



MARCH 2–5 NYC

# PRESS

FOR IMMEDIATE RELEASE

## THE ARMORY SHOW ANNOUNCES A CULINARY PARTNERSHIP WITH HOSPITALITY HOUSE

### From Rustic Italian to Creative Vegan, A Suite of New York’s Best Food Purveyors Will Host Pop-Up Restaurants at The Armory Show 2017

The Armory Show is pleased to announce a partnership with **Hospitality House**, the food and beverage advisory firm headquartered in New York. Hospitality House will bring together a suite of New York’s most exciting and beloved eateries for a bespoke culinary experience focused on variety, locally-sourced ingredients and creative cuisine.

The Armory Show, New York’s premier international art fair, will take place March 2-5, 2017 at Piers 92 & 94 with the VIP Preview Day on March 1. Working in tandem with The Armory Show’s management, Hospitality House has developed an innovative dining concept for the fair’s 65,000 annual visitors, which balances New York classics with exciting newcomers.

New vendors include art world favorite and New York stalwart, **il Buco Alimentari & Vineria**, which will offer an artisanal menu of quality antipasti, pasta and salads in a waterfront setting at the relocated VIP Lounge on Pier 92. A leader in plant-based, fast-casual, **by CHLOE.** will serve up soups, salads and healthy grab-and-go options in addition to their renowned vegan sweets on Pier 94. On Pier 92, **Colonia Verde**, a Latin American inspired restaurant located in Brooklyn’s vibrant Fort Greene neighborhood, will serve fresh dishes that combine local ingredients and fresh flavors. In the Presents section on Pier 94, **Black Seed Bagels** will offer their creative take on a New York classic, while a **Juice Press** cart will roam the fair with fresh-pressed juices for visitors.

Chelsea staple **Hotel Americano** will return with a full-service restaurant in the newly created public lounge at the front of Pier 94, as well as a cocktail bar on Pier 92. Also returning to the fair is delicatessen **Mile End Deli** and a cocktail bar by **Grand Army**, both at the west end of Pier 94.

“We are thrilled to partner with Hospitality House and these award-winning restaurants, eateries and cafes to offer a more diverse and innovative range of food and beverage options at the 2017 fair. Hospitality House is a world leader in food culture and through our partnership we will now be able to deliver a better dining experience to our VIP audience and general visitors. New York is a world culinary capital—no other place offers such range and diversity—and we are excited to share this memorable food experience that brings that spirit of New York to the fair,” says Benjamin Genocchio, Executive Director of The Armory Show.

“The relationship between quality food and fine art has never been stronger,” says Nicole Levinson, Chief Operating Officer, Hospitality House. “While several art institutions and organizations have integrated notable culinary experiences into their real estate, a huge white space still exists in the market.

We are excited to be the pioneer and vanguard of a significant movement in the art world. We look forward to continuing to paint the future where art and culinary intersect.”

## **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.

### **Hospitality House**

Hospitality House provides food and beverage strategy, support, and real estate services throughout North America. Founded in 2001 by Steven Kamali, Hospitality House was created with the intent of providing food and beverage solutions to the Hospitality and Real Estate communities. Hospitality House’s culture thrives on a passion for food and beverage, which is integrated into a disciplined business approach, resulting in a multitude of successful projects across North America. Headquartered in New York City, Hospitality House services all sectors of the hospitality community including REIT’s, Private Equity Firms, Hedge Funds, Hotel Managers, and Owners/Developers. Clients include Marriott International, The Related Companies, Silverstein Properties, Forest City Ratner, Hard Rock Hotels, Abu Dhabi Investment Authority, Carey Watermark, and LaSalle Hotel Properties.

## **Important Information for Media**

### **VIP Preview Day (Invitation only)**

Wednesday, March 1, 2017

### **Public Days**

Thursday, March 2 – Sunday, March 5, 2017

### **Images**

To browse and download press images relating to food vendors, [click here](#).

To browse and download images of the 2016 fair, please [click here](#).

### **Press Contacts**

Audrey Rose Smith, The Armory Show

+1 646 616 7433

[a.smith@thearmoryshow.com](mailto:a.smith@thearmoryshow.com)

Sophie Wise, Company Agenda

+1 212 358 9516

[sophie@companyagenda.com](mailto:sophie@companyagenda.com)