



MARCH 5–8 NYC

# PRESS

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## WITH ATHENA ART FINANCE AND YIELDSTREET, THE ARMORY SHOW ANNOUNCES UPFOR'S PRESENTATION OF JULIE GREEN AS THE RECIPIENT OF THE \$10,000 PRESENTS BOOTH PRIZE

### JURORS NAOMI BAIGELL, ERIC SHINER, BERNARD LUMPKIN, AND TINA PERRY SELECTED THE WINNING PROJECT

The Armory Show and Athena Art Finance and Yieldstreet are pleased to announce Upfor's solo presentation of **Julie Green** as the recipient of the 2020 Presents Booth Prize, supported for its fourth consecutive year by Armory Show Lead Partner Athena Art Finance and Yieldstreet. The Presents Booth Prize recognizes an outstanding and innovative presentation within the Presents section of the fair, and awards \$10,000 toward the winning gallery's fair participation costs.

In addition to **Naomi Baigell** (Managing Director, Athena Art Finance), jurors include **Eric Shiner** (Executive Director, Pioneer Works), **Bernard Lumpkin** (collector and philanthropist), and **Tina Perry** (President, Oprah Winfrey Network). Past recipients include **Charlie James Gallery**, who exhibited **Sadie Barnette** in 2019; **blank projects**, who exhibited **Igshaan Adams** and **Cinga Samson** in 2018; and **Mariane Ibrahim**, who exhibited **Zohra Opoku** in 2017.

The fair section from which the Presents Booth Prize is selected, Presents, shows presentations of works no more than three years old, from galleries no more than ten years old. Situated alongside the established names of the Galleries section, the Presents section is emblematic of The Armory Show's longstanding efforts to give smaller galleries visibility – and therefore viability – within the larger market. The 2020 Presents section's 26 exhibitors foster The Armory Show's continued status as a destination for fresh discoveries, and as a springboard for emerging talent.

**Cynthia Sachs**, Chief Investment Officer, Athena Art Finance, expressed: "Athena Art Finance and Yieldstreet are delighted to congratulate Upfor Gallery for their standout exhibition and for winning this year's fourth annual Presents Booth Prize. We look forward to the continued creativity of next year's exhibitors and to continuing our support of this important prize."

**Naomi Baigell**, Managing Director of Athena Art Finance, added: "The galleries and their artists presenting for this Prize showcased very contemplative exhibitions, tasking our respected jurors with a challenging decision-making process. We are delighted that Upfor Gallery is now part of an esteemed group of galleries that continue to carry the torch of the past recipients."

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## ABOUT THE ARMORY SHOW

The Armory Show is New York City's essential art fair, and a leading cultural destination for discovering and collecting the world's most important 20th- and 21st-century art. Staged on Manhattan's Piers 90 and 94, The Armory Show features presentations by leading international galleries, innovative artist commissions, and dynamic public programs. Since its founding in 1994, The Armory Show has served as a nexus for the international art world, inspiring dialogue, discovery, and patronage in the visual arts.

## FAIR DATES

*VIP Preview Day (by invitation only)*  
Wednesday, March 4, 2020

*Public Days*  
Thursday, March 5–Sunday, March 8, 2020

### Public Hours

Thursday, March 5, 12–8pm  
Friday, March 6, 12–8pm  
Saturday, March 7, 12–7pm  
Sunday, March 8, 12–6pm

## PRESS CONTACTS

*In lieu of emailing **IMAGE REQUESTS**, please note that high resolution photos pertaining to this announcement may be downloaded via [bit.ly/prizes2020](https://bit.ly/prizes2020), with additional images at [thearmoryshow.com/press](https://thearmoryshow.com/press).*

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