



[For immediate release]

Tokyo Chuo Auction Launches New Logo

In Celebration of a New Milestone

9 September 2019 - Tokyo Chuo Auction today announces the launch of the new logo, marking a new milestone of the company.

Chairman of Tokyo Chuo Auction, Mr. Ando Shokei remarked, “Since the foundation in 2010, Tokyo Chuo Auction expanded its business to Hong Kong six years ago. Based on the principle of offering artworks from reliable sources with traceable authenticity, the company holds auctions twice a year and has achieved great success; in October 2018, the company was successfully listed on the Main Board; in 2019, the Tokyo Chuo Auction launches a new trademark, marking the beginning of a new era.”

“Tokyo Chuo Auction hopes to better demonstrate the company’s business philosophy and to promote cultural exchange. The design of the new logo resembles the character ‘East’ taken from the name Tokyo (meaning ‘Eastern Capital’), where the headquarters is located. The design is inspired by Tokyo Chuo Auction’s endeavour to offer in its sales held in Asia the finest artworks of the Oriental culture, which include ancient and modern Chinese paintings and calligraphies, important Chinese works of art, as well as tea wares in promotion of the Japanese tea culture and top-grade antique Pu’er tea as featured in ‘Ichigo Ichie - The Art of Tea Ceremony’; as for the colour of the new logo, the use of bright and eye-catching crimson red, which is, in the culture of the East, a colour to bring people a sense of joy and vitality; and the structure of the new logo is inspired by the Japanese Mizuhiki (みずひき), a knot-tying art commonly found in traditional Japanese culture, which is a symbol of prayers and bonding. The two red satin threads intertwine to form a knot, which not only celebrates the blessing of bonding, but also symbolizes the core values and the spirit of Tokyo Chuo



Auction – be the auction platform where the local and overseas collectors can find bonding to the collections of art, introducing to the collectors the exquisite works of art as well as seeking collectors who appreciate the quintessence of these artworks.”

“The new logo demonstrates the values in which Tokyo Chuo Auction always believes: art is worth cherishing; the beauty of art isn’t just reflected in the price of commercial investment; the cultural value behind it is worthy of being understood by the world; the art and civilization could be passed down through art collection and appreciation.”

About Tokyo Chuo Auction Co., Ltd.

Founded in Japan in 2010, Tokyo Chuo Auction is the first company in Japan to hold public auction of Chinese art and has achieved great success in the Japanese auction market. To expand its business to Hong Kong, Tokyo Chuo Auction HongKong Co., Ltd. was established in 2013 and listed on the Main Board of the Hong Kong Exchange in October 2018 (stock code: 1939.HK). Tokyo Chuo Auction currently holds several sales a year offering ancient and modern Chinese paintings and calligraphies, Chinese antiques and tea wares. In addition to holding auctions in Japan and Hong Kong, the company also organises previews in Hong Kong, Taipei, Shanghai and Beijing.

More information about Tokyo Chuo Auction

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