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PRESS

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THE ARMORY SHOW AND ATHENA ART FINANCE PARTNER ON AN INITIATIVE SUPPORTING NEW AND EMERGING GALLERIES

The Armory Show announced today the **Presents Booth Prize**, a new initiative recognizing an outstanding and innovative gallery presentation within the Presents section of the fair. The Presents Booth Prize is generously supported in its inaugural year by **Athena Art Finance**.

Presents brings together the most exciting young galleries from around the world, showcasing new work by emerging artists through solo-artist and dual-artist presentations. The winner of the inaugural prize will be selected by an international jury of curators and collectors during the 2017 fair and awarded a prize of \$10,000.

“Promoting young galleries and nurturing their growth is central to The Armory Show’s new vision,” says Benjamin Genocchio, Executive Director of The Armory Show. “This initiative came out of conversations we had with galleries around the world who expressed the need for greater financial support in participating. We want to help make it possible for them to do the fair and we are thrilled to offer this prize, which will help cover a gallery’s cost of participation, in partnership with Athena Art Finance.”

Members of the Presents Booth Prize Jury:

- Renee Drake, collector, the Netherlands
- Massimiliano Gioni, Artistic Director, New Museum, New York
- Ruba Katrib, Curator, SculptureCenter, Long Island City
- Alain Servais, collector, Brussels
- Carole Server, collector, New York

The Presents section has continued to expand in size each year since its introduction in 2014. The Presents section received a record number of applications this year and will increase its number of exhibiting galleries from 22 in 2016 to 31 for 2017.

As part of The Armory Show’s new vision of fostering young galleries and staging ambitious projects, the Presents Advisory Panel was established to oversee and guide the direction of this growing section of the fair. Panel members are: Augusto Arbizo, 11R, New York; Philippe Charpentier, mor charpentier, Paris; and Jessica Silverman, Jessica Silverman Gallery, San Francisco.

“As a company we support the art market through financing solutions. We are pleased to give back to the community in partnership with The Armory Show through sponsoring the Armory’s-first-ever-Booth Prize for young galleries. It is an expression of our commitment to strengthening the landscape of galleries globally,” says Andrea Danese, Chief Executive Officer of Athena Art Finance.

Athena Art Finance, a New York-based global specialty art lender, will be joining The Armory Show as a lead sponsor for the second consecutive year. Athena’s support for the Presents Booth Prize marks an expanded partnership with the fair and the first ever prize for exhibiting galleries in The Armory Show’s history.

NOTES TO EDITORS

The Armory Show

The Armory Show is New York’s premier art fair and a definitive cultural destination for discovering and collecting the world’s most important 20th and 21st century artworks. Staged on Piers 92 & 94, one of the city’s industrial gems, the fair 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.

Athena Art Finance

Athena Art Finance is an independent specialty finance company, dedicated to serving the needs of the global art market. Athena recently added to its services a gallery financing program specifically designed to address galleries’ and dealers’ capital needs. Building upon the strength of its founding shareholders, The Carlyle Group and the investors in the private equity unit of the Pictet Group, Athena Art Finance specializes in lending solutions that are secured by fine art collections.

Important Information for Media

VIP Preview Day (Invitation only)

Wednesday, March 1, 2017

Public Days

Thursday, March 2 – Sunday, March 5, 2017

For recent news about The Armory Show, please [click here](#).

To browse and download images of the 2016 fair, please [click here](#).

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