

M E D I A A L E R T



The Clio Awards to Honor the Winner of AD ART SHOW 2020 with a Specialty Clio

***AD ART SHOW May 4 to 31 at the Oculus at Westfield World Trade Center
Celebrates the Artists of Advertising***



MvVO ART AD ART SHOW at Westfield World Trade Center
(Photo Credit: Patrick McMullan)

MvVO ART, creator of AD ART SHOW, today announced a partnership with **Clio** that will include a specialty Clio Award presentation to the winner of the **AD ART SHOW 2020**. Clio has joined a growing roster of AD ART SHOW supporters, including Presenting Sponsor **NBCUniversal**, **Westfield World Trade Center**, **Artnet**, **WPP**, **GroupM**, **Publicis** and **Zenith Media**, **Lawlor Media**, **The One Club for Creativity**, **Alliance for Downtown NY**, **NYCxDESIGN**, **School of Visual Arts NYC**, **The Clarion List** and **The Gradient Group**.

“AD ART SHOW is building a bridge between ART and Advertising by celebrating the talented artists in advertising, in a venue that brings Brands, the Art World and Advertising industry together. The driving force is the power of creativity—it’s the fuel that feeds all our dreams and endeavors! Our artists are following in the footsteps of Warhol, Magritte, Haring and many other famous names, creating art on their own time and outside of their day jobs. Images of this art will be displayed on the monumental screens in the Oculus at Westfield World Trade Center, Santiago Calatrava’s magnificent architectural icon. It’s a unique event and an opportunity for discovery.” **Maria Van Vlodrop, MvVO ART Founder and CEO.**

“At Clio, our mission is to celebrate creativity in all of its forms and, in doing that, we’ve made connections with so many talented leaders whose creative expressions reach far beyond their client work. We’re thrilled to be partnering with the AD ART SHOW 2020 to showcase and honor the passion projects of some of advertising’s most inspiring minds.” **Nicole Purcell, President, Clio Awards**

The AD ART SHOW artworks (paintings, sculpture, photography, and mixed media) will be vetted by a selection committee of contemporary art professionals, chaired by **Laura Skoler (Board of Directors, New Museum & the Daniel and Florence Guerlain Drawing Foundation, Paris)** and featuring a wide range of gallery, curator and critical voices in Art. The winner of the annual show will be determined by a jury of prominent art collectors and presented with a specialty Clio Award at the AD ART SHOW VIP opening night on May 4th. Other top honors include a **Creative Immersion Day at NBCUniversal**, curatorial sessions with top Art professionals and opportunities to get discovered by serious art collectors and an Art loving public.

AD ART SHOW debuted at **Sotheby’s** New York over a four-day period in February of 2018. The phenomenal success in 2018, led to the all-digital, month long edition in 2019 and AD ART SHOW 2020’s return to the Oculus at the Westfield World Trade Center visible to 350,000 people per day (10 million during the duration of the show the whole month of May) with expanded opportunities for art-related events available for sponsors and partners. (Contact Maria van Vlodrop at info@mvvoart.com)

Deadline for artist applications has been extended to February 24, 2020. To learn more, support artists in your organizations and submit your entries, please click here: www.mvvoart.com

The Artworks will also be displayed on MvVO ART’s Artsy online gallery for further viewing and purchase. <https://www.artsy.net/mvvo/artists>

(fees apply- this is a selling exhibition)

About MvVO ART:

MvVO ART is a New York based innovative art venture comprised of a team of advertising, art & technology professionals, dedicated to creating new opportunities for artists, art lovers & brands to discover each other and form powerful partnerships. In 2018, MvVO ART’s Founder & CEO, Maria van Vlodrop, global business executive created AD ART SHOW to celebrate creativity and the artists from advertising who create Art outside their day jobs. AD ART SHOW debuted successfully at Sotheby’s in New York with 100 artists and is now at the Oculus at Westfield World Trade Center. MvVO ART is poised to reimagine & redefine the relationship between Art & Commerce.

Website: <http://mvvoart.com>

Instagram: <https://www.instagram.com/mvvoart/>

Maria van Vlodrop: <https://www.linkedin.com/in/maria-van-vlodrop-4010392/>

About the Clio Awards

Clio is the premier international awards competition for the creative business. Founded in 1959 to celebrate creative excellence in advertising, Clio today honors the work and talent at the forefront of the industry in a variety of specialized fields, including: sports, fashion, music, entertainment, cannabis and health. As a leading authority on the diverse and ever-changing creative landscape, Clio celebrates creativity 365-days-a-year via its global ad database Ads of The World and its content platform Muse by Clio.

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