAMoCA (modern art museum in Daryia, Saudi Arabia).

Presents a project with artists Manal AlDowayan, Abeer Sultan, and Maha Malluh.

Mohammed Al Faraj (Arabie Saoudite)

Will transform the entrance of the Monnaie enveloping each column in prints of palm trees echoing the landscape of his native Al Hasa.

ALSERKAL Advisory (Dubai)

Alserkal Advisory, a multidisciplinary cultural consultancy of alternative thinkers, researchers, and specialists with extensive global knowledge and networks in the arts and culture sector, present ***The Cut Line* by Pascal Hachem** (Lebanon), a performance centered on the idea of "growing memory," revisiting the notion of community and exploring how memory is shaped through absence, rupture, and everyday objects.

In the framework of the performance, **Alserkal** will host a conversation panel with **Pascal Hachem** and architect **Rana Haddad** (Lebanon), on their upcoming residency, addressing environmental urges such as water and desert ecologies.

GALERIE IMANE FARES (Paris) Presents a sculpture by **Ali Cherri** (Lebanon).

> FOCUS ON SOUTH ASIA PUBLIC PROGRAM

THE LAHORE BIENNALE FOUNDATION (Pakistan)

Curated by **John Tain** (curator of the **Lahore Biennial in 2024**) brings together intergenerational Pakistani voices.

COLOMBOSCOPE (Sri Lanka)

Colomboscope (*Contemporary arts festival and creative platform for interdisciplinary dialogue within the cultural landscape of Colombo*) presents a program featuring a **performance** by **Chathuri Nissansala** (Sri Lanka) and a **conversation between curator Hajra Haider** and artist **Saadia Mirza**, offering insight into the upcoming edition of the festival, Rhythm Alliances.

Their participation includes a **video screening** of works by **Subas Tamang** (Nepal), whose practice explores caste, Indigenous identity, and memory through painting and installation—previously shown at the Kathmandu Triennale, Serendipity Arts Festival, and the Museum of Contemporary Art Toronto.

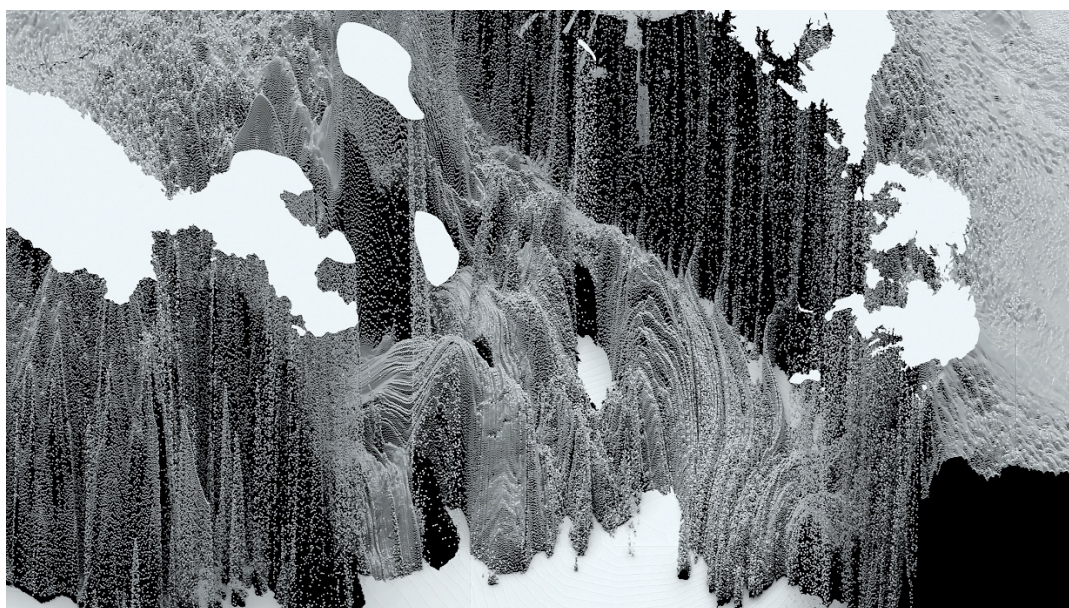
KOCHI-MUZIRIS BIENNALE (India)

In partnership with the Kochi-Muziris Biennale, **Shwetal Patel** and **Nikhil Chopra** (curator of its sixth edition) join a session moderated by Patel to discuss the upcoming edition, “For the Time Being,” and its layered reflections on temporality and place.

A video program curated by **Shwetal Patel** follows the **Jaipur Centre for Artists' Cinema / Artist's Cinema**, a film initiative celebrating cinema as both artistic expression and collective experience.

NATURE MORTE GALLERY (India)

Presents *Ingredients of Encounter* by **Ayesha Singh** (India) and **Jyothidas K.V.** (India), a courtyard performance where visitors co-create a living archive through personal objects and gestures. The gallery also showcases **Singh's Hybrid Drawings**, a series that explores women's architectural legacies in India.



Saadia Mirza - Still from A Phenomenology of iceberg Collisions. Multi channel panoramic video and spatial Sound

II - PUBLIC PROGRAM

A curated program of **Art & Installations, Performances, Screening program, Craft presentations, and Conversations** unfolding across La Monnaie de Paris throughout the days of the fair.

ART AND FARMING

91.530 Le Marais (Art Center at Val-Saint-Germain)

Presentation of **Desire Moheb-Zandi**'s new textile-based project, developed during a summer residency in Turkey. The work draws on Kilim weaving techniques and natural pigments, blending regenerative agriculture with ancestral Anatolian crafts from her native land. **Curated by Victoire de Pourtalès.**

A **conversation platform** brings together **Desire Moheb-Zandi, Cécilia Aguirre, and Victoire de Pourtalès** to explore craft pushed to its edges, from textiles to earth and ceramics.

In another encounter, **Marion Flament, Gaspard Koenig and Benjamin Eymere** reflect on currency as a connective force, one that bridges heritage, innovation, and the ways we shape and share value.

K&L Museum (Seoul)

Despite political and economic challenges, Myanmar's modern art is gaining international recognition. Artists like **Htein Lin**, a former political prisoner, use their work to explore themes of resilience, human rights, and social change.

Known for blending traditional techniques with contemporary issues, his art challenges cultural taboos and tells stories of struggle and hope.

K&L Museum will present **Htein Lin**'s Echoes of Strife series, presented also during the 2024 Gwangju Biennale and the 2025 Heritage of the Golden Land exhibition. Using mono-print techniques, these works connect Myanmar's fight for freedom with universal themes of resistance and the transformative power of art.

BAIK Art (Los Angeles, Seoul, Jakarta)

A **performance** by **Mella Jaarsma** (Netherlands, Indonesia) known for her complex costume installations and her focus on forms of cultural and racial diversity embedded within clothing, the body and food.

Cuturi Gallery (Singapour)

A special **performance** for Asia Now by **Hiromi Tango** (Japan), contemporary artist working predominantly with textiles in installation and performance art.



HTEIN LIN, *Echoes of Strife 1*, 2024 Acrylic on cotton, 264,16x213,36

CONVERSATION PLATFORM

K11 ART FOUNDATION proposes a **K11 Salon** with artist **Miao Ying** and curator **Daniel Birnbaum**, moderated by Liyu Yeo, focusing on digital aesthetics and new creative ecologies.

To mark the **MATSUTANI PRIZE** awarded by the **SHŌEN Endowment Fund**, **Liyu Yeo** will moderate a roundtable discussion with **Kate Van Houten**, **Caroline Bourgeois**, **Nathanaëlle Herbelin**, and **Olivier Raymond Clément**, exploring the mission of the Japanese SHŌEN Foundation in supporting the Matsutani Prize.

Under the Craft strand, the **MANUFACTURE DE SÈVRES** presents a talk with **Céline Paul** on the deep historical links between the institution and Asia.

The **MUSÉE CERNUSCHI** proposes a dialogue with **Pierre Gautier** and **Yoshimi Futamura** on Japanese ceramics and contemporary forms of transmission.

AWARE (Archives of Women Artists, Research and Exhibitions) will present a roundtable led by their Head of research programmes, **Matylda Taszycka**, introducing an ongoing research project on **Kazakhstan** in collaboration with the **Almaty Museum of Art** (Kazakhstan). Moderated by **Carolina Hernandez**, International Networks Project Manager at AWARE, the discussion will feature **Inga Lāce**, Chief Curator of the Almaty Museum of Art; **Aïda Adilbek**, Kazakh artist in residence at the Cité internationale des arts; and **Dilda Ramazan**, curator, art critic, and member of the Davra Collective.



LEE Jinju, *Again* ㄸ ㅈ ㅈ, 2024, Handmade Leejeongbae black, powdered pigment, animal skin glue and water on unbleached cotton, 44 x 34 cm

CRAFT EXHIBITION

Since its inception, Asia NOW has championed craft as a vital thread between tradition and contemporary expression. This year spotlights three artists who have been finalists in different editions of the LOEWE Craft Prize.

Artists selected:

Racso Jugarap (Philippines) – Textile works exploring mythology, diaspora, and queer identity.

Sumakshi Singh (India) – Embroidered installations tracing memory and spiritual space.

Wan Bing Huang (China) – Surreal landscapes across drawing, animation, and installation.



*SUMAKSHI SING -Pichla Darwaza, 2023, dessin de fil et dentelle, 238X30X160 cm
Finaliste du Loewe Foundation Craft Prize 2024*

SCREENING PROGRAM

A dedicated space within the fair for the screening program.

NOWNESS presents three curated film programs inspired by this year's theme, featuring short films and moving image works. The full program will also be available online at [NOWNESS.com](https://www.nowness.com).

TWO PRIZES TO SUPPORT ARTISTIC CREATION

NEW // RAK ART FOUNDATION PRIZE

Introducing the RAK ART FOUNDATION Prize Awarded to two artists participating in Asia NOW 2025, this prize offers a one-month residency at The Art Station in Bahrain awarded by the RAK Art Foundation of Bahrain.

Selected artists will collaborate with local artisans to develop new work aligned with **the Foundation's values of heritage**, continuity, and craft. The residency includes travel, accommodation, and a production fee, with an exhibition at the Foundation to follow.

The 2025 jury includes patron **Benedicta Badia** (France); **Emre Baykal**, Director of Arter Foundation (Turkey); **Sara Raza**, Director of the Museum of Modern Art, Tashkent (Uzbekistan/USA); **Salma Tuqan**, Director of Nottingham Contemporary (UK/Palestine); and curator **Anissa Touati** (France/Morocco), affiliated with Brown and Harvard.

Residency: between December 2025 and December 2026

Jury deliberation & winner announcement: October 23–24, 2025

Award Ceremony: Friday, October 24

MATSUTANI PRIZE

The ceremony will take place during Asia NOW at the Monnaie de Paris for the second year in a row.

Awarded by the SHŌEN Fund, the Matsutani Prize grants €15,000 to an artist based in France, with 5 to 25 years of career, selected by a jury of artists, curators, and collectors.

For this 2025 édition, **Liyu Yeo**—curator and Asia NOW VIP Ambassador—will serve as **guest rapporteur**.

Jury:

Takesada Matsutani – Artist, **Kate Van Houten** – Artist, **Nathanaëlle Herbelin** – 2019 laureate, **Jean-Philippe Bourgeno** – Collector, Publisher, **Tom Laurent** – Art Critic

Finalists artists:

Liang Fu (Nicodim gallery), **Daiga Grantina** (Emalin gallery), **Séquoia Scavullo** (sans titre gallery),
Natsuko Uchino (Galerie Allen)

PRACTICAL INFORMATION



Venue

Monnaie de Paris
11 quai de Conti, Paris 6th arrondissement



Opening Hours

- **October 21:**

10:00–14:00: Press preview
14:00–18:00: VIP preview
18:00–21:00: Public preview

- **October 22–25:**

10:00–11:00: VIP preview
11:00–20:00: Public opening

- **October 26:**

10:00–11:00: VIP preview
11:00–19:00: Public opening



Tickets

- Full price: €15 | Reduced: €10
- 3-day pass: €30 | Reduced: €20
- Free for children under 12

Reduced rates available with proof of eligibility: students under 26, job seekers, and people with disabilities and their companions.

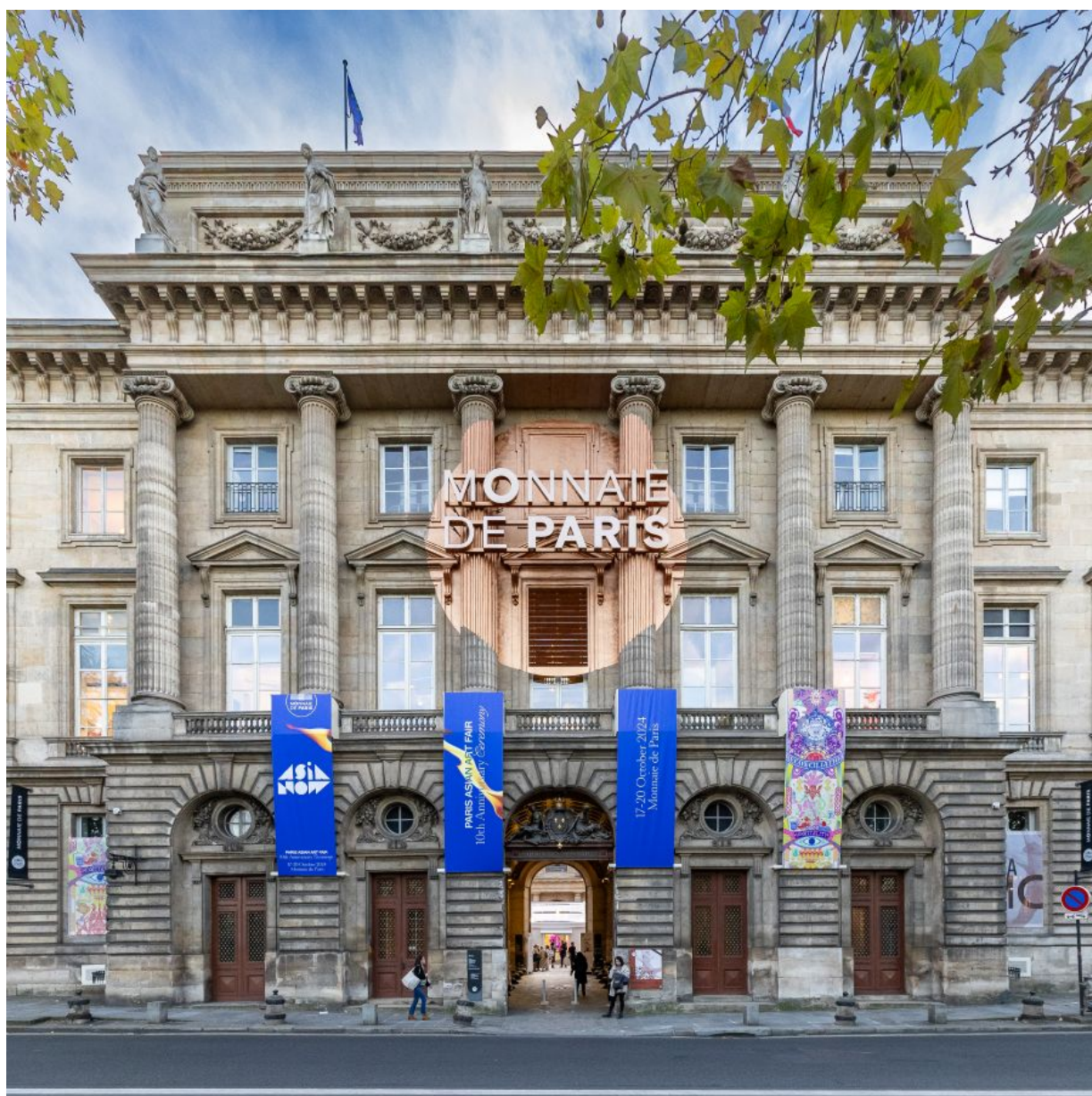
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