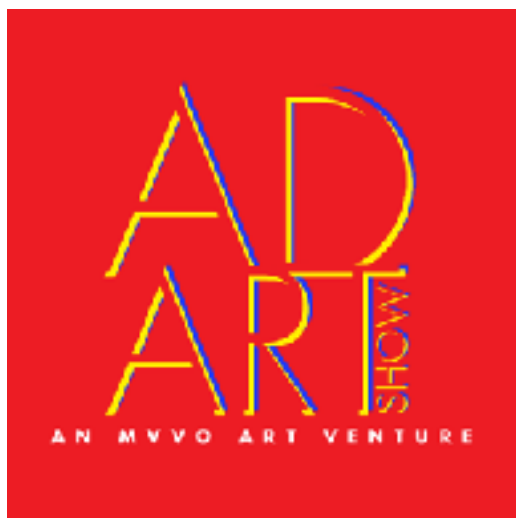


M E D I A A L E R T



MvVO ART Launches Groundbreaking AD ART SHOW with Presenting Sponsor NBCUniversal



Call for Artist Reception on September 28, 2017 Hosted by Y&R Featuring Eric Shiner of Sotheby's

MvVO ART, an innovative art venture, launches **AD ART SHOW**—the first-ever art show featuring a new generation of contemporary Artists from Advertising. This exciting new art show will debut in New York City, Spring 2018 with the support of Presenting Sponsor, **NBCUniversal**, Champion Partner, **Y&R**, as well as a growing list of additional corporate sponsors & partners.

"**MvVO ART** created **AD ART SHOW** to discover and promote contemporary artists working in advertising or who have professional roots in advertising. These talented people are following in the footsteps of many renowned artists, from **Andy Warhol & Norman Rockwell** to **René Magritte & Henri de Toulouse-Lautrec**—often maintaining dual careers for decades. It's time to add more names to that list!" says **Maria van Vloderp**, **MvVO ART** Founder & CEO.

As the presenting sponsor, NBCUniversal is taking an active role in **AD ART SHOW** and **MvVO ART**'s mission of creating opportunities for artists. "Creativity is at the core of what we do at NBCUniversal," said **Linda Yaccarino**, Chairman, Advertising Sales and Client Partnerships, NBCUniversal. "This partnership

with the **AD ART SHOW** reflects our dedication and commitment to the growth and development of new creative talent for the future so we can serve all our audiences and partners better.”

MvVO ART is bringing together luminaries from both Art and Advertising to announce the official Call for Artists. This launch reception will be hosted by Y&R at their global headquarters in New York City at the conclusion of Advertising Week, on September 28. Featured Speaker, **Eric Shiner**, Senior Vice President of Contemporary Art at Sotheby’s and former Director of The Andy Warhol Museum, will provide a historical perspective on the close relationship between Advertising and Art.

“Y&R is proud to support **MvVO ART**’s new art venture, **AD ART SHOW**. There has always been a dialogue between advertising and art. For the first time, **AD ART SHOW** is making a formal connection between the two worlds, and it will be exciting to see the art that ad people are making,” said **David Sable**, Global CEO, Y&R.

Artists will be asked to submit high resolution digital files of their paintings, sculpture, photography, art on paper, mixed-media work and video-art for review by the **MvVO ART** Selection Committee, comprised of contemporary art experts. Artists who are selected to show at **AD ART SHOW** will experience a unique opportunity to jumpstart their art careers with media exposure, and support from **MvVO ART** and Collectors who buy Art. A Jury of prominent art collectors, headed by **Laura Skoler**, on the Board of the New Museum, will vote which **AD ART SHOW** artists will receive an award of distinction.

AD ART SHOW 2018 Call for Artists from Advertising will open on **September 28, 2017** at **5:30p.m.** For more information to apply, go to: www.mvvoart.com

AD ART SHOW will open in the Spring of 2018 at New York City location to be announced. In addition to NBCUniversal and Y&R, **AD ART SHOW** partners/sponsors include: **The One Club for Creativity, Maydream:Adforum/The Epica Awards, Tumblr, Brussels Airlines, LOUPE, Duvel, Macallan, Belvoir Fruit Farms, Neuhaus Chocolates, Sugarfina, The Clarion List, and Katapult Art Management**, with more to be announced. **MvVO ART** is a proud supporter of **Artistic Dreams International** and **Franklin Furnace**.

About MvVO ART:

MvVO ART is a New York based art venture dedicated to creating opportunities for artists, art lovers and brands to form powerful partnerships. Founder and CEO, Maria van Vlodrop is a global business development executive with a track record in establishing new advertising, technology and art ventures. Website: <http://www.mvvoart.com/>

Maria van Vlodrop **President, MVVO ART**

Maria van Vlodrop has built businesses and brands in the US and Europe. She blends blue-chip marketing expertise with entrepreneurial flair and has a successful track record of working with world-class creative talent to create campaigns for Pepsi, Haagen-Dazs, Finlandia Vodka, L’Oréal, Toyota amongst others. Maria received her Master’s degree from the London School of Economics.

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