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PRESS

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ATHENA ART FINANCE BECOMES LEAD PARTNER OF THE ARMORY SHOW

The Independent Finance Company Joins The Armory Show as a Long-Term Partner

The Armory Show is pleased to announce a new multi-year partnership with **Athena Art Finance**. Following a successful partnership in 2016 and 2017, Athena Art Finance will expand its support for The Armory Show as Lead Partner for the 2018, 2019 and 2020 editions.

As Lead Partner, Athena Art Finance will further enable The Armory Show to showcase emerging artists and galleries around the world, stage ambitious projects with local and international artists; and inspire dialogue, discovery and patronage in the visual arts.

For the 2017 edition, The Armory Show introduced the **Presents Booth Prize**, a \$10,000 award for new and emerging galleries within the fair's Presents section. Supported by Athena Art Finance, the inaugural Presents Booth was awarded to Marian Ibrahim Gallery (Seattle). In 2018, Athena Art Finance will again support the Presents Booth Prize. The winning gallery will be selected by an international jury of curators and collectors.

Athena Art Finance also supports **Armory Live**, The Armory Show's dynamic talks program. The 2017 edition of Armory Live featured auctioneer and author Simon de Pury, gallerist Dominique Lévy and collector Alain Servais. For the 2018 edition, Athena Art Finance will again provide a forum for leading gallerists, collectors and financial experts to discuss and debate the current state of the international art market.

"New York City has a significant history of arts patronage as a cultural and financial capital of the world," says Benjamin Genocchio, Executive Director of The Armory Show. "We are proud to have Athena Art Finance as a Lead Partner, joining the Museum of Modern Art and the City of New York as longstanding partners and collaborators. In its 23 years, The Armory Show has become an integral part of New York and an important platform for supporting artists and galleries both locally and abroad. With Athena's support, we are able to expand this role and continue to promote and nurture new cultural initiatives worldwide."

"We are incredibly proud to embark on this expanded partnership with The Armory Show," remarks Andrea Danese, Chief Executive Officer of Athena Art Finance. "Athena is committed to providing collectors, gallerists and the global art market with tailored financing capabilities that enhance our clients' liquidity and flexibility. This expanded partnership marks a natural extension of Athena's mission and exciting future with The Armory Show."

NOTES TO EDITORS

The Armory Show

The Armory Show is New York City's premier art fair and a leading cultural destination for discovering and collecting the world's most important 20th- and 21st-century art. Staged on 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 art world, inspiring dialogue, discovery and patronage in the visual arts.

Athena Art Finance Corp.

Athena Art Finance is a leading, independent finance company, serving the global art market. We provide our clients with enhanced liquidity and flexibility through tailored financing products, secured by their fine art collections. Our clients include individuals, families and art market professionals, and we work closely with their advisors, private bankers and wealth managers. Launched in 2015 and based in New York, Athena is supported by a premier strategic investor group led by the Carlyle Group. (www.athena-art.com)

Fair Dates

VIP Preview Day (Invitation only)
Wednesday, March 7, 2018

Public Days
Thursday, March 8 – Sunday, March 11, 2018

Information and Images

Browse and download information and images directly from thearmoryshow.com/press.

Social Media

The Armory Show

Facebook: [@armoryshow](https://www.facebook.com/armoryshow)
Twitter: [@thearmoryshow](https://twitter.com/thearmoryshow)
Instagram [@thearmoryshow](https://www.instagram.com/thearmoryshow)

Athena Art Finance

Facebook: [@athenaartfinance](https://www.facebook.com/athenaartfinance)
Twitter: [@athena_art_fin](https://twitter.com/athena_art_fin)
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