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PRESS

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THE ARMORY SHOW EXPANDS TEAM AND APPOINTS NICOLE BERRY DEPUTY DIRECTOR

The Armory Show announced today that **Nicole Berry** has been appointed Deputy Director, with direct oversight of VIP and visitor relations, effective October 2016. Ms. Berry joins The Armory Show from Expo Chicago, where she has served as Deputy Director since 2011, playing a prominent role in expanding the fair's exhibitor list and collector base, both internationally and in the American Midwest.

Staged in the art capital of the world, The Armory Show is New York's premier art fair and one of the most widely attended global art events, welcoming over 65,000 visitors annually. Ms. Berry brings to the fair expansive and meaningful collector relations coupled with over a decade of experience in galleries and art fairs.

In her new role, Ms. Berry will oversee The Armory Show's expanded VIP program and improved visitor services as well as spearhead new initiatives, including targeted collector cultivation events in Chicago, Los Angeles, Houston, Paris and Sao Paulo. Aided by her diverse background working with museums and galleries, Ms. Berry will also assist in the expansion of the fair's new curatorial initiatives, which include the Focus and Platform sections, curated by Jarrett Gregory, Associate Curator of Contemporary Art at the Los Angeles County Museum of Art and Eric Shiner, former Director of The Andy Warhol Museum.

"We are thrilled to welcome Nicole to our expanding team," said Benjamin Genocchio, Executive Director of The Armory Show. "She brings a wealth of talent and experience that will further develop The Armory Show as a powerful platform for leading international galleries and collectors alike, further cementing our place as America's preeminent art fair."

Ms. Berry joins The Armory Show following several other staff appointments and promotions at the fair, including the creation of new positions in the marketing, corporate partnership and production departments.

Upon her appointment, Ms. Berry remarked, "I am grateful for the opportunity to join Ben and the talented Armory Show team in their efforts to bring a new vision to a storied fair. I am also delighted to return to New York, the epicenter of the art world, and I look forward to contributing to the success of the 2017 edition."

Raised in San Francisco, Ms. Berry received a Bachelor's Degree from Colgate University and a Master's Degree in Art History from the University of California at Davis. She has been active in the international

art world as an art historian, art writer, curator and art advisor for over a decade. She began her career in the Contemporary Department at Sotheby's in London and subsequently worked in New York City at Vivian Horan Fine Art, James Goodman Gallery and as Director at Nathan A. Bernstein Gallery. In 2006, Ms. Berry created Accessible Art, a company that provides advising and consulting services in addition to reviews and information on global art events. Ms. Berry continues to lecture on a range of topics from collection building to navigating fine art museums and international art fairs.

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.

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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