



NYC

# INFORMATION

## GENERAL FACTS & FIGURES:

### Description:

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 art. Staged on Manhattan's Piers 92 & 94, The Armory Show features presentations by over 200 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.

### Dates:

The Armory Show occurs annually in March. The next edition of The Armory Show will take place March 8-11, 2018 with an invitation-only VIP Preview on March 7.

### Hours:

Wednesday, March 7: VIP Preview (invitation only)

Thursday, March 8: 12-8pm

Friday, March 9: 12-8pm

Saturday, March 10: 12-8pm

Sunday, March 11: 12-6pm

### Location:

The fair is located at Piers 92 & 94 at 711 12<sup>th</sup> Avenue, New York, 10119.

The Armory Show takes place across 250,000 square feet of exhibition space on Manhattan's West Side at Piers 92 & 94. Set along the Hudson River, the Piers are one of the city's industrial gems, hosting a number of significant events annually. The fair is designed by Brooklyn-based architecture firm Bade Stageberg Cox who create a unique art-viewing environment within the fair's unique setting.

### Visitor Figures:

The Armory Show welcomes over 65,000 visitors annually.

### Armory Arts Week

The Armory Show anchors Armory Arts Week, a citywide program of art fairs and events that highlight the diverse cultural offerings of New York's arts scene. With over seven satellite fairs coinciding with The Armory Show in addition to dozens of gallery and museum openings, events and performances, Armory Arts Week is New York's premier arts week and a cultural destination for thousands of international visitors. Parallel fairs include Art on Paper, Independent, Moving Image Art Fair, NADA, Scope, Spring/Break Art Show and Volta NY.

**History:**

The Armory Show was founded in 1994 by four New York gallerists—Colin de Land, Pat Hearn, Matthew Marks and Paul Morris—who sought a platform to present and promote new voices in the visual arts. Originally known as the Gramercy International Art Fair, named after its initial location in the legendary Gramercy Park Hotel, The Armory Show acquired its present-day name following the fair's migration to the 69<sup>th</sup> Regiment Armory on Lexington Avenue in 1999. The fair's name was chosen in homage to the legendary 1913 exhibition of the same name that famously showcased avant-garde works by European artists previously unseen in America. Since its founding 23 years ago, The Armory Show has stayed firm to its original mission: to promote galleries and their artists by connecting them to patrons, curators and critics from around the world.

**Timeline:****1994**

Four New York dealers Colin de Land, Pat Hearn, Matthew Marks and Paul Morris come together to stage an international art fair, renting a group of rooms at the legendary Gramercy Park Hotel and inviting dealers from New York and abroad to participate. The Gramercy International Art Fair, as it was then called, was the first “hotel-fair” of its kind, and quickly becomes a critical hit and cult event, admired for showing exclusively new works by living artists.

The fair travels to the famed Chateau Marmont in Los Angeles later that year following its successful first edition in New York.

**1999**

After several successful additions, the fair moves to a more expansive location at the 69<sup>th</sup> Regiment Armory on Lexington Avenue.

The fair is renamed “The Armory Show” in homage to the Regiment’s legendary 1913 exhibition of the same name which famously showcased avant-garde works by European artists previously unseen in America.

**2000**

Pat Hearn, one of the fair’s founding dealers and a pioneering New York gallerist, passes away.

Katelijne De Backer becomes Executive Director, overseeing the growth and expansion of the fair.

**2001**

The Armory Show moves to Manhattan’s West Side, making its new home in yet another historic part of New York City. Occupying Piers 88 & 90, The Armory Show’s arrival at the piers signals an important chapter in the redevelopment and revitalization of the district’s numerous abandon structures, which had once serviced the city’s transportation industry.

The Armory Show and the Museum of Modern Art in New York announce the creation of the Pat Hearn and Colin de Land Acquisition Fund. The fair dedicates its opening day to the Museum and the now-famous Armory Party at MoMA takes place for the first time. This joint partnership marks an important chapter in the fair’s history and cements its significance within New York’s contemporary art history.

**2002**

The Armory Show hosts a special photography fair at Javits Center, welcoming over 80 galleries focused exclusively on photography, video and film works.

The Armory Artist Commission is established, extending the fair's commitment to supporting living artists by spotlighting the work of a different artist each year. Past Commissioned Artists include: Kapwani Kiwanga (2016); Lawrence Abu Hamdan (2015); Xu Zhen (2014); Liz Magic Laser (2013); Theaster Gates (2012); Gabriel Kuri (2011); Susan Collis (2010); Ewan Gibbs (2009); Mary Heilmann and John Waters (2008); Pipilotti Rist (2007); John Wesley (2006); Jockum Nordström (2005); Lisa Ruyter (2004); Barnaby Furnas (2003) and Karen Kilimnik (2002).

### **2003**

Colin de Land, one of the fair's founding dealers and a leader in the New York experimental art scene, passes away.

### **2006**

Deepening its partnership with MoMA, The Armory Show launches its Benefit Edition series, whereby the fair's Commissioned Artists produces a limited-edition artwork to benefit the Pat Hearn and Colin de Land Acquisition Fund and MoMA. Mary Heilmann, John Waters, Pipilotti Rist, Liz Magic Laser and Theaster Gates are just some of the artists who would go on to create limited-edition works for the fair.

### **2007**

The Armory Show is acquired by Merchandise Mart Properties (MMPI), a Chicago-based consumer events company. Mr. Morris assumes the role of Executive Director of the fair and sees the fair through a period of transition and expansion.

### **2008**

Deborah Harris joins The Armory Show as Managing Director.

### **2009**

The fair expands to Piers 92 & 94 with the introduction of The Armory Show - Modern on Pier 92, established by Ms. Harris and devoted presenting masterworks of the 20th century. The Armory Show - Modern brings a historical scope to the previously contemporary-only fair, juxtaposing past and present.

### **2010**

A new exhibitor section, Armory Focus, is established. This invitational section is devoted to spotlighting a different geographic region each year. An immediate critical success, Armory Focus, provided galleries from regions across the world with the opportunity to exhibit in New York. Regions have include: Africa (2016), curated by Yvette Mutumba and Julia Grosse; the Middle East, North Africa and the Mediterranean (2015), curated by Omar Kholeif; China (2014), curated by Philip Tinari; USA (2013), curated by Eric Shiner; Nordic Countries (2012), curated by Jacob Fabricius; Latin America (2011) and Berlin (2010).

### **2011**

The Armory Show hires Noah Horowitz as Managing Director, taking over from Katelijne De Backer.

The fair hires Brooklyn-based architectural firm Bade Stageberg Cox to reconstruct the floorplan and improve visitor experience.

### **2012**

With Mr. Horowitz and Ms. Harris as Managing Directors, Mr. Morris, one of the fair's founders, steps down as Executive Director to pursue personal projects.

### **2013**

The Armory Show celebrates the centennial anniversary of the famed 1913 Armory Show, which inspired fair's own name and mission.

#### **2014**

Armory Presents is introduced, highlighting young and emerging galleries. A critical and commercial success, Armory Presents continues to expand in size each year.

The Armory Show receives a record number of exhibitor applications from countries around the globe.

#### **2015**

The fair welcomes 199 galleries in from 33 countries and achieves record attendance of 65,000 visitors.

The Armory Show appoints Benjamin Genocchio as Executive Director. As an editor, business leader and journalist, Mr. Genocchio brings over 20 years of multifaceted experience in the art world to the role of Executive Director.

#### **2016**

Under Mr. Genocchio's leadership, The Armory Show announces a new vision aimed at increasing the curatorial focus of the fair, fostering young galleries and staging site-specific artists commissions. The Armory Show and The Armory Show - Modern merged into a single fair for 20th and 22st century artworks.

The Armory Show debuts a new floorplan and fair structure, with five distinct exhibitor sections across Piers 92 & 94.

The fair introduces Armory Live, an interactive program of talks, performances and screenings at the fair and online.

The fair introduces its first-ever exhibitor prize. The Presents Booth Prize, supported by Athena Art Finance, recognizes an outstanding and innovative gallery presentation within the Presents section of the fair, which is dedicated to emerging galleries no more than ten years old, showcasing new work through solo-artist and dual-artist presentations.

#### **2017**

Athena Art Finance becomes the fair's Lead Partner and first multi-year sponsor.

The inaugural edition of the Curatorial Leadership Summit is announced, chaired by Naomi Beckwith.

Nicole Berry is appointed Executive Director and outlines a future for The Armory Show, emphasizing a deeper engagement with curators, special artist projects and thought-provoking programs.