
"GARDE's 40th Anniversary: A New Challenge"
Opening 'GOCA by Garde,' the First Art Gallery in New York's Chelsea District
A Hub for Showcasing Asian Artists to the World
Grand Opening Featuring Yuta Okuda's Solo Exhibition, 'KAN-SHA BOUQUETS!'

GARDE Co., Ltd. (Headquarters: Minato-ku, Tokyo; President: Kenji Muro), a global leader in interior design, consulting, and coordination services, is proud to announce the opening of its first New York location, **"GOCA by Garde,"** an art gallery located in Chelsea, New York's renowned art district. This milestone event coincides with the company's 40th anniversary and is scheduled for January 31, 2025.

GOCA by Garde will serve as a dynamic platform for showcasing Japanese and Asian artists to audiences in the United States and beyond. As GARDE's inaugural overseas art gallery, it will feature an eclectic collection of works, including paintings, sculptures, and ceramics. With a legacy of over 15 years supporting emerging creators worldwide, GARDE is launching GOCA in Chelsea, a global hub for contemporary art, to foster cultural exchange and spotlight Japanese and Asian talent on the international stage.

The gallery's opening exhibition will present a solo show by Yuta Okuda, a rising star in contemporary Japanese art and a leading figure in the Neo-Pop movement. Titled "KAN-SHA BOUQUETS!", the exhibition will feature Okuda's latest series, *Flowers*, which explores the theme of gratitude in everyday life. Known for his bold brushstrokes, intricate lines, and vibrant colors, Okuda's works promise to captivate viewers with their energy and emotional depth.

With the launch of GOCA, GARDE is expanding its creative horizons and establishing a cultural bridge between Japan, Asia, and the global art scene. This new endeavor aims to enrich New York's art landscape by introducing innovative perspectives and celebrating contemporary art from the East.

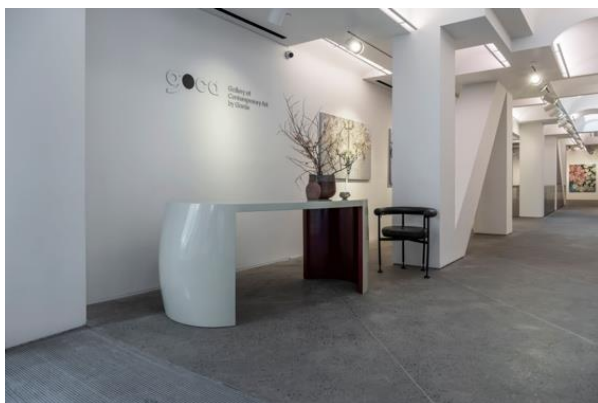




Photo by : Outsiders LA, Courtesy GOCA by Garde

The Fusion of Art and Innovation: GARDE's Vision Unveiled in Chelsea

The Chelsea district of New York, where GOCA is opening its gallery, was originally an industrial area dominated by warehouses and factories. However, in the 1980s, as property prices soared in SoHo, many artists and galleries relocated to Chelsea in search of more affordable spaces. This migration established Chelsea as a burgeoning gallery district known for its expansive venues.

By the 1990s, major galleries like the Gagosian Gallery began setting up in the area, further solidifying its reputation as an art hub, particularly along 10th Avenue between 22nd and 28th Streets. In 2009, the redevelopment of the High Line, a former elevated railway, transformed Chelsea into a tourist destination. The High Line's integration of art installations with urban design added a unique dimension to the district, blending creativity with public spaces.

Today, Chelsea is home to approximately 200 galleries, showcasing a diverse array of art—from exhibitions by renowned artists to bold, experimental works by emerging talents. This evolution has firmly established Chelsea as a global epicenter for art and culture.

References:

The New York Times, "Chelsea's Galleries, Then and Now" (2010)

Artforum, "Chelsea Art Scene in the 21st Century" (2022)

GOCA was established with the philosophy of revitalizing Japan through art. We chose Chelsea as our location because this globally renowned art hub perfectly embodies the ideal setting to bring our vision to life. Chelsea is home to numerous galleries and hosts a vibrant international network of artists, collectors, and art enthusiasts. Operating here gives us the confidence to maximize our efforts in showcasing Japanese art and artists on the global stage. As we embarked on this project, our team frequently revisited the question: "Why create a gallery?" Through countless discussions, we aligned around our core philosophy and defined a clear goal—sharing Japan's culture and values with the world through art. To achieve this, we invested significant time in identifying the right partners and crafting a compelling branding strategy. Through GOCA, we aim to strengthen the connection between Japanese art and the global community, creating new value along the way. As this project progresses, we remain deeply grateful for the support of so many individuals. We are committed to

making GOCA a platform that contributes to Japan’s vitality through the transformative power of art.
(CEO and Creative Director of GOCA, Okada)

GOCA Overview



Gallery of
Contemporary Art
by Garde

Name: GOCA by Garde

Location: Chelsea, New York

Space Area: Approximately 223 m² (2,400 square feet)



GOCA by Garde, an art gallery situated in New York's vibrant Chelsea district, is dedicated to contemporary art from Japan and Asia. The gallery features a diverse range of works, including paintings, sculptures, and ceramics, by both emerging and established artists. Serving as a platform for cultural exchange and dialogue, GOCA aims to connect audiences with the rich and evolving artistic expressions of the region.

◆ Artist Information ◆

Yuta Okuda:

Yuta Okuda is a Japanese visual artist celebrated for his intricate linework and bold strokes, which define his striking miniature paintings. He has held solo exhibitions at prestigious venues such as Mizuma & Kips in New York and 333 Gallery in Taiwan. His works have been showcased at prominent international art fairs, including Art Basel Hong Kong and Art Fair Tokyo 2024, and he recently presented a solo exhibition at the Powerlong Museum in Shanghai. Before transitioning to a career in art, Okuda worked as a fashion designer and earned a master’s degree in fashion design from Istituto Marangoni in London. In 2022, he founded Yuta Okuda Studio and has since broadened his scope to include advertising, brand collaborations, and editorial projects, making his mark across various creative industries.

◆ Comment from President Muro ◆

Opening GOCA in New York’s Chelsea district marks a significant challenge for us at GARDE, as it represents the culmination of our long-standing passion for spatial design and art. Despite the difficult global environment, characterized by the ongoing yen depreciation and rising costs of living, we decided that this timing was precisely the right moment to secure a property in Chelsea—a renowned international hub for the art world—and to open GARDE’s first art gallery in New York.

This project is more than just about showcasing art; it embodies our desire to create a “hub” that connects people through art. Through GOCA, we aim to provide a platform to showcase the

talent of emerging contemporary artists from Japan and Asia, expanding their opportunities on a global stage.

On the prestigious stage of Chelsea, we intend to fully leverage the expertise we have cultivated in spatial design and the network we have built with artists over the years. Our vision is for GOCA to become a space where art lovers gather, interact, and exchange ideas. We hope the new inspirations and possibilities created by GOCA will have a positive impact on society through the power of art.

This initiative is also part of a commemorative project celebrating GARDE's 40th anniversary. Since establishing an NPO in 2009 to support artists and creators worldwide, we have been committed to contributing to society through art. We will continue to push boundaries, delivering the transformative power of art to the world through GOCA.

◆ About GARDE ◆

GARDE is a branding and design company specializing in the creation of luxury spaces across diverse sectors, including retail, offices, residences, hotels, dining establishments, and mixed-use facilities. Through its global network, GARDE transforms client visions into reality, guided by its three core pillars: consulting, design, and coordination. The company is committed to delivering spaces where exceptional design and functionality merge seamlessly.

Headquartered in Tokyo, GARDE has a strong international presence, with offices in Milan, Paris, Hong Kong, Shanghai, Singapore, Kuala Lumpur, Jakarta, Dubai, New York, and Los Angeles.

GARDE Official Homepage : <https://www.garde-intl.com/>

DESIGN MAGAZINE : <https://gardedesignmagazine.com/>

Instagram : https://www.instagram.com/garde_world_design/

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LinkedIn : <http://nl.linkedin.com/company/garde-usp>

GOCA HP : <https://www.goca.gallery>

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