

ARTSY

Artsy is partnering with The Armory Show for the fourth consecutive year, offering opportunities to explore the fair both on-site and online

-Online fair preview launches Wednesday, February 24 on Artsy.net and the Artsy mobile apps

-Digital Daily fair newsletter returns

-At the fair, Artsy hosts a special project featuring Douglas Coupland; a social media event; and “What’s Next?,” a series of presentations by cultural influencers about the future

New York, NY—**Artsy**, the online partner of **The Armory Show**, is delighted to again host the definitive online and mobile guide to this year’s fair, in addition to mounting three special events and experiences on-site at the fair.

Artsy’s exclusive online preview of The Armory Show 2016 launches to the public on **Wednesday, February 24** on Artsy.net and the [Artsy apps for iPhone and iPad](#), where visitors to Artsy can browse exhibitor booths, place sales inquiries on available artworks, and begin to plan their visit to the Piers. The Armory Show microsite will be live on Artsy throughout the length of the fair, with new works updated daily, and will remain searchable on Artsy.net as a digital archive.

For those visiting the fair in person, the Artsy app functions as a personal mobile guide to learn about select Armory Arts Week events, save favorite artworks you look forward to seeing at the fair, and follow artists and exhibiting galleries for future updates.

Explore **The Armory Show 2016** as well as the 2013, 2014, and 2015 editions of the fair on Artsy: artsy.net/the-armory-show.

ARTSY AND THE ARMORY SHOW PARTNER FOR 2016 EDITION

Other features of this year's partnership:

- **The Digital Daily:** The daily newsletter from Artsy + The Armory Show, which launched last year, returns for the 2016 edition. The Digital Daily will include daily highlights, programming and event information, and exclusive editorial content. The Digital Daily is available for free by following [The Armory Show](#) on Artsy or by joining The Armory Show [mailing list](#). The Digital Daily, which is optimized for mobile viewing, will be available on the [Artsy apps for iPhone and iPad](#), and all content will be available on The Armory Show [microsite](#) on Artsy starting March 3rd.

- **Artsy Projects installation featuring Douglas Coupland:** Artsy is pleased to mount a collaboration with the novelist, visual artist, and cultural theorist Douglas Coupland. A new series of art fair-specific *Slogans for the 21st Century* will cover the walls of Artsy's booth and be printed on a series of seven limited edition tote bags. Questioning the role of art fairs and examining related online cultural tropes, Coupland's project attempts to compress and condense the experience of the art world as it exists today. Visitors to the booth will also be able to participate in an interactive photo-booth that aims to subvert facial recognition technology and social media by creating distorted, "de-recognition" images.

The Vancouver-based Coupland is represented by Armory Show exhibitor Daniel Faria Gallery and is known for an artistic practice that synthesizes high and low culture, web technology, and changes in human existence caused by modern technologies. The installation will be curated by Artsy's Elena Soboleva and located at the Artsy booth, next to the entrance at the front of Pier 94.

- **Instagram event:** The Armory Show and Artsy will co-host a private event for Instagrammers from the art world and beyond. The event takes place on **Thursday, March 3**.
- **"What's Next?" talk at The Armory Show Symposium:** Artsy will host "What's Next?," a series of presentations by art world and cultural influencers, who will share their forward-looking philosophies about the future. This event takes place **Friday, March 4, 5:30-7:30pm**; a reception will follow. Participants include **Kimberly Drew** (Online Community Producer at The Metropolitan Museum of Art; Founder of Black Contemporary Art tumblr), **Elisabeth Sherman** (Assistant Curator, Whitney Museum of American Art), **Jason Tanz** (Editor-at-Large at *WIRED*) **Kapwani Kiwanga** (Commissioned artist for The Armory Show 2016), amongst others, and the event will be moderated by **Matthew Israel**, Curator at Large, Artsy.

Social media hashtag: #ArtsyProjectsArmory

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ABOUT THE ARMORY SHOW

Established in 1994 and held annually on Piers 92 & 94, The Armory Show is New York's premier international art fair, showcasing over 200 galleries from around the world. Offering ambitious programming, curatorial initiatives and specially commissioned projects, The Armory Show combines access to high quality modern and contemporary art with a commitment to spotlighting new and emerging voices in the visual arts. Now in its 22nd year, The Armory Show remains a highly-anticipated event on the global arts calendar, connecting the world's leading galleries with international collectors, curators and art professionals in the capital of the art world.

www.thearmoryshow.com

ABOUT ARTSY

[Artsy](#) is the leading resource for learning about and collecting art from over 4,000 leading galleries, 600 museums and institutions, 60 international art fairs, and select auctions. Artsy provides free access via its website ([Artsy.net](#)) and iPhone and iPad apps to 350,000 images of art and architecture by 50,000 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](#), [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.

MEDIA CONTACTS

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