

A large, dynamic splash of red ink or paint against a solid black background, creating a sense of movement and mystery. The splash is concentrated in the center and left, with wispy trails extending towards the right.

KWAIDAN

怪談

Stories and Studies of Strange Things

From Ireland to Japan

20 × 20

KWAIDAN will be exhibited at 12 venues from
Sept. 2023 to Dec. 2024



20 artists from Japan and 20 artists from Ireland will visually respond to a story from *Kwaidan*, Lafcadio Hearn's 1904 seminal collection of ghost stories.

KWAIDAN aims to follow in Hearn's footsteps by connecting east and west through common cultural values. We believe that all art forms can transcend geographic, ethnic and linguistic boundaries to connect cultures in a very positive way.

KWAIDAN will be a shared celebration of the life and work of Lafcadio Hearn, the Irish literary figure revered in Japan as the cultural icon Koizumi Yakumo 小泉 八雲.

怪談

Patrick Lafcadio Hearn

aka Koizumi Yakumo



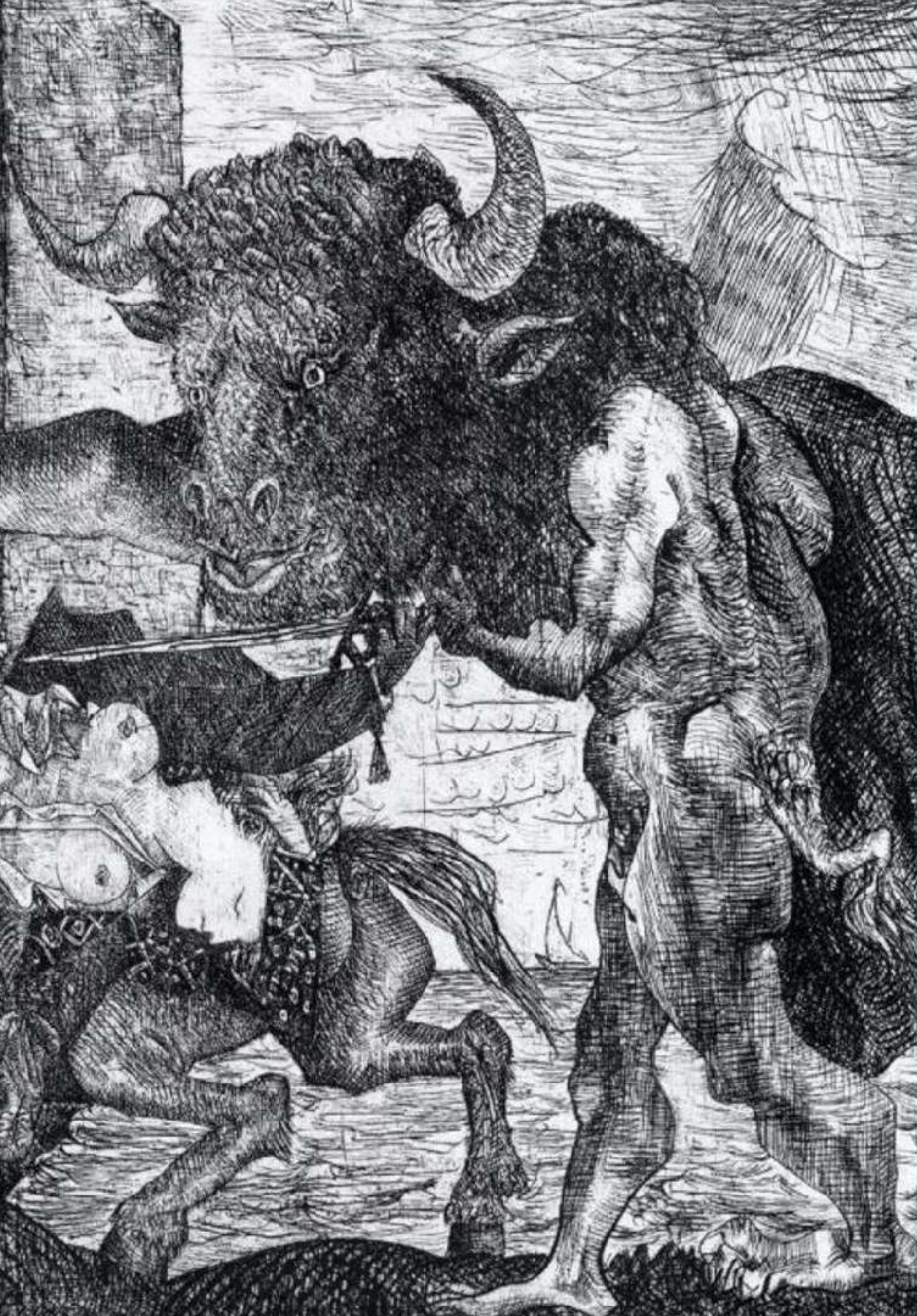
If any individual symbolises the spiritual connections between Japan and Ireland it is Patrick Lafcadio Hearn. He spent his formative years in the Irish literary tradition that was about to give birth to the Celtic Twilight.

Hearn's reputation developed in the USA where he worked as a writer from 1869, and from there his fame spread internationally. He arrived in Japan in 1890 and fully integrated into Japanese culture, becoming renowned as the great Koizumi Yakumo.

Hearn's genius lay in the vision he offered of a more mystical Japan that was becoming lost to posterity. His books are much treasured in Japan to this day.

Patrick Lacadio Hearn 1850–1904

An exhibition by SO Fine Art Editions & Blue Moon Projects



Printmaking techniques such as etching, silkscreen, woodblock and lithography are still an important part of the contemporary art market. For masters such as Hokusai, Rembrandt, Durer, Hogarth, Picasso and Warhol, printmaking was a central part of their art practice.

Prints are fashionable and easily accessible to the public online globally and through Galleries, Print Fairs and Auction Houses.

Printmaking plays a vital role as a discipline that predates digital creative media and very much overlaps with it.

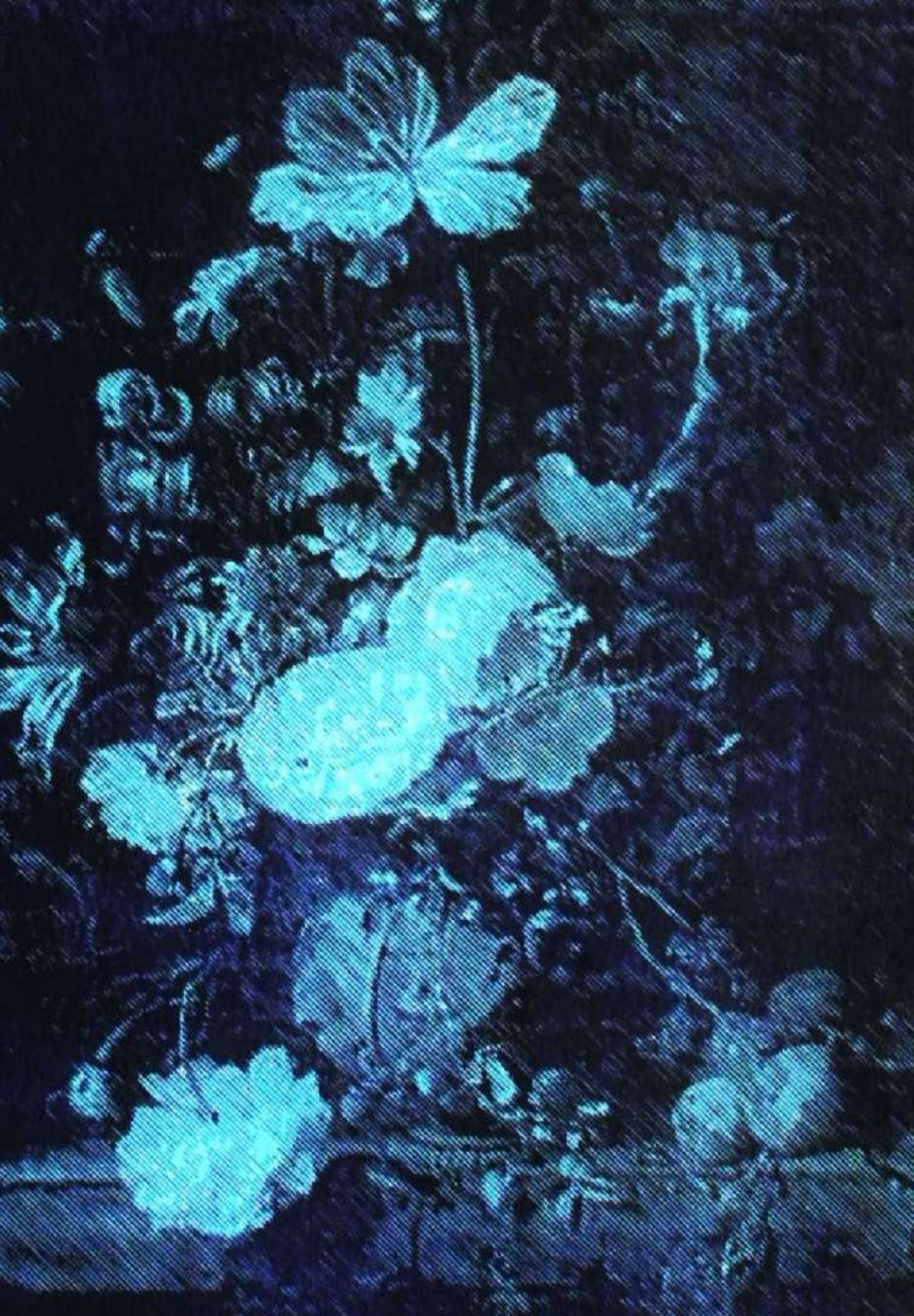
KWAIDAN will include most print media and some photography.



From Ireland

| | |
|-------------------------|-----------------------------|
| Yoko Akino | Eimer Jean McCormack |
| Ailbhe Barrett | James McCreary |
| Nuala Clarke | Ed Miliano |
| Richard Gorman | Niall Naessens |
| John Graham | Kelvin Mann |
| Clare Henderson | David Quinn |
| Stephen Lawlor | Barbara Rae |
| Kate MacDonagh | Vincent Sheridan |
| Elizabeth Magill | Amelia Stein |
| Alice Maher | Dominic Turner |

Eimer Jean McCormack — *Gladioli I*, 2019



From Japan

Hano Kanami

Ogawa Junko

Hara Yoko

O Jun

Hirosawa Jin

Osugi Shoko

Ito Aya

Takahashi Azusa

Katsutoshi Yuasa

Takahashi Yo

Kimura Mayumi

Saito Yuki

Matsui Chie

Michael Schneider

Miida Seiichiro

Sudi

Miyajima Yuuka

Watanabe Kanako

Miyamoto Shoji

Watanabe Toshiya

Yuasa Katsutoshi — *Death of Beauty* #1, 2014

KWAIDAN — Stories and Studies of Strange Things

怪談

Connecting Worlds

Kwaidan: stories and studies of strange things

An exhibition by SO Fine Art Editions & Blue Moon Projects



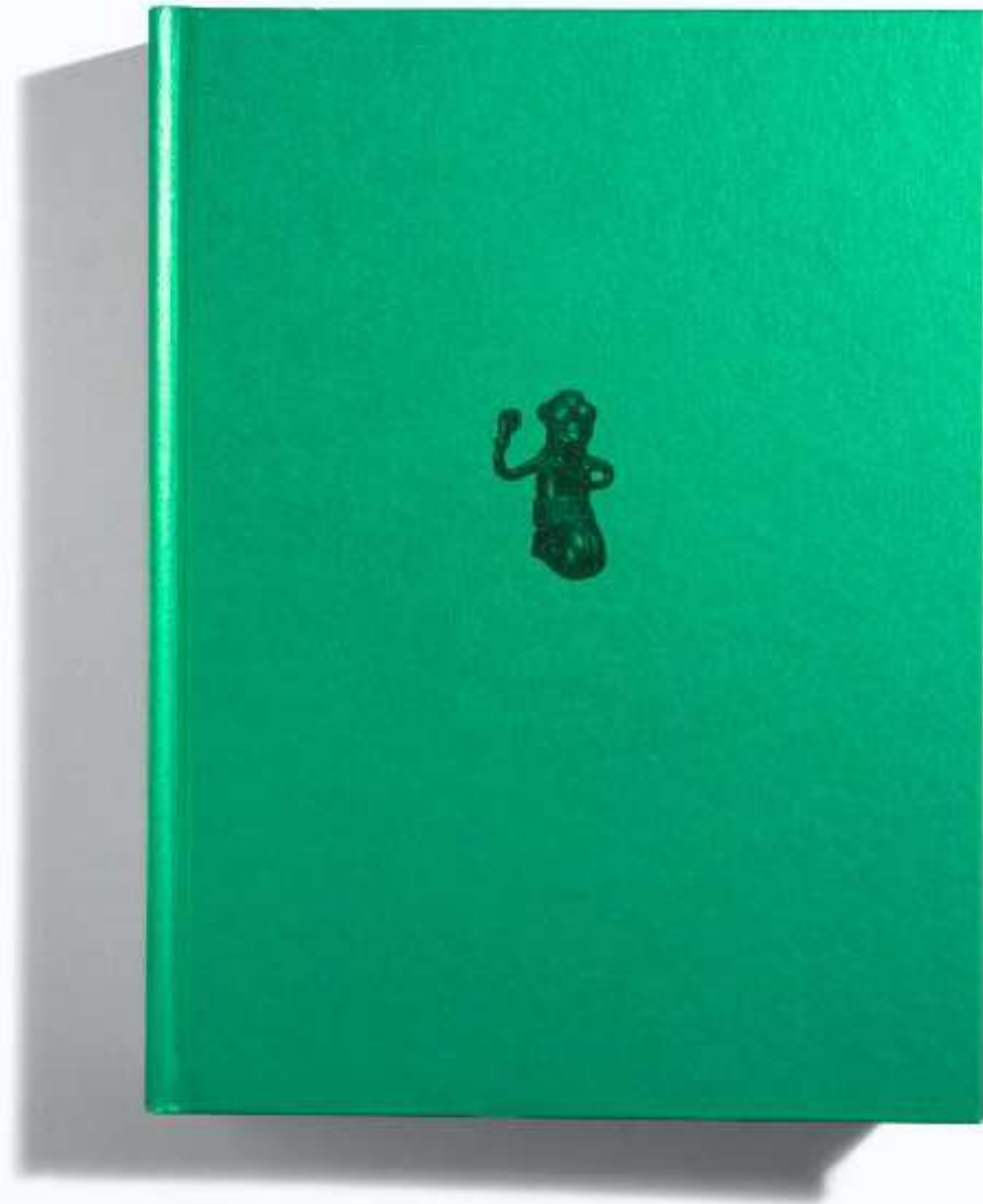
Sponsorship Opportunity

1. Prominent branding opportunities at opening of New Irish Embassy event in Tokyo
2. Prominent brand presence at The Museum of Literature Ireland (MoLI) event
3. Prominent brand presence at all events in Ireland and events in Japan
4. Product sampling opportunity at all events
5. Prominent brand imagery on all printed material and at all online touch-points

Sponsorship Opportunity

6. Face to face engagement with a highly relevant audience across all events
7. Opt-in email marketing opportunity across all events
8. Exclusive content opportunity for sponsors website and social channels
9. Publication rights to exhibition art for the promotion of the event
10. Discount on the full art boxset for the sponsor's top clients





Printed Publication

Atelier Design Studios have agreed to design a full colour catalogue for this event. **Paul Murray** and **Koizumi Bon** (biographers of Hearn) have agreed to contribute essays.

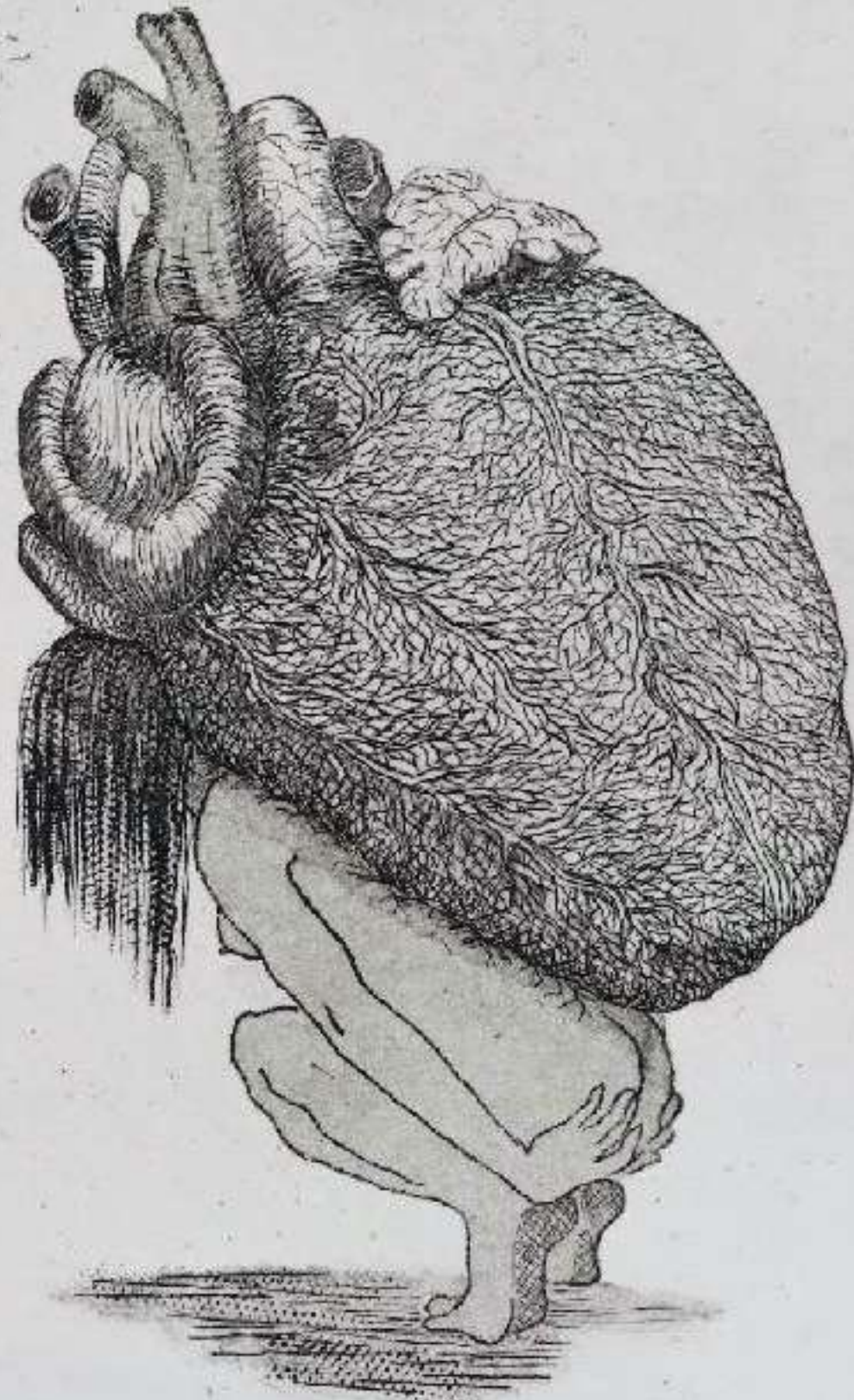
We are in discussion with internationally acclaimed writers to also contribute texts. **Mary Redfern**, curator of the Far Eastern Collections at the Chester Beatty Library has agreed to edit the publication.

The sponsors logo and written text can be included in this book which should have a shelf life of at least 10 years.

KWAIDAN — *Stories and Studies of Strange Things*

20 X 20

An exhibition by SO Fine Art Editions & Blue Moon Projects



The Art Market – The contemporary global art market is stronger than it's ever been.

The Irish Art Market saw a significant increase in activity. A healthy 82% of the population attended an arts event in 2018 with art exhibitions being the second highest type of event that audiences would like to attend more often.

The art market in Japan was the 5th largest globally in 2019 with sales of 227B JYP. The mission of Art Tokyo Association is 'to communicate the appeals of Japan in lucid and exciting ways through art'.

Japanese Art Industry Market Research Report, 2020

Naohiko Kishi, Founder, Art Tokyo Association

'Attendance, Participation & Engagement with the Arts in Ireland 2018',

B&A on behalf of Arts Council Ireland

An exhibition by SO Fine Art Editions & Blue Moon Projects

Project Sales and Audience Targets

We aim to sell 70% of the limited-edition prints.

Net sales goal: €210,000.00

This figure includes **individual image sales** and **full box set (40 prints) sales**.

Our target attendee rate is (average) **1,900 per event attendees**

Projections based on past event data from SO Fine Art Editions gallery

An exhibition by SO Fine Art Editions & Blue Moon Projects

Audience Insights: Ireland

1. Urban Arts Eclectic (25-34) affluent young creatives seeking new experiences
2. 30% of buyers at Sotheby's print sales in 2020 were under the age of 40
3. Traditional Culture Vultures (49-64) are affluent, retired and highly educated who enjoy good food and are loyal attendees of art events.
4. The primary interest across all categories was socialising and entertainment (54%) followed by spending time with friends and family (46%).

'The Arts in Irish Life' The Arts Council Ireland, 2016

'The Arts Council England's Arts Audiences Insight', Audiences London 2011

'Attendance, Participation & Engagement with the Arts in Ireland 2018',
B&A on behalf of Arts Council Ireland

Audience Insights: Japan

1. 25% of Art buyers in Japan are men in their 30's, 84% of whom go there for relaxation and stress relief.
2. Aesthetic Socialisers (20-30's) make up 37% of the art audience. 35% attend due to a well-designed poster, 17% for an event popular on social media.
3. Traditional and cultured (40-50's) art enthusiasts attend for the artists or rarity of the work. This cohort is strongly influenced by traditional media like tv, newspapers etc.

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The Audience

International
growth

A 117% increase in art auction sales in 2021 set a new record in auction history

A new millennial
audience

Millennials were the biggest spenders for art globally in 2019

A sensory
experience

84% of Japanese art attendees attend an event to “experience something new”, “enjoy themselves” and “relieve stress”

Embracing history
and culture

KWAIDAN’S purpose is to use art to transcend geographic, ethnic and linguistic boundaries and to enrich society as a whole

A quality
status symbol

16% of all art buyers in Japan were attracted by an artwork’s value and acclaim

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Venues and Dates

| | | |
|------|--|---------------|
| 2023 | Lafcadio Hearn Museum, Matsue | 27.06 – 17.09 |
| | Art Zone Kaguraoka, Kyoto | 23.09 – 8.10 |
| | Lafcadio Hearn Museum, Yaizu | 14.10 – 12.11 |
| | SO Fine Art Editions, Dublin | 4.11 – 25.11 |
| | Museum of Literature, Ireland | 4.11 – 25.11 |
| 2024 | Lafcadio Hearn Museum, Kumamoto | 14.11 – 14.12 |
| | Hunt Museum, Limerick | 14.01 – 15.03 |
| | Ballinglen Museum, Mayo | 18.04 – 27.05 |
| | Embassy of Ireland, Tokyo* | 24.04 – 24.05 |
| | Lafcadio Hearn Gardens, Waterford | 24.05 – 12.07 |
| | Yeats Building, Sligo | 30.07 – 30.08 |
| | Yanagisawa Gallery, Saipan | 10.09 – 10.10 |

*TBC

Embassy of Ireland, Tokyo

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About the Curators – SO Fine Art Editions in association with Blue Moon Projects.

SO Fine Art Editions

www.sofinearteditions.com is one of Ireland's leading contemporary galleries specialising in printmaking. SO Director Catherine O'Riordan has worked with many of the KWAIDAN participants previously. SO's most recent international print project was *a lonely impulse of delight* in 2015 which toured to London, Beijing and Tokyo:-

<https://www.sofinearteditions.com/a-lonely-impulse-of-delight-wb-yeats-150-years/>

Blue Moon Projects

was formed in 2020 to co-ordinate KWAIDAN by artists Stephen Lawlor, Kate MacDonagh, Ed Miliano and Azusa Takahashi, all of whom have experience in curating print exhibitions internationally.

blue moon projects

SEARS O'RIORDAN
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