

The Armory Show

Piers 92 & 94

New York City

March 2-6

2011

The Armory Show is one of the top international art fairs devoted to the most important artworks of the 20th and 21st centuries. In its twelve years, **The Armory Show** has become an international institution, combining a selection of the world's leading galleries with an unsurpassed program of art events and exhibitions at the fair venue and throughout New York City. Every March, artists, galleries, collectors, critics and curators from all over the world make New York their destination during Armory Arts Week.

The Armory Show 2011 will again present two sections, Contemporary and Modern. **The Armory Show – Modern** features a selection of renowned galleries specializing in Modern and secondary market material on Pier 92, while **The Armory Show – Contemporary** on Pier 94 continues to be a venue to premiere new works by living artists. With one admission ticket, visitors to The Armory Show on March 3–6, 2011 will again have access not only to the newest developments in the art world, but also to the masterpieces that inspired them.

Exhibitor applications for The Armory Show 2011 can be downloaded at

[**www.thearmoryshow.com/application**](http://www.thearmoryshow.com/application)

THE WALL STREET JOURNAL

“...A HEARTENING REVERSAL OF LAST YEAR’S SALES DROUGHT.”

March 5, 2010



IL SOLE 24 ORE

“THE ARMORY REVITALIZES NEW YORK”

March 5, 2010

LOCATION – NEW YORK CITY

The Armory Show is held annually in New York City, home to more galleries, artists, critics and art institutions than any other city in the world, a mecca for serious collectors.

ATTENDANCE

The Armory Show 2010 welcomed 60,000 visitors. According to an independent survey, 56% of our visitors were from outside New York City, and over a third of them came from outside the United States.

EXHIBITOR AMENITIES

Participation in The Armory Show includes perimeter walls painted white, lighting, drayage, exhibitor and set-up passes and one page in the exhibition catalogue. The piers include two VIP-exclusive lounges and several public areas featuring restaurants, bars and places to meet collectors. Ombudsmen are posted throughout the fair from set-up through closing day to take care of exhibitor needs.

Exhibitors have the opportunity to propose large-scale installations, single artist projects and other work transcending the boundaries of individual booths in spaces ranging from lobbies and lounges to outdoor areas at the fair venue. A highlighted listing is included in the fair's show guide and website.

The Armory Show offers optional wireless internet service to exhibitors. Cellular reception is optimal throughout the piers. Telephone lines are also available on request. Other amenities include free shuttle bus services and ample rooftop parking.

EMIRATES BUSINESS

“THE INTERNATIONAL ART MARKET IS RIDING HIGH FOLLOWING ROBUST AUCTION RESULTS AND SPECTACULARLY SUCCESSFUL SALES AT THE ARMORY SHOW IN NEW YORK, THE BAROMETER OF MARKET SENTIMENT FOR THE IMPORTANT US MARKET.”

March 5, 2010

VIP PROGRAM

The Armory Show offers an unrivaled calendar featuring an exciting series of exclusive events in New York City that have become requisite in the international art circuit. Over twenty prominent art collectors open their homes for private viewings; embassies and international cultural consuls including the Austrian Cultural Forum, the Belgian Consulate, the British Consul General, the French Embassy, the Swiss Institute, and museums such as the Guggenheim and the Museum of Modern Art hold special receptions.

2010 CULTURAL PARTNERS INCLUDED:

American Folk Art Museum	Solomon R. Guggenheim Museum	PS1 Contemporary Art Center
Asia Society	International Center of Photography	Queens Museum of Art
Brooklyn Museum	International Sculpture Center	Sculpture Center
Chelsea Art Museum	The Jewish Museum	Socrates Sculpture Park
Children's Museum of Art	Metropolitan Museum of Art	Studio Museum in Harlem
Cooper Hewitt National Museum of Design	The Morgan Library & Museum	VSA Arts
Dia Art Foundation	Museum of Arts and Design	Whitney Museum of American Art
Dorsky Gallery	Museum of Modern Art	
Curatorial Programs	The New Museum	
The Drawing Center	Noguchi Museum	
Fisher Landau Center		

MUSEUM GROUPS

Members of 600 international museums are invited to attend the fair.

Museum guests are offered a private viewing on Saturday morning before the fair opens and free entrance at other times. The Armory Show also maintains relationships with young collector groups from institutions such as MoMA, Guggenheim and Whitney Museum.

ARTINFO

THE VIP PREVIEW OF THE ARMORY SHOW'S CONTEMPORARY-ART-FOCUSED PIER 94 FAIR FOUND COLLECTORS AND DEALERS IN EBULLIENT SPIRITS, WITH SALES – SOME BOOSTED BY THE NEW WHITNEY BIENNIAL –HAVING A STRONG START OUT OF THE GATE, AND A CELEBRITY-STUDED CROWD EAGERLY TOURING FROM BOOTH TO BOOTH.”

March 4, 2010

MARKETING, ADVERTISING AND PROMOTION

The Armory Show has a comprehensive international advertising campaign that includes over 70 major international art and lifestyle publications and websites, including the *New York Times*, *Artforum*, *Art in America*, *Art and Auction*, *Modern Painters* and *ArtReview*, ensuring an extensive, worldwide reach. The Armory Show is backed by the marketing resources and expertise of MMPI Art Group, which also includes Art Chicago, NEXT, VOLTA, VOLTA NY and Art Toronto.

Every year, The Armory Show commissions an artist to provide images as part of the visual identity for the fair. Previous commissions have included Karen Kilimnik (2002), Barnaby Furnas (2003), Lisa Ruyter (2004), Jockum Nordström (2005), John Wesley (2006), Pipilotti Rist (2007), Mary Heilmann and John Waters (2008), Ewan Gibbs (2009) and Susan Collis (2010). In 2006 The Armory Show began publishing an annual series of editions by its commissioned artists to benefit the Pat Hearn and Colin de Land Cancer Foundation and the Pat Hearn and Colin de Land Acquisition Fund at the Museum of Modern Art.

The Armory Show designs and publishes a full-color, high quality catalogue featuring images, contact information and artist rosters for every participating gallery. The commissioned artist of the year provides exclusive images and covers for the catalogue, making each edition a collector's item.

AGENCE FRANCE PRESSE

“CONTEMPORARY ART SHINES AT NEW YORK’S ARMORY SHOW”

March 4, 2010

FLASH ART

“THE 12TH ARMORY SHOW OPENED UP WITH ALL THE ART WORLD’S EYES ON IT, AND IT DID NOT DISAPPOINT.”

March 8, 2010



BIZ BASH

NAMED THE #1 ART & DESIGN EVENT IN NEW YORK CITY: "THE ANNUAL SHOWCASE OF CONTEMPORARY ART IS A MUST-ATTEND FOR ARTISTS, CRITICS, CURATORS, AND ENTHUSIASTS." January 2010

PUBLIC PROGRAMMING

Dozens of art institutions throughout New York City organize events for the public under the umbrella of Armory Arts Week (www.armoryartsweek.com). In 2010, 40,000 maps and schedules were distributed at the event sites and tourist information kiosks. Many New York luxury hotels offered special promotional rates for fair visitors. The Armory Show works closely with NYC & Company, New York's official marketing and tourism organization, to ensure citywide involvement in the fair.

ARMORY FOCUS

Armory Focus is a new section on Pier 94 that features an important art community every year. It premiered this year with Berlin and included 22 of the German capital's leading emerging and established galleries. Armory Focus:Berlin also boasted a party at a sponsoring hotel, events at the Goethe Institute and the German consulate, and a speaking panel at the fair.

“OPEN FORUM” DISCUSSIONS

In conjunction with VOLTA NY, The Armory Show introduced Open Forum, a thought-provoking series of conversations and panels featuring top collectors, curators and museum directors. 2010 topics included *The World is Not Enough: The Future of Biennials*, with Dan Cameron, Gary Carrion-Murayari, Elizabeth Sussman, Christiane Paul, Trevor Smith and Katy Siegel; *From Outside In: The Socioeconomics of Contemporary Art*, with Marion Maneker, Sergey Skaterschikov, Sarah Thornton, Judd Tully, Edward Winkleman and Sarah Douglas; and *Post-what?*, with Joao Ribas, Svetlana Boym, Kate Fowle, Dushko Petrovich, Ingrid Schaffner and Alexandre Singh.

DOCENT PROGRAM

VIPs and museum groups are offered complimentary tours led by art curators, writers and other art professionals.

FRANKFURTER ALLGEMEINE ZEITUNG

“THE ARMORY SHOW REMAINS BY FAR THE GREATEST ATTRACTION.”

March 6, 2010

DATES

PROFESSIONAL PREVIEW: MARCH 2, 2011

GENERAL ADMISSION: MARCH 3–6, 2011

LOCATION

NEW YORK CITY

PIERS 92 AND 94 ON WEST 55TH STREET AND TWELFTH AVENUE

ATTENDANCE

OVER 60,000 VISITORS IN 2010 (UP 7% FROM 2009),
INCLUDING 9,000 VIPS AND 4,000 MUSEUM GUESTS.

EXHIBITORS

IN 2010, 222 CONTEMPORARY DEALERS AND 76 MODERN DEALERS
FROM 94 CITIES AND 31 COUNTRIES.

VIP PROGRAM

TOURS OF TOP COLLECTORS HOMES, PRIVATE RECEPTIONS AT NEW
YORK CITY MUSEUMS AND AT EMBASSIES AND CONSULATES, AND
DOZENS OF OTHER EXCLUSIVE EVENTS

VOLTA NY

THE ARMORY SHOW'S SISTER FAIR IS THE AMERICAN VERSION OF
THE INVITATIONAL SHOW FOUNDED IN BASEL DEDICATED TO SOLO
EXHIBITIONS BY EMERGING ARTISTS.

CONCURRENT FAIRS

THE ADAA ART SHOW, VOLTA NY, INDEPENDENT, PULSE, SCOPE,
DUTCH ART NOW, RED DOT, FOUNTAIN, POOL, KOREAN ART SHOW
AND VERGE TOOK PLACE IN 2010.

UNBEIGE

**“IN THE BUSTLING AISLES OF THE ARMORY SHOW, THE ART FAIR THAT RUNS THROUGH
SUNDAY AT NEW YORK CITY'S PIERS 92 AND 94, IT'S EASY TO FORGET THE [STAGE
WHISPER] RECESSION.”**

March 6, 2010

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March 2-6 2011

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