

# M E D I A     A L E R T



## **100, The First Coconut Water to Match Your Mood, Makes a Splash As Product Partner For MvVO Art Ad Art Show 2019: New York's New Annual Art Event**

**AD ART SHOW 2019 on LinkNYC during Frieze Week (May 1-4, 2019) and at the oculus at Westfield World Trade Center the entire month of May**

All water is not created equal. Coconut water that is. And neither are the artists at this year's **AD ART SHOW -- MvVO ART's** new annual addition to the art scene in New York City.

"MvVO ART is happy to welcome 100 Coconuts as a Product Partner for AD ART SHOW 2019. It's a great example of collaboration with emerging brands, and I'm especially pleased because one of this year's artists (Alan Vladusic) is a founding partner of 100 Coconuts. We love to support our artists in all their endeavors" Said **Maria van Vlodrop, Founder & CEO of MvVO ART**, creator of AD ART SHOW.

AD ART SHOW is a selling and juried exhibition featuring artworks created by artists following in the footsteps of Warhol, Magritte, Haring and the many others with roots in advertising, design and commercial Art.

"One Hundred Coconuts plans to change the way you think about hydration, nutrition, and taste in the coconut water space. Just like these artists are planning to change the way we see the world." CEO Gregory Lowe II, 100 Coconuts.

"At 100 we are designers, writers, coders -- all artists in a sense. And we've been both attendees and participants of the AD ART SHOW, so to now be able to celebrate other emerging artists and their inspiring displays of creativity as a product partner is truly an honor," said CMO Marc Sampogna, 100 Coconuts.

The 2019 edition is presented on LinkNYC and will take place in key art-centric neighborhoods in New York city during Frieze Week (May 1-4, 2019). In addition, a curated selection of AD ART SHOW artists will be featured 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.

Works by AD ART SHOW artists are for sale on MvVO ART's Artsy e-gallery <https://www.artsy.net/mvvo>.

NBCUniversal is the AD ART SHOW Presenting Partner. The growing roster of partners, sponsors and supporters includes SYSTECH, Artnet, SVA (the School for Visual Art), NYCxDESIGN, The One Club for Creativity, WPP, GroupM, Franklin Furnace as well as 100 Coconuts.

**About MvVO ART:**

MvVO ART is a New York-based art venture dedicated to creating opportunities for artists. MvVO ART is poised to reimagine & redefine the relationship between Art & Commerce. <http://mvvoart.com>

**About 100 Coconuts:**

100 is the first coconut water designed to match your mood and lifestyle. Packed at the source in Vietnam, 100 offers three varieties: Pure Coconut Water, Pure Coconut Water +Tequila and Pure Coconut Water +CBD. The three unique varieties allow you to hydrate, turn up, or chill out. Refreshingly packed with potassium, nutrients, and electrolytes, 100 is fat-free, gluten-free and non-GMO verified. Available in 11 oz. cans, and sold online-only. To learn more visit: [100coconuts.com](http://100coconuts.com).