

‘ART OnO 2025’ Concludes a Second Edition Beyond Expectations

With wide international participation and a bold, distinctive vision, ART OnO 2025 successfully wrapped its second edition, drawing the attention of galleries, collectors, curators, art-enthusiasts, and the general public.

The fair offered a new vision for the next generation of art fairs— one shaped in collaboration with both galleries and audiences.



<Image courtesy of Art OnO>

ART OnO 2025
Young and Fresh, but Classy

ART ONO

Official Title	ART OnO 2025 / 아트 오앤오 2025
Dates	April 11 (Friday) – April 13 (Sunday), 2025 VIP/PRESS Preview Day April 10 (Thu), 2025
Location	SETEC Exhibition Hall 1, 2, & 3
Organizer	ART OnO Ltd.
Inquiry	ART OnO Ltd. + 82-2-707-2024
Official Website and Instagram	https://art-ono.com / https://my.art-ono.com/ @art_ono_seoul
Tickets	Official Website, NAVER Booking, Ticketlink, Interpark, 99ticket, PEOPULLEY - Preview 150,000 KRW (Re-entry permitted throughout the entire fair period, including the VIP Preview) - Public 50,000 KRW - Student, Culture Nuri, ArtPass Holders, KFAA Members 25,000 KRW - Group discount (more than 10 people) 40,000 KRW
PR	press@art-ono.com

Strong Presence of Global Collectors and Rising Artists

Seoul, April 2025 — As the global art calendar gains momentum, ART OnO 2025 stood out this spring with a highly anticipated VIP Preview, held on Thursday, April 10. The second edition of ART OnO drew significant attention from galleries, collectors, curators, art-enthusiasts, and the general public.

More than just an expansion in scale, ART OnO 2025 marked a bold evolution in vision. With a strong international presence, the discovery of rising talents, and an engaging lineup of programs, the fair has been widely recognized for presenting a dynamic and inclusive vision—one that reflects the collaborative spirit of today's global art scene.

Global Collectors and VIP Guests Signal ART OnO's Growing International

Standing

Marking its second edition, ART OnO 2025 welcomed strong participation from collectors across Asia, Europe, and North America. Notably, a number of Western collectors extended their stay in Seoul to attend the fair in person—underscoring their keen interest—while many Asian collectors made targeted visits, actively engaging with the works on view. Major international VIPs also made acquisitions on-site, with several remarking that “visiting Korea was a truly worthwhile decision.”

This broad spectrum of global collector attendance not only elevated the international profile of ART OnO but also contributed to strong sales results, despite ongoing challenges in the global art market. The presence of key figures from the international art scene further signaled growing attention toward the fair. Representatives and directors from leading art fairs, including Tokyo Gendai and ART TAIPEI, were in attendance. Internationally recognized collectors such as Vick Chen visited throughout both preview and public days, engaging actively with galleries and artists. Renowned artists Dominique Fung and Mike Lee were also present, along with Sareena Sattapon—featured in the special exhibition—and Matthias Garcia, who joined as a speaker in one of the fair's talk programs, underscoring ART OnO's cultural reach and cross-border appeal.

The fair also attracted leaders from the auction world. Jonathan Crockett, Chairman of Phillips Asia, visited the fairgrounds and reaffirmed his interest in the Asian art market. Hak Jun Lee, General Manager of

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Christie's Korea, praised the fair, noting, "The works were overall fresh and of high quality, making for a truly immersive viewing experience." Yulhee Kim, Deputy Director of Sotheby's Korea, also participated as a featured speaker, offering professional insight and engaging in meaningful dialogue with the audience.

Other Notable Guests Included:

- Rudy Tseng

Based in Taipei, Taiwan, is a contemporary art collector and independent curator, widely regarded as one of the most influential figures in the Asian art scene.

- Celebrity

SUPER JUNIOR Donghae, Actress Lee Se-Young, Actress So Yoo-Jin, Yuk Jun-Seo, and more

Highlights from Artists and Galleries

The works of emerging Korean artists drew significant attention from global collectors, leading to robust sales activity throughout the fair. Several artists sold out their presentations on the first day, while a broad range of acquisitions—from high-value pieces to more accessibly priced works—contributed to a notably dynamic and energetic market atmosphere.

- Gallery Baton presented a solo booth featuring Hoh Woo Jung at ART OnO 2025. Hoh Woo Jung continues to explore events and imagery emerging from contemporary society through his paintings. At this year's ART OnO, his works, including the notable piece *Resonance1* (2024) received strong attention from collectors, with the majority of the pieces selling steadily throughout the fair.

- ARTSIDE Gallery showcased a two-person booth featuring artists Kim Xian and Kang Junseok, showcasing a refined and balanced curatorial perspective. The presentation highlighted the gallery's strength in exhibition planning, with the contrasting aesthetics of the two artists coming together in a harmonious display. All of Kim Xian's works were sold, while Kang Junseok's pieces also saw active sales from the early days of the fair. The booth received a consistently positive response from both domestic and international collectors, reaffirming the market's continued interest in contemporary painting.

- Gallery2 and Esther Schipper each presented new watercolor works by Hyunsun Jeon, both achieving full sell-outs on opening day. Additional works by other represented artists also recorded strong sales, affirming the galleries' strategic curatorial approaches and their alignment with collector demand.

- At ARARIO GALLERY, a large-scale installation by Noh Sangho, *HOLY—Gravity and Grace*, as well as Ok Seungcheol's painting *Helmet*—an artist known for frequent sell-outs—were both acquired. The gallery also reported significant first-day sales across media, from installation to video-based works.

- Icoz, a young artist born in 1997 who sold out at last year's edition, once again garnered enthusiastic response. His work *iBaseball—Tossball Groundball Swing* was acquired by Seungho Park, Executive Director of the Park Seo-Bo Foundation, who also donated the canvas used in the piece.

- Pontone Gallery reported a swift sell-out of two space-themed paintings by British artist Chris Rivers within an hour of opening, despite the works' high price point. Gallery director Domenic Pontone praised

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ART OnO as “a truly special fair, where each booth offers its own distinct story and sense of discovery.”

- At the Kaikai Kiki Gallery booth, major works by Japanese neo-pop artist Mr. were presented at significant price points, yet many were swiftly acquired as soon as the preview began. Many pieces were sold on-site without any pre-sales, available exclusively to visitors at the fair—demonstrating the strong interest and enthusiastic response from attendees. Sales activity remained brisk from the opening day, with continued inquiries and collector engagement throughout the duration of the fair. By the final day, a substantial number of works had been sold, reaffirming the high level of interest in Mr.'s work among both domestic and international collectors.

- Jeffrey Rosen, Director of MISAKO & ROSEN, shared optimism about the Korean art market and emphasized growing collaboration across the Asian art scene. Works by Ken Kagami and Trevor Shimizu received particularly strong interest, with several pieces sold and consistent positive feedback from visitors.

- Tomio Koyama Gallery of Japan presented a uniquely staged booth designed as a Korean living room from the 1970s–80s, complete with vintage furniture sourced from Seoul’s Dongmyo Market. The nostalgic staging drew widespread attention, while the gallery’s diverse selection of works and commitment to showcasing new practices led to notable sales.

- ThisWeekendRoom participated with a focus on emerging artists whose practices embraced experimental, conceptually driven approaches. Installations and paintings reflecting the textures of everyday life and contemporary society captured audience attention, with many works acquired on the first day.

- KICHE presented works by artists of diverse national backgrounds exploring reinterpretations of urban life and tradition. Most pieces were sold on the opening day, with steady inquiries and additional acquisitions continuing throughout the fair—reinforcing the gallery’s strong market reception.

- Galerie Zink achieved solid results with steady sales across a range of artists, including notable works by Cinta Vidal and Thao Nguyen Phan. The booth attracted ongoing interest from both domestic and international collectors, and the gallery’s distinctive curatorial approach was met with a positive reception

throughout the fair.

Feedback from Galleries and Collectors

- A collector from Kobe, Japan—visiting ART OnO for the second consecutive year—praised the fair’s curatorial depth and the refreshing presence of Korean galleries. They also highlighted standout presentations by Germany’s Nino Mier Gallery and Tomio Koyama Gallery, noting that they acquired several works in collaboration with Korean collectors.
- The director of Galerie Sultana, participating in ART OnO for the first time, emphasized the fair’s thoughtful curatorial direction and the notably young and engaged visitor demographic. They remarked that the fair offered valuable opportunities for both networking and sales.
- Susan Baik, Director of Baik Art, remarked that she was deeply impressed by the sincerity shown by participating galleries in conveying the true value of their artists and works, as well as their dedicated efforts to discover and support emerging talents. She also praised the overall quality of the exhibitions and the fair environment, noting that thoughtful elements were thoughtfully integrated throughout the venue to enhance the visitor experience. The steady presence of not only collectors looking to acquire works but also visitors with a deep interest in art reaffirmed the fair’s appeal and potential as a significant platform in the art world.

Programming and Fair Operations

- Compared to last year, ART OnO 2025 was praised for its significantly improved operations and thoughtfully curated presentations of a high caliber. In particular, the fair offered a rich artistic experience for collectors and the general public through a diverse range of cultural programs—including a special exhibition, SPOT OnO A(rtistic) – Sphere docent-led tours, and talk sessions.
- Strategic collaborations contributed to the overall experience of ART OnO 2025. The VIP Lounge, supported by Pernod Ricard Le Cercle, offered a relaxed setting where guests could unwind. The space was furnished and lit with contributions from Bara House, Omeko, SAMMENS KAB, and TEAMZ creating a cohesive and elevated environment. Food and beverage partners—including Baton Meal Café, Gwajabang,

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Oatboat, Palazzo, Seasoned Season, and Travertine—added to the sensorial atmosphere across the venue. Sindong also provided San Pellegrino for guests throughout the fair. These collaborations supported ART OnO's vision of a multidimensional and immersive cultural experience.

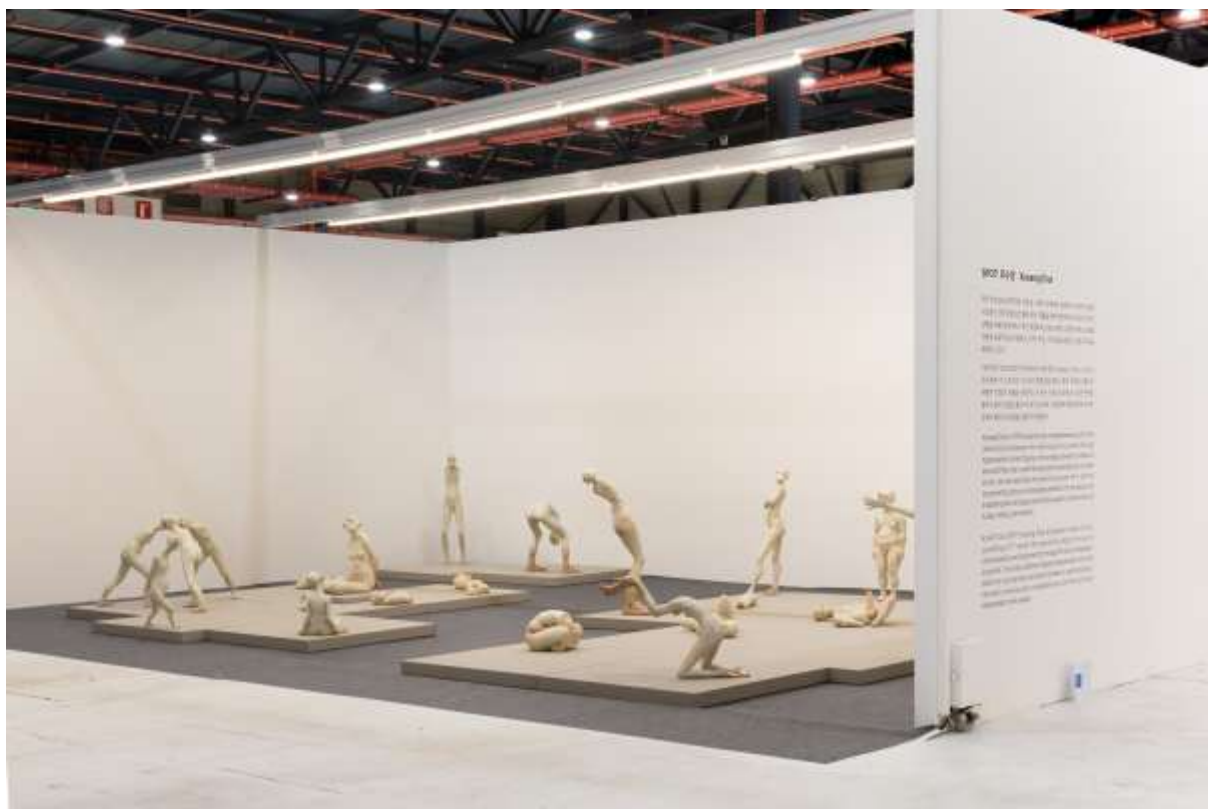
Glimpse into the Broader Cultural Landscape of Seoul

During the week of ART OnO 2025, major cultural institutions across Seoul activated a wide array of exhibitions and programs, contributing to a city-wide moment of artistic convergence. Key venues—including the National Museum of Modern and Contemporary Art (MMCA) Seoul and Space K Seoul—presented exhibitions that echoed contemporary artistic currents, while leading galleries such as Pace Gallery Seoul and Gallery Baton offered solo presentations by internationally acclaimed artists.

This simultaneous unfolding of exhibitions across the city enriched the cultural landscape for both domestic and international visitors, offering a layered and immersive experience that extended beyond the fairgrounds—closing ART OnO 2025 on a high note.

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