

# The Armory Show

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**MARCH 4–7, 2010**

OPENING DAY WEDNESDAY, MARCH 3

PIERS 92 AND 94, NEW YORK CITY

[THEARMORYSHOW.COM](http://THEARMORYSHOW.COM)

[ARMORYARTSWEEK.COM](http://ARMORYARTSWEEK.COM)

TEL +1 212 645 6440

NEW YORK MAGAZINE (WEBSITE)

**“AS THE DUST SETTLES – OR THE PAINT FUMES DISPERSE – FROM ARMORY WEEK, THE NEWS IS THAT SALES WERE BETTER THAN EXPECTED AND THE TURNOUT AT MOST OF THE FAIRS AROUND TOWN WAS TREMENDOUS, DRAWING NEARLY ALL OF THE CITY’S MAJOR COLLECTORS, [AND] CURATORS...”**

March 9, 2009

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**The Armory Show** is the United States' leading art fair devoted to the most important artworks of the 20th and 21st centuries. In its twelve years, the fair has become **an international institution**. Every March, artists, galleries, collectors, critics and curators from all over the world make New York their destination during Armory Arts Week.

The Armory Show 2010 also features **The Armory Show – Modern**, specializing in modern and secondary market material on Pier 92. Pier 94 continues to be a venue to premiere new works by living artists. With one ticket, visitors to The Armory Show on March 4–7, 2010 have access to the latest developments in the art world, and to the masterpieces which heralded them.

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THE NEW YORK TIMES SUNDAY MAGAZINE:

**“THE ARMORY SHOW... IS NEW YORK'S PRE-EMINENT CONTEMPORARY ART SALE.”**

February 27, 2009



ART + AUCTION:

**“THE ARMORY SHOW HAS BEEN NEW YORK’S MOST PROMINENT GATHERING ON THE INTERNATIONAL CONTEMPORARY ART CIRCUIT FOR NINE YEARS RUNNING.”**

March 2009

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## LOCATION – NEW YORK CITY

**The Armory Show** is held annually in New York City, **home to more galleries, artists, critics and art institutions than any other city in the world**, a mecca for serious collectors.

## EXHIBITOR AMENITIES

**The Armory Show** provides exhibitors **two VIP-exclusive lounges** and several public areas featuring restaurants and bars to meet collectors on both piers. Ombudsmen are posted throughout the fair to take care of exhibitor needs.

**The Armory Show** offers optional wireless internet service. Mobile reception is optimal throughout the piers. Telephone lines are available on request. Other amenities include free shuttle bus services and ample rooftop parking.

## VIP PROGRAM

**The Armory Show** features an unrivaled VIP-exclusive calendar featuring an exciting series of events that have become requisite in the international art circuit. Over twenty **prominent art collectors open their homes** for exclusive Armory Show VIP viewings. Embassies and international cultural consuls including the **Austrian Cultural Forum, the Belgian Consulate, the British Consul General, the French Embassy, the Swiss Institute**, and museums such as the **Guggenheim** and the **Museum of Modern Art** hold special receptions for our VIP guests.

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TIME OUT NEW YORK:

**“DAMN THE GLOBAL ECONOMIC MELTDOWN, NEW YORK’S ARMORY SHOW IS BACK AND Badder THAN EVER.”**

March 4, 2009

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## MARKETING, ADVERTISING AND PROMOTION

The fair has a massive advertising campaign including over 70 major international art and lifestyle publications and websites, such as *The New York Times*, the *International Herald Tribune*, *The Art Newspaper*, *Artforum*, *Art in America*, ensuring an extensive, worldwide reach.

**The Armory Show** is backed by the marketing resources and expertise of MMPI Art Group, which also includes Art Chicago, NEXT, VOLTA Basel, VOLTA NY and the Toronto International Art Fair.

Over 1,400 international media representatives attend the show and our communications department facilitates reporting on all aspects of the fair year long. Recent coverage of **The Armory Show 2009** has included articles in *The New York Times*, reports on *National Public Radio*, *BBC Radio*, reviews in the websites of *New York Magazine*, *GQ*, *Crain's* and *Forbes*, and **over 100 articles** in leading magazines, newspapers and websites throughout the world.

**The Armory Show** publishes a full-color, **high quality catalogue** featuring images, contact information and artist rosters for every participating gallery. Each year an artist is commissioned to provide exclusive imagery and covers for the catalogue, making every edition a collector's item.

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ARTINFO.COM:

**"IT'S AMAZING TO ENCOUNTER OPTIMISM OF ANY SORT THESE DAYS,  
BUT THERE IS A LOT OF IT ON PIER 92"**

March 5, 2009



GOTHAMIST:

**"...[THE ARMORY SHOW] IS AS DELIRIOUSLY OVERWHELMING AS EVER"**

March 5, 2009

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## **PUBLIC PROGRAMMING**

Dozens of art nonprofits organize events for the public under the umbrella of **Armory Arts Week**. In 2009, 50,000 maps and schedules were distributed at the event sites, tourist information kiosks, and at Bloomingdale's. Many New York luxury hotels offered special promotional rates for fair visitors. **The Armory Show** works closely with **NYC & Company**, New York's official marketing and tourism organization to ensure citywide involvement in the fair.

## **MUSEUM GROUPS**

Members of 600 international museums are invited to attend the fair. Guests are offered a private viewing on Saturday morning before the fair opens and free entrance at other times. **The Armory Show** also maintains relationships with young collector groups from institutions including MoMA and the Guggenheim.

## **DOCENT PROGRAM**

VIPs and museum groups are offered complimentary tours led by art curators, advisors and other art professionals.

## **SPECIAL PROJECTS**

The fair features opportunities for large-scale projects and work transcending the boundaries of individual booths in spaces ranging from lobbies and lounges to outdoor areas. A highlighted listing is included in the fair's show guide and website.

## **"OPEN FORUM" DISCUSSIONS**

In conjunction with VOLTA NY, **The Armory Show** offers an eclectic series of conversations and panel discussions featuring top collectors, curators and museum directors.

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THE NEW YORK POST:

**"THE GRAND DAME OF NEW YORK ART FAIRS."**

March 5, 2009

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# The Armory Show

**OPENING DAY:** Wednesday, March 3 **GENERAL ADMISSION:** March 4–7, 2010

## LOCATION

Piers 92 and 94 on 55th Street and 12th Avenue

## ATTENDANCE

**56,000 visitors in 2009**, including 4,000 museum guests

## VIP PROGRAM

Tours of top collectors homes, private receptions at top museums and at embassies and consulates, and dozens of other exclusive events

## EXHIBITORS

167 contemporary dealers, 66 modern dealers and 10 non-profits. 2009 exhibitors were 43% European, 34% NYC, 11% US outside of NYC, 4% Asian and 8% other

## CONCURRENT FAIRS

The ADAA's Art Show, VOLTA NY, Art Now, Bridge, Critical Design New York, Fountain, Independent, Pool, Pulse, Red Dot and Scope

## OTHER EVENTS

Among the countless museum exhibitions scheduled in the city in 2010, the Whitney Museum is presenting its Biennial and the Museum of Modern Art is featuring a Marina Abramović solo exhibition

## APPLICATION

**The Armory Show** features five booth sizes to choose from. Applications can be found at [www.thearmoryshow.com/application](http://www.thearmoryshow.com/application)

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ART IN AMERICA ONLINE:

**“...THE ARMORY SHOW WAS FULL OF STRIKING DISPLAYS AND SURPRISING INDIVIDUAL WORKS.”**

March 8, 2009

# The Armory Show

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