

ANNOUNCEMENT

Art Busan Is Building a More Sustainable Art Market

Held from May 21 to 24, this year's edition brings together over 110 galleries from 18 countries and proposes a more balanced and resilient collecting ecosystem.

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DEFINE expands the boundaries between contemporary art and collectible design by introducing furniture, craft, and functional objects into the fair environment.

Participating projects include [Karimoku](#), [Fritz Hansen](#), [Galerie Philia](#), and [Kengo Kuma](#)'s solo presentations.

Rather than classifying design as a secondary category, DEFINE positions it as a cornerstone of contemporary collecting culture. This approach reflects shifting collector behavior, particularly among younger audiences who increasingly seek works connected to architecture, interiors, and daily life.

Contrary to the speculative nature of blue-chip works, collectible design and craft permeate domestic and public spaces where they are experienced and lived with over time. By cultivating this middle-price segment, ART BUSAN fosters more diversified and practical acquisition patterns while broadening the collector base.

