



ARTSY

Artsy is the digital partner of The Armory Show, offering tools for exploring the fair in person and online

Online fair preview launches February 26 on Artsy.net and the Artsy iPhone app

The Armory Show, a leader among art fairs in embracing technological innovation, and Artsy, the online resource for art collecting and education and the creator of new technology for art fairs, are pleased to announce their partnership for the third consecutive year. Artsy will again host the definitive online and mobile guide to [The Armory Show](#) and debut an expanded suite of tools and features for learning about and buying art from the fair.

Artsy's exclusive online preview of The Armory Show 2015 opens to the public **February 26** on Artsy.net and the **Artsy app for iPhone**, where users may view works and contact galleries with inquiries prior to the opening of the physical fair. [The Armory Show microsite](#) will remain live on Artsy throughout the length of the fair, with new works updated daily.

For those visiting the fair in person, the Artsy app for iPhone functions as a personal mobile guide, mapping the fair and pinpointing the user's favorite artists, artworks, and exhibitors. A quick tap displays contextual information about artists and artworks, including artist bios, articles, price details (where available), and other similar works located at the fair. Users can follow galleries and artists for future updates. The app is free to download at iphone.artsy.net.

Other features of this year's partnership includes:

- **The Digital Daily:** On the occasion of The Armory Show 2015 Artsy will launch a new digital briefing, reporting on art fair and art world news including coverage of Armory Show programming and events, beginning March 4. Artsy users with member accounts and subscribers to The Armory Show's newsletter will receive the Digital Daily, which will be optimized for mobile, once per day over the course of the fair. Digital Daily content will also be published on The Armory Show microsite on Artsy.

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- **Artsy Columns:** Artsy Columns, freestanding digital screens that function as navigation and information beacons for fair-goers, debuted at The Armory Show 2014. This year, the Columns will display information and alerts about Armory Show programming and events as well as a scrolling feed of Instagram photos posted by visitors who tag #TheArmoryShow and/or #ArtsyTakeover.
- **#ArtsyTakeover booth by Hank Willis Thomas:** #ArtsyTakeover is an ongoing series for which Artsy invites contemporary artists to reimagine spaces at art fairs. For The Armory Show 2015, Hank Willis Thomas will create a unique text-based environment that will be activated by visitors' mobile phones. The installation will be curated by Artsy's Elena Soboleva and located at the Artsy booth, next to the Pier 94 champagne bar. As an extension of the installation, limited-edition tote bags designed by the artist will be available at the Artsy booth and activate dialogue with the rest of the fair. The New York-based Thomas is represented by Armory Show exhibitor Jack Shainman Gallery and known for his thought-provoking work utilizing language and advertising.
- **Armory/Artsy Instagram Event:** The Armory Show and Artsy will co-host a private meetup event for Instagrammers from the art world and beyond, with the theme #ArtWorldSpaces. The event will happen on Thursday, March 5, before the fair opens to the public.
- **The Armory Show Profile Page:** In collaboration with The Armory Show, Artsy will release its first art-fair profile page, which is active and accessible year-round on the Artsy website and iPhone app. It will function as a central landing page and go-to resource for Armory Show information and news, including announcements, articles on featured fair artists, links to view past Armory Show fairs on Artsy, and more.

Artsy, where art enthusiasts and collectors go to browse over 40 of the world's top fairs, designed its online and mobile fair technology to help art fairs reach a wide, global audience as well as to make the fair experience more informational and engaging for visitors on the ground. For collectors, Artsy's online fair previews are go-to resources for researching and acquiring works before the fairs start, and the Artsy iPhone app is a tool for efficiently locating favorite artists and artworks onsite at the fair.

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ABOUT THE ARMORY SHOW

The Armory Show is New York's leading fair for modern and contemporary art. A seminal event in the New York arts calendar, the fair spearheads Armory Arts Week, a city-wide program of cultural events and exhibitions. Once again, the fair will comprise of an acclaimed VIP program, a lively opening night benefit party at the Museum of Modern Art and the engaging Open Forum discussion series. For the fourth year running the fair will be designed by Brooklyn-based architects Bade Stageberg Cox who will transform Piers 92 and 94 along the Hudson River on Manhattan's west side into a spectacular setting for over 65,000 visitors who come to New York for this principal event in the international art market calendar. For more information, please visit www.thearmoryshow.com.

ABOUT ARTSY

Artsy is the leading resource for learning about and collecting art from over 3,000 leading galleries, 400 museum and institutional partners, and over 50 select art fairs and auctions. Artsy provides free access via its website (Artsy.net) and iPhone app to 250,000 images of art and architecture by 30,000 artists, which includes the world's largest online database of contemporary art. Artsy's encyclopedic database spans historical works, such as the Rosetta Stone and the Colosseum, to modern and contemporary works by artists such as Pablo Picasso, Willem de Kooning, Richard Serra, Lucien Smith, Sarah Lucas, and Cindy Sherman. Powered by The Art Genome Project, a classification system that maps the connections between artists and artworks, Artsy fosters new generations of art lovers, museum-goers, patrons, and collectors.

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