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PRESS

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NEW YORK'S ARMORY SHOW RECORDS MOST SUCCESSFUL EDITION EVER

Robust Sales, New Floor Plan and Improved Quality of Galleries and Art Draw Critical Praise for the 2017 Edition

The 2017 edition of The Armory Show closed on Sunday, March 5 with a marked uptick in sales reported over five days, across all levels of the market, ranging from four to seven figures. Staged amid a redesigned floor plan that improved visitor experience with wider aisles, larger lounge spaces and fewer small booths, the fair's **210** exhibitors hailed from **30** countries and exhibited artworks ranging from groundbreaking new-media to modern masterpieces. The world's leading collectors came out in record strength, demonstrating an appetite for modern and contemporary artwork of the highest quality. The fair saw a noted increase in attendance throughout the week. With outstanding curatorial displays, over 70 galleries exhibited solo-artist and dual-artist booths throughout Piers 92 & 94, with an emphasis on artist debuts and new artworks commissioned for the fair.

"I am proud to report that the new Armory Show has drawn critical praise and record crowds. We have worked hard over the past year to put art and artists at the center of the fair, bringing it back to its Gramercy Park Hotel roots, and also to where it should be—as one of the world's top international art fairs, and a New York art market powerhouse," says **Benjamin Genocchio, Executive Director of The Armory Show**. "From specially commissioned work to the inclusion of studio visits and artist talks, we have increased the involvement of artists in every aspect of the fair. The quality of galleries and artworks—from participating galleries to our curated sections Focus and Platform—are the key to our success. We are pleased with the overwhelmingly positive reaction to the changes made this year and we have more exciting news in store for 2018."

The 2017 edition featured new and redesigned exhibitor sections, including the celebrated **Focus**, curated by **Jarrett Gregory**; the **Platform** section, featuring **13** large-scale artworks organized by **Eric Shiner**; the critically praised **Insights** section of 20th century masterworks; **Presents**, the expanded section for young galleries; and the newly created **Galleries** section, featuring 20th and 21st century artworks in a range of media.

The fair attracted over **65,000** visitors over the course of five days, including patrons and trustees from **185** leading museums and institutions, including: Aldrich Contemporary Art Museum, Art Institute of Chicago, Barnes Foundation, Centre Georges Pompidou, Crystal Bridges Museum of American Art, Dia Art Foundation, El Museo del Barrio, Hirshhorn Museum and Sculpture Garden, Institute of Contemporary Art Boston, Metropolitan Museum of Art, National Gallery of Art, New Museum, Palais de Tokyo, Royal Ontario Museum, Serpentine Galleries, Solomon R. Guggenheim Museum, Stedelijk Museum Amsterdam, Storm King Art Center, Walker Art Center, and Whitney Museum of American Art.

Notable attendees included: Sarah Arison, Drew Barrymore, Klaus Biesenbach, Leslie Bluhm, Estrellita and Daniel Brodsky, Richard Chang, Lori and Alexandre Chemla, Anderson Cooper, Renee Drake, Carole Server and Oliver Frankel, Vincent & Shelly Fremont, Thelma Golden, Kim Heirston, Agnes Gund, Susan and Michael Hort, Glenn Fuhrman, Susan and Steven Jacobson, Pamela and Richard Kramlich, Elizabeth Kurpis, Lauren Bush Lauren and David Lauren, Eric and Liz Lefkofsky, Sherry and Joel Mallin, John McEnroe, Brooke Garber Neidich, Anne Pasternak, Simon and Michaela de Pury, Patrizia Sandretto Re Rebaudengo, Narciso Rodriguez, Don Rubell, Beth Rudin DeWoody, Marcus Samuelsson, Joel Shapiro, Larry Warsh, Marla and Larry Wasser, Adam Weinberg, Laura Lee Brown and Steve Wilson, Candace Worth, Neda Young and Margot and Scott Ziegler.

The fair hosted 71 new exhibitors for the 2017 edition, including: **Galleria Continua** (San Gimignano, Beijing, Les Moulins, Havana), **Jeffrey Deitch** (New York), **kaufmann repetto** (Milan, New York), **Galerie Peter Kilchmann** (Zurich), **Galerie Krinzinger** (Vienna), **Lévy Gorvy** (New York, London, Geneva), **Fergus McCaffrey** (New York, St. Barth, Tokyo), **kamel mennour** (Paris), **Pace Gallery** (New York, London, Beijing, Hong Kong, Paris, Palo Alto), **Stuart Shave/Modern Art** (London), **Various Small Fires** (Los Angeles) and **White Cube** (London, Hong Kong).

Mariane Ibrahim Gallery (Seattle) is the winner of the inaugural **Presents Booth Prize**, supported in its inaugural year by Athena Art Finance Corp.. The prize, which was awarded by a jury of leading collectors and curators, is a new initiative recognizing an outstanding and innovative gallery presentation within the Presents section of the fair.

Quotes from our exhibiting galleries:

"We've had a fantastic fair. We've sold extremely well and changed the booth out a number of times. But more importantly, our clients are excited about how much better the fair looks. Looking at the quality of the booths, the galleries attending, the presentations, as well as the adjustments that have been made to the sight lines of the fair, I think there's a very different feel this year and people have been really excited about it. It's been great."

Sean Kelly, Owner, Sean Kelly (New York)

"We are proud that all of Senga Negudi's works in our booth were placed with important museums and foundations, and prominent private collections. It's a particular privilege to present the work of such a significant African American woman artist, who has been challenging aesthetic conventions since the 1970s."

Dominique Lévy, Founder and Partner, Lévy Gorvy and Thomas Erben, Owner, Thomas Erben Gallery (New York)

"The Armory was an amazing experience for us this year. Ben Genocchio's visionary approach to the art fair as a place to truly expand the art world's horizons made it possible for us to present a major piece from Art and Technology collective, Studio Drift."

Marc Glimcher, President, Pace Gallery (New York, London, Beijing, Hong Kong, Paris, Palo Alto)

"With its new orientation initiated by Benjamin Genocchio the fair felt like a fresh start with a new dynamic. The Armory Show has proven to be a staunchly American fair attracting all the important collectors also from the Midwest. For us, Armory is the fair where we feel strongly connected to the American market."

Thaddaeus Ropac, Founder, Galerie Thaddaeus Ropac (London, Paris, Salzburg)

"I was most pleased at how well Benjamin reconfigured the fair. It was spacious, elegant, and successful."

Paul Kasmin, Owner, Paul Kasmin Gallery (New York)

“Stuart Shave and Alison Jacques, two London galleries who shared a stand this year, were both very happy with the feedback to their stand. Aside from two works, the entire stand was sold including major works by Dorothea Tanning, Maria Bartuszo, Ricky Swallow, Ron Nagle, Steven Shearer, Erika Verzutti and Eva Rothschild. Prices ranged from \$25,000 up to \$300,000 per work.”

Alison Jacques, Owner, Alison Jacques Gallery and Stuart Shave, Owner, Stuart Shave/Modern Art (London)

“James Cohan had a great fair. The highlight of our booth was a large installation by Ethiopian artist Elias Sime whose work we introduced two years ago at The Armory Show, and since then his work has been collected by 12 institutions including the Metropolitan Museum. We were thrilled to place the work with a public foundation along with two others by the artist. We also placed paintings by Mernet Larsen, Fred Tomaselli, sculptures by Michelle Grabner, and light works by Spencer Finch amongst others.”

Jane Cohan, Co-Owner, James Cohan Gallery (New York)

“This year The Armory Show was very well attended with great museum attendance. It was a wonderful iteration of the fair. We are a very socially conscious gallery and chose a presentation responding to the new world we are living in. We sold three Jeffrey Gibson works including a piece for \$400,000 on opening day, several Kehinde Wiley pieces for \$140,000, and numerous others. Our last work is on hold for a major museum.”

Bennett Roberts, Owner, Roberts & Tilton (Los Angeles)

“We were happy to have returned to The Armory Show and to have seen a stronger attendance from New York as well internationally. We continued conversations with existing clients and started new ones and look forward to continuing our relationship with the fair.”

Daniel Roesler, Director, Galeria Nara Roesler (Sao Paolo)

“It was the most successful art fair we’ve ever done. We sold a multitude of works to private collectors and museums. A lot of people have remarked that there are more international dealers.”

Michael Rosenfeld, Owner, Michael Rosenfeld Gallery (New York)

“We had a tremendous response to the Yayoi Kusama installation, *Guidepost to a New World*, in the Platform section and have sold the first in the edition with the second on reserve in the range of \$1 million.”

Glenn Scott Wright, Director, Victoria Miro (London)

“It’s our 5th year participating in The Armory Show. We noticed a more exciting energy than in previous years with a great crowd. Our sales were very strong and Yayoi Kusama’s watercolors did especially well. We met more clients this year and it has been a very successful fair.”

Ji Young Park, Sales Manager, Whitestone (Tokyo, Hong Kong)

“The Armory Show confirms itself as The Art Fair—with capital letters—in New York City. Each year The Armory Show gives us the opportunity to propose our Masters and our exhibitions in New York City and to meet our lovely collectors together with museum directors, curators, journalists and art lovers from everywhere”

Alessia Calarota, Owner, Galleria d'Arte Maggiore G.A.M. (Bologna)

“We had a great time, excellent contacts and sales. Kiki Kogelnik’s *Red Eyed* (1977) has been acquired by The Alford Collection of Contemporary Art, Cornell Fine Arts Museum, Rollins College. In addition we sold several pieces by Jeppe Hein (\$52,000 and \$42,300), a sculpture by Jose Davila (\$45,000), several

works by Camille Henrot ranging from \$30,000 to 37,000, a work by Rinus Van de Velde for \$24,000, a work by Jorinde Voigt for \$42,000, an Annette Kelm and several pieces by Alicja Kwade and John Seal.
König Galerie (Berlin)

"The gallery experienced positive sales with both new and existing clients. The collector base was predominately US based with some Latin American and European presence as well. We were happy to see the immense interest in our participatory work by Alfredo Jaar which introduced a younger audience to the legendary Civil Rights singer and activist, Nina Simone."

Mary Sabbatino, Vice President/Partner, Galerie Lelong (New York, Paris)

"It's been a very successful week at The Armory Show. Our participation has reinforced and raised our standard. We received a brilliant endorsement from collectors and curators. Our best art fair to date"

Mariane Ibrahim-Lenhardt, Founder, Mariane Ibrahim Gallery (Seattle)

"The momentum at The Armory Show this year was wonderful for VSF and Mernet Larsen. After selling out the booth by the end of opening day, we hung a few new works of which we are finalizing sales through the weekend. We also placed a few works with collections that promised gifts to The Metropolitan Museum of Art and The Whitney Museum."

Sara Hantman, Director, Various Small Fires (Los Angeles)

"This fair has worked very well for us. There was a great response on our Danish artists- Tal R, Peter Linde Busk, and Per Kirkeby. Works from all three artists were purchased by a multitude of American collectors opening our roster to a more international market"

Bo Bjerggaard, Owner, Galleri Bo Bjerggaard (Copenhagen)

"We have had a great response to our dual booth of works by Lita Albuquerque and Larry Bell, whose work will be included in the upcoming Whitney Biennial. The Armory Show is a consistently strong fair for us and we are pleased with the overall quality and the changes that are being made."

Samantha Glaser, Kohn Gallery (Los Angeles)

"We had considerable demand by both private collectors and public institutions as well. Especially the sales for the young artist Luisa Clement were doing very strong for a first-timer at the fair"

Gawain von Mallinckrodt, Director, Wentrup (Berlin)

"The Armory this year was very successful for us and we placed works of both artists with prominent collection in the USA, all new collectors to us."

Roupen Kalfayan, Kalfayan (Athens, Thessaloniki)

"The fair has been steadily successful since the first day. There was not an immediate rush to buy with many collectors only arriving in town for the weekend. The fair has been characterized by a stronger than usual desire to engage with the artworks and artists, which has been a wonderful opportunity for us to continue having conversations about and placing works by our artists, particularly those not currently represented by New York galleries."

Timothy Taylor, Owner, Timothy Taylor Gallery (London, New York)

"Being our first Armory Week with a New York gallery (Lisson NY opened in Chelsea in May of 2016), we found the fair a successful compliment to the second location and two exhibitions we opened this week. We were pleased with the turnout, and the energy of the city."

Alex Logsdail, International Director, Lisson Gallery (London, Milan, New York)

"We sold nearly everything in our booth, which ranged in price from \$18,000-\$55,000 and debuted new body of work by Rosson Crow that sold immediately. Brenda Youngblood was prominently placed and

had a great reaction from visitors. Overall it was a really great week for us and had a significant number of sales and inquiries.”

Honor Fraser, Owner, Honor Fraser (Los Angeles)

“We have had a tremendously successful fair with our sales totaling \$175,000. We presented a solo exhibition of Shinique Smith selling a total of four works to collectors from Florida, New York and Michigan.”

David Castillo, Owner, David Castillo Gallery (Miami)

“It has been a great fair for us. Curators from MoMA, The Carnegie, and other museums have visited us and we have met many new collectors.”

Emi Kanasaki, Director, Tomio Koyama Gallery (Tokyo)

“We did very well with the Alex Katz paintings, who also participated at a talk at the fair, moderated by David Salle.”

David Blum, Director, Peter Blum Gallery (New York)

Thank you to our sponsors and partners who have contributed to the overall success of this edition: Athena Art Finance Corp., Artsy, Financial Times, Pommery Champagne, Vontobel Swiss Wealth Advisors, La Compagnie, Deloitte, UOVO, Roger Dubuis, Samsung, Wells Fargo and ArtBinder.

A special thanks to Hospitality House and our culinary partners: Il Buco Alimentari & Vineria, HotelAmericano, Colonia Verde, by CHLOE., Juice Press, Black Seed Bagels, Mile End Deli and Grand Army.

Our furniture and design partners, lead by architecture firm Bade Stageberg Cox and including Foscarini, Rolf Benz, Roche Bobois, Ernest and Greene Street Creative.

And our thanks to Tesla for providing first-class transpiration services to our VIP clients and to Google Pixel for capturing the week in photos.

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

Press Images

Download images of the 2017 fair [here](#).

VIP Preview Day (Invitation only)

Wednesday, March 1, 2017

Public Days

Thursday, March 2 – Sunday, March 5, 2017

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