

PRESS RELEASE

For immediate release — Sunday, March 30, 2026

Iga — a city of crossroads, Ninja, and Basho —holds its first art book fair.

Waza Waza — Iga Art Book Fair 2026 / Open Call Now Open

Saturday, September 26 — Sunday, September 27, 2026 / Kyu Suko-Do, Iga, Mie, Japan



"Waza waza" means choosing to do the unnecessary.

You could read on a screen. And yet some people still make books — choosing the paper, going to the printer, binding it, carrying it to a place where someone might pick it up, hold it, and understand something they hadn't before. None of it is efficient. But there is something that only lives inside that inefficiency: texture, smell, the feeling of where the book was made. And the weight of placing it in someone else's hands.

Waza Waza is built for people who make books like that — and for the conversations those books start.

On Saturday and Sunday, September 26–27, 2026, the first Waza Waza — Iga Art Book Fair will open in Iga, Mie Prefecture, Japan. Part exhibition, part fair: a gathering where artist books, zines, and independently published printed matter are presented to be encountered, handled, and discussed — not only bought and sold. We are looking for makers who want their work to be seen somewhere it has never been, and who are interested in what happens when books and people meet in an unfamiliar place.

The fair is selection-based. We are not looking for the highest volume or the widest catalogue. We are looking for work made with a clear point of view, and people willing to stand behind it and talk about it.

The venue is Kyu Suko-Do, a domain school founded in 1821 where scholarship and the martial arts were both part of the curriculum, now a national historic site. Its 72-tatami-mat lecture hall has been in use for over two hundred years. From 1905, the building housed the oldest public library in Mie Prefecture for nearly eighty years. It is no longer a library. But this year, two new libraries have opened in Iga. The dialogue between this city and books is not ending. It is beginning again.

Iga is a city of historic crossroads — connecting Kyoto, Nara, and Ise since ancient times, and long home to diverse communities from across Japan and beyond. It is the birthplace of Matsuo Basho, the haiku master, and of the Ninja tradition. Approximately 90 minutes from Osaka, Kyoto, and Nagoya — close enough to reach, far enough that coming here is a choice.

OPEN CALL

Open Call for exhibitors from Japan and abroad is now open. We welcome anyone who has books, zines, or printed matter they want to present — whether you make them, publish them, print them, or have spent years collecting them. Individuals, collectives, and organisations. No restrictions on medium, genre, or country of origin.

We are particularly interested in work that has not had wide distribution — books that exist because someone needed to make them, not because there was a guaranteed market. Waza Waza is a place for those books to find the people who have been waiting for them.

Application period: Thursday, April 1 – Sunday, May 31, 2026 (23:59 JST)

Selection: Curated — all applications reviewed

Apply: wazawaza-artbookfair.com/open-call

EVENT OVERVIEW

Name: Waza Waza — Iga Art Book Fair 2026

Dates: Saturday, September 26 – Sunday, September 27, 2026

Hours: 11:00–19:00 (both days)

Admission: Free

Venue: Kyu Suko-Do (National Historic Site)

122-1 Ueno Marunouchi, Iga City, Mie Prefecture, Japan

Organiser: Waza Waza Committee

Co-organiser: Iga City Cultural Association

Website: wazawaza-artbookfair.com

Instagram: [@wazawaza_artbookfair](https://www.instagram.com/wazawaza_artbookfair)

PRESS CONTACT

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Press kit and image assets available on request.

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