

Systech Announces Partnership with MvVO Art

PRINCETON, N.J, MARCH 25, 2019: Systech, global leader in supply chain security and [brand protection](#) solutions, has announced a partnership with MvVO ART as a sponsor of its 2019 AD ART SHOW – a unique global experience bringing together art, media and advertising.

According to the Art Basel/UBS Art market report, the global art market grew to an estimated \$67.4 billion in 2018. Meanwhile, trade in counterfeit and pirated goods is currently \$1.7 trillion per year and expected to grow to \$2.8 trillion by 2022 as reported by the International Chamber of Commerce.

“Fraud and counterfeiting have consistently troubled global luxury brands and the art world is no different,” stated [Jefferson Barr](#), Systech Vice-President, Marketing. “Systech’s solutions address these problems with simple and sophisticated technology that verifies brand authenticity. Whether it’s jewellery, fine wine, pharmaceutical drugs, or works of art, our solutions provide the ability to ensure that authenticity, provenance and chain of ownership is tracked and validated.” Mr. Barr continued, “We are proud to support the art community in its quest to combat counterfeiting.”

[Maria Van Vlodrop](#), Founder and CEO commented, “MvVO ART and Systech are both pioneers pushing innovation within their respective landscapes; innovation in brand protection and innovation in the art world. It’s a natural partnership. We’re delighted to welcome Systech to the AD ART SHOW alongside our presenting partner NBCUniversal.”

AD ART SHOW launched in 2018 with an ambition to encourage a new generation of artists from the advertising/design/commercial arts industries to follow iconic artists such as Warhol, Magritte, Harding, Dali who emerged from the sector. Over ninety artists from around the world exhibited at Sotheby’s NY, with work judged by contemporary art experts and collectors.

This year, AD ART SHOW takes to the streets of New York City through LinkNYC’s network of digital kiosks with an outdoor show during [Frieze Week](#), May 1-4, keynote in New York’s contemporary art calendar. In addition, a curated selection of AD ART SHOW artists will feature across the digital screen network at the Oculus at Westfield World Trade Center— a retail and culture anchor in Lower Manhattan New York—for the entire month of May.

Ms. Van Vlodrop concluded, “We are changing the way art is seen and purchased, by catching people on the move. Art lovers will be able to access the show via their mobile devices and desktops and purchase the artworks on MvVO ART’s [Artsy e-gallery](#).”

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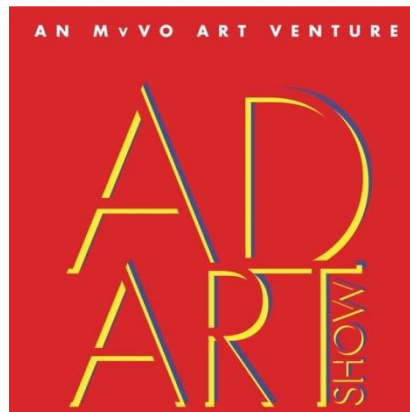
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About Systech:

Systech is revolutionizing brand protection. For over 30 years, global brands have relied on its advanced software to combat counterfeiting, prevent product diversion and meet regulatory compliance. Innovation is deeply ingrained in Systech's DNA—from its start-up roots in advanced machine vision to pioneering pharmaceutical serialization and transforming traceability and non-additive authentication. Software solutions keep products authentic, safe and connected across the supply chain—from manufacturing to the consumer's hands.

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. MvVO ART Founder & CEO, Maria van Vlodrop, is a global business development executive with an impressive track record establishing new ventures. MvVO ART is poised to reimagine & redefine the relationship between Art & Commerce.



Website: <http://mvvoart.com>

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

Facebook: <https://www.facebook.com/mvvoart>