

**THE MUSEUM OF MODERN ART'S ANNUAL ARMORY PARTY TO FEATURE A LIVE PERFORMANCE BY ST. LUCIA ON MARCH 1**

**NEW YORK, January 26, 2017**—The Museum of Modern Art will host The Armory Party, a benefit event with live music and DJs celebrating the opening of The Armory Show and Armory Arts Week, on Wednesday, March 1, 2017. 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. The evening reception, along with the daytime Early Access Preview at Piers 92 and 94, benefits MoMA's exhibition programming.

The 2017 Armory Party runs from 9:00 p.m. to midnight, and features access to *A Revolutionary Impulse: The Rise of the Russian Avant-Garde*, an exhibition planned in anticipation of the centennial of the 1917 Russian Revolution that traces the period of artistic innovation between 1912 and 1935, highlighting breakthrough developments in the conception of Suprematism and Constructivism. A VIP Hour, held from 8:00 to 9:00 p.m., includes access to *Francis Picabia: Our Heads Are Around so Our Thoughts Can Change Direction*, in addition to The Armory Party at 9:00 p.m.

St. Lucia will perform a set in the Museum's Agnes Gund Garden Lobby. The band has released a self-titled EP and two critically acclaimed albums on Columbia Records (2013's *When The Night* and 2016's *Matter*) and has appeared on *The Tonight Show With Jimmy Fallon*, *Good Morning America*, *Jimmy Kimmel Live!*, and *Late Night With Seth Meyers*. They have also performed at Coachella, Lollapalooza, Governors Ball, Outside Lands, and Bonnaroo, and have provided official remixes for artists ranging from Lady Gaga and Marina and the Diamonds to Passion Pit and Foster the People.

This year's event will be hosted by Glenn D. Lowry, Director, The Museum of Modern Art; Klaus Biesenbach, Director MoMA PS1 & Chief Curator-at-Large, The Museum of Modern Art; Benjamin Genocchio, Executive Director, The Armory Show; Nicole Berry, Deputy Director, The Armory Show; Deborah Harris, Deputy Director, The Armory Show; Jarrett Gregory, Curator, Armory Focus; Eric Shiner, Senior Vice President, Contemporary Art, Sotheby's, and Curator, Armory Platform; Alexandra Chemla, Founder and CEO, ArtBinder; Carter Cleveland, Founder and CEO, Artsy; and Sebastian Cwilich, President and COO, Artsy.

Tickets for the benefit range from \$150 to \$750, and may be purchased by visiting [moma.org/thearmoryparty2017](http://moma.org/thearmoryparty2017), calling MoMA's Department of Special Programming and Events at (212) 708-9680, or emailing [specialevents@moma.org](mailto:specialevents@moma.org). Please note that VIP Fair Passes and Fair Press Passes do not provide entry to the party.

The ticket levels are as follows:

- The \$150 ticket level includes one ticket for Vernissage Access to The Armory Show at 5:00 p.m. and one ticket to The Armory Party at MoMA (9:00 p.m.–12:30 a.m.), which includes access to *A Revolutionary Impulse: The Rise of the Russian Avant-Garde*.
- The \$250 ticket level includes one ticket for Vernissage Access to The Armory Show at 5:00 p.m. and Run of Show Pass, one ticket for the VIP Hour at MoMA (including a limited-edition The Armory Party tote bag), and one ticket to The Armory Party at MoMA, including passed hors d'oeuvres and access to *Francis Picabia: Our Heads Are Around so Our Thoughts Can Change Direction*.
- The \$750 Patron ticket includes one VIP pass to The Armory Show including access to the VIP Preview Day, one ticket for the VIP Hour at MoMA (including a limited-edition The Armory Party tote bag), and one ticket to The Armory Party at MoMA, including passed hors d'oeuvres and access to *Francis Picabia: Our Heads Are Around so Our Thoughts Can Change Direction*.

#### **ABOUT 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 and 94, among 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.

The Armory Show was founded by four New York gallerists—Colin de Land, Pat Hearn, Matthew Marks, and Paul Morris—who sought a platform to present and promote new voices in the visual arts. In its 23 years, The Armory Show has stayed firm in its mission while establishing itself as an unmissable art event set in the heart of New York City and welcoming over 65,000 visitors annually.

The 2017 edition will feature 209 exhibitors from 30 countries worldwide; the acclaimed Armory Show VIP Program, an engaging and lively conversation series entitled Armory Live; and a number of citywide events and openings as part of Armory Arts Week.

The relationship between The Armory Show and MoMA dates back to 2001, the year in which the fair dedicated its opening day to the Museum and in which the Pat Hearn and Colin de Land Acquisition Fund at The Museum of Modern Art was founded. The Armory Party at MoMA was also first held in 2001 and continues to be a much-anticipated annual art event, reflective of the deep partnership between both institutions and their shared commitment to Armory Arts Week.

The Armory Show 2017 is open to the public from March 2 to March 5. Hours are noon to 8:00 p.m. on Thursday and Friday, noon to 7:00 on Saturday, and noon to 6:00 on Sunday. Admission is \$45 per day when you book online and \$50 per day at the door. The Armory Show is located on Piers 92 and 94, 12th Avenue at 55th Street, in New York City. Purchase tickets online at [thearmoryshow.com/visit/ticketing-tours](http://thearmoryshow.com/visit/ticketing-tours).

*Special thanks to Artsy.*

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##### **Press Contacts:**

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Daytime Press Preview: Audrey Rose Smith, The Armory Show, (646) 616-7433 or [press@thearmoryshow.com](mailto:press@thearmoryshow.com)

**\*\*A limited number of press tickets are available for the opening night party at MoMA.  
Members of the press must make requests in advance.\*\***