

AN
MvVO

ART
PUBLICATION

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THIS IS NOT AN AD
IT'S AN ART SHOW

AD
ART
MOH'S

AD ART SHOW 2018 AT SOTHEBY'S NYC AN MvVO ART VENTURE



I'm so honored to welcome you to the debut of AD ART SHOW—the first art show to exhibit a new generation of Artists from Advertising—following in the footsteps of Warhol, Magritte, Rockwell, O'Keeffe, Rosenquist, Haring & so many more artists with a history in Commercial Art.

AD ART SHOW is a platform for discovering artists that come from this historically rich creative landscape and exhibiting the art that these talented individuals create in painting, sculpture, photography, works on paper, mixed-media, video & conceptual art.

MvVO ART's mission is to Create New Opportunities for Artists—connecting them with collectors & art lovers, opening doors to respected art world professionals, enlisting the support of industry and brands, and building bridges between Art & Commerce.

During AD ART SHOW, you will be introduced to 90+ international, emerging artists who have been chosen to exhibit by a respected Selection Committee, chaired by Laura Skoler, Board of Directors, New Museum and the Guerlain Foundation of Contemporary Art, and comprised of noted curators, gallerists, and art consultants. I know you will discover art you will love and artists you will follow as their careers progress.

AD ART SHOW is poised at the nexus of creativity, drawing together two of the powerhouse centers of New York—the innovative, ever changing New York Art Scene and the pioneering Advertising Industry. My hope is that more ad agencies will celebrate and champion artists working for them, and art influencers, like those on our selection committee will continue to break barriers and support opportunities for recognizing these multifaceted artists.

I would like to thank all of our Sponsors & Partners for making AD ART SHOW a reality, and our fabulous MvVO ART team for their passion and unrelenting dedication. We look forward to making AD ART SHOW an annual New York City event!

Maria Van Vlodrop
Founder & CEO, MvVO ART



"Creativity is at the core of what we do at 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."

Linda Yaccarino
Chairman, Advertising Sales & Client Partnerships,
NBCUniversal



"Advertising teaches you to apply creativity within a box, Art allows you to make a new box."
—AD ART SHOW Artist: The Photorealist

AD ART SHOW celebrates the talented artists in advertising, the role agencies & brands play as engines of creativity in New York, and the importance of New York in the world of ART.

For art lovers and artists there is no place like New York. From the cutting-edge galleries tucked into obscure corners of Brooklyn and the East Village, to the celebrated SoHo, Madison Avenue, and Chelsea gallery districts, to the world-class museums—like the MET Breuer, MoMA, the New Museum, and the Whitney that give noted contemporary artists extraordinary exposure—it is not only the City of Dreams, it is the City of ART.

Many talented artists make New York their home and some have wonderful careers; others create outstanding art while working in other fields. Advertising—one of the City's biggest and most creative industries—is often the daytime home to these artists.

The push and pull between these two creative outlets is part of the New York vibe, where graphic designers create ads by day and conceptual art by night, waiters audition for Broadway shows and ballet dancers are yoga teachers.

AD ART SHOW invites art lovers to enjoy an original and exciting New York Art event—the first Art show celebrating artists with one foot in Commercial Art and the other firmly planted in Art.



AD ART SHOW IS CUTTING EDGE CREATIVITY

"The practice of art makes me an infinitely better creative person than I would be without that practice and that makes me a worthwhile employee to have around." —Artist: Jag Prabhu

AD ART SHOW IS A TIME & PLACE FOR DISCOVERY

"Thinking like an artist adds value to everything in life." —AD ART SHOW Artist: Mary Klug

For artists, AD ART SHOW is a unique opportunity to connect with discerning collectors, meet knowledgeable art world professionals, network with other artists, and gain more exposure. For art lovers, it is a novel art show, offering the possibility of discovering fresh talent from a unique pool of artists and collecting work selected by an impressive committee of art world professionals.

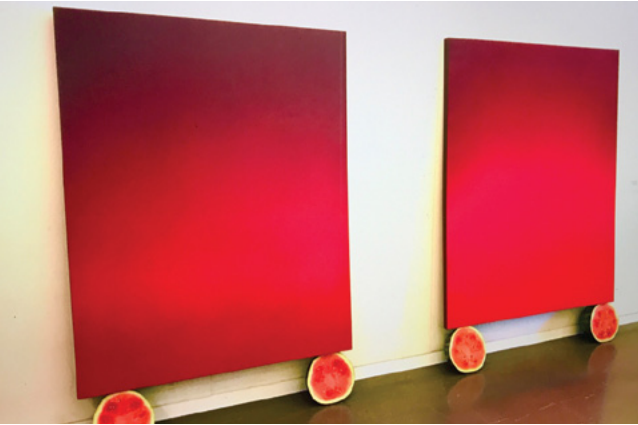
New trends, new talent... AD ART SHOW is an enriching art experience. It is a time and place designed to invite discovery, to jumpstart art careers, and to inspire art lovers to become art collectors or expand their collections.

MvVO ART's partnership with Artsy offers AD ART SHOW artists a presence on a prestigious art marketplace that will continue after the four-day event—extending the time and possibility of discovery by collectors from around the world.

The show offers a chance for ad agency colleagues to see the artwork of their co-workers and for agencies to support the inspiration that drives the artists in their midst. But most of all, AD ART SHOW showcases the creativity that is essential to the Ad World, because artists are always on the leading edge—where great advertising lives.



ARTISTS A TO C



ISAAC ADEN *Untitled (Pink and Grey Tonalist with Watermelons for Caspar David Friedrich)*



DANIEL ALVES *Beyond The Lines*



HAYLEY ANDERSON *Remember Rockaway Beach?*



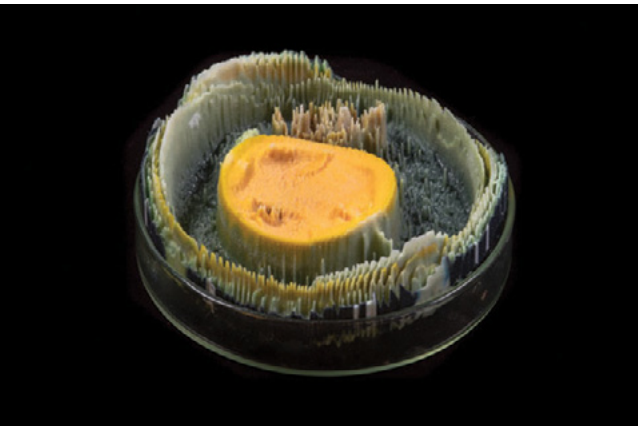
ROBERT BILLINGS *Black Reign*



NU'A BÖN *Wahi Pana*



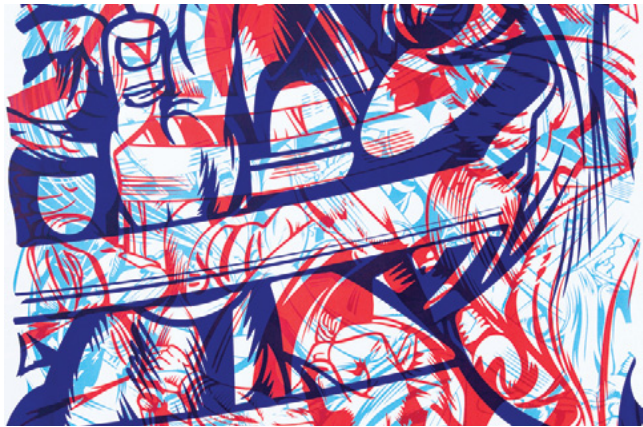
ARTHUR BORISOV *Santa Maria Novella Cathedral, Florence, Italy*



SUZANNE ANKER *Remote Sensing*



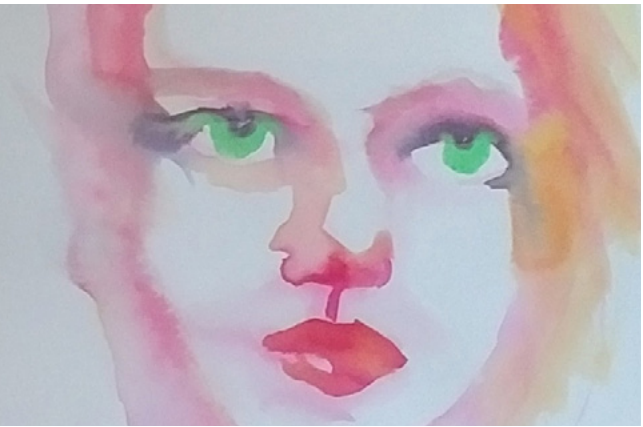
ALEXANDRA AROYO *Love Hate*



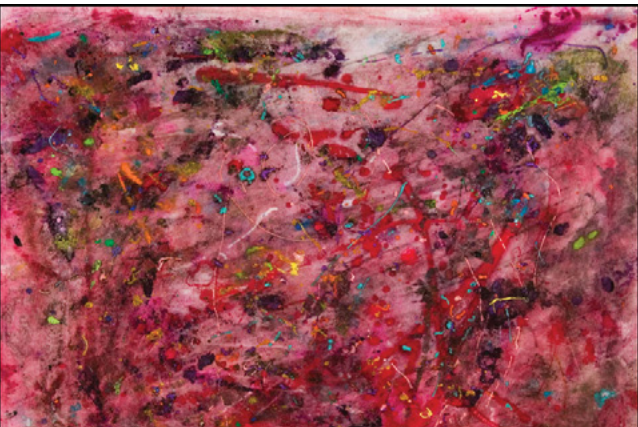
ASVP *Figure No. 4*



DAVID MARK BRADLEY *I Love My Job*



ALEXANDRA BERGMAN *Woman's Face in Pink*



RON BURKHARDT *Terra Nova (Earth Art)*



ANNA BÄR *Infinity Carrots*



HANNAH BATES *The Bedroom*



PEGGY BATES *Ogden Pond*



JULIO CESAR CANDELARIO *No Human Cat Mask*



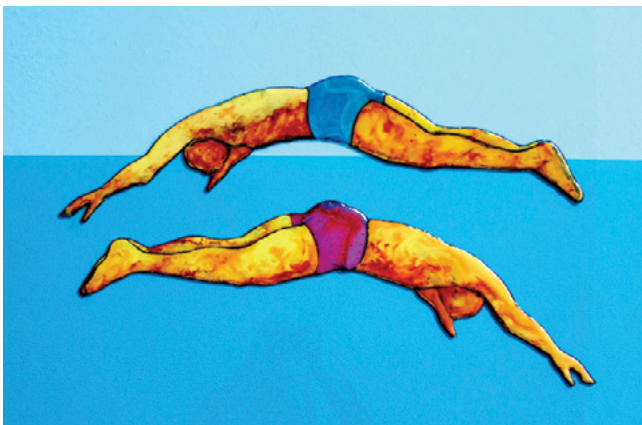
CAREY COREA *Unfailing Antidote*



TERESA CORNEJO *Caída Eterna (Eternal Fall)*



JEAN BEDROSIAN *Carving Waters*



BEDDRU *The Never Ending Blue of a Perpetual Summer*



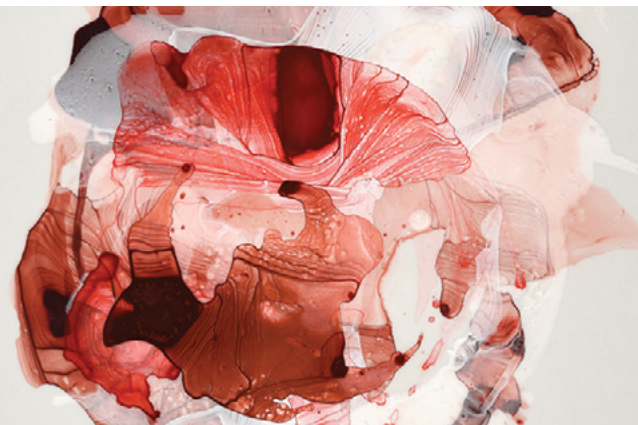
GAVIN BENJAMIN *TRWNBT "My People"*



LORI CUISINIER *Ariadne (~bride) / cake*



ANDERSEN CUPID *Cousins*



RACHEL CUYLER *Forensics - w4*



KEVIN DREW DAVIS *Lake Michigan Light-house*



DENISE DELL'OLIO *Island of Dreams*



CHRISTIAN DE WULF *Who's Afraid of Red IX "Vagabond"*



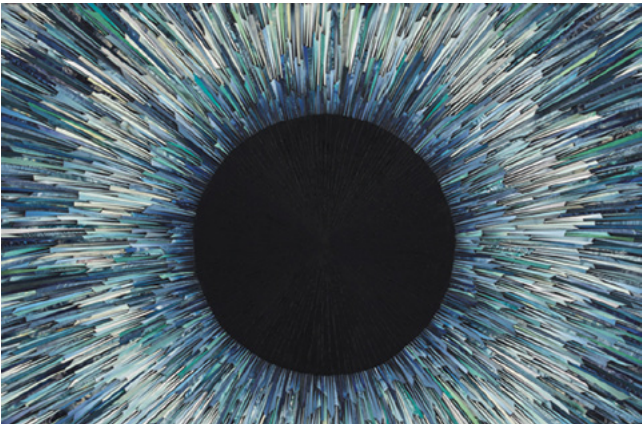
MIKE GOLDBERG *The Man On the M5 Bus.*



ALLISON HARRELL *Elevation in Color*



GREG HILDEBRANDT *Healing of Eowyn*



JENNIFER DEPPE PARKER *David Bowie (left)*



DAVID DEROO *Wilcox and Hollywood*



CESAR FINAMORI *Vivian Girls 3 (Simone Vivian, Light Vivian, and Diana Vivian)*



GIANCARLO IMPIGLIA *Memories of Private Cantrell*



HEMANT ANANT JAIN *There's a Glitch in the Universe*



VIKASH JHA *Illusions #1*



PATRICK SEAN FLAHERTY *Winter's Death*



BRIAN FOUHY *Wonder*



ALE FRUSCELLA *Cloudwoman #20*



HYUN JUNG JI *Kafka On the Shore*



BO MI JO *Romantic Monday*



LA TOYA JONES *Peace*



FUENTES *Putin My On*



CRAIG GELLER *Over Head*



GEMMA GENÉ *Wrapped Lobster*



BJÖRGVIN JÓNSSON *VKNG Helmet nr. 3*



MARY KLUG *Flying Lessons*



GARY KOEPKE *Las Gettysburg*



OCTAVIAN GIOSANU *Geologica 2*



REP1 NYC *Navigation*



STEVEN GLASS *Verses One - Four*



JESSICA KRAUSE SMITH *Catapult*



ERIC K.T. LAU 劉昀泰 *Hustle*



KHANH H. LE *Mother and Child*



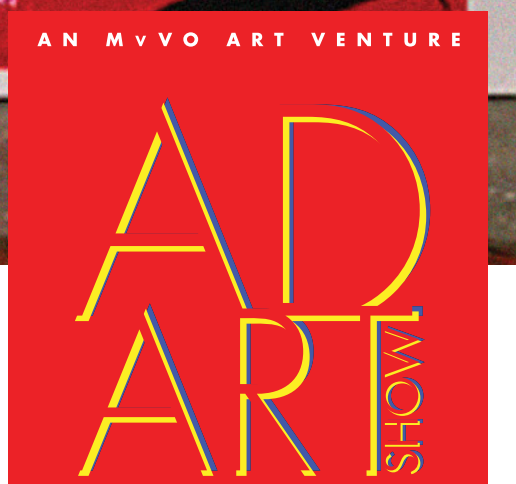
PHOTO OF MEMBERS OF ASVP One of the participants showing at AD ART SHOW this year at Sotheby's. This year's show offers a look into the next generation of not only cutting edge

art, but also points of view from the creative side of modern day commercial messaging. These are the artists who toil on the front lines of advertising, where communication and commerce drive a

common goal of attracting attention through incredible art. Think Warhol, Rosenquist, and even back to Magritte, whose commercial endeavours only enhanced their art.

COURTESY OF AD ART SHOW ARTIST, ASVP

DISCOVER AD ART SHOW 2018 AT SOTHEBY'S NYC



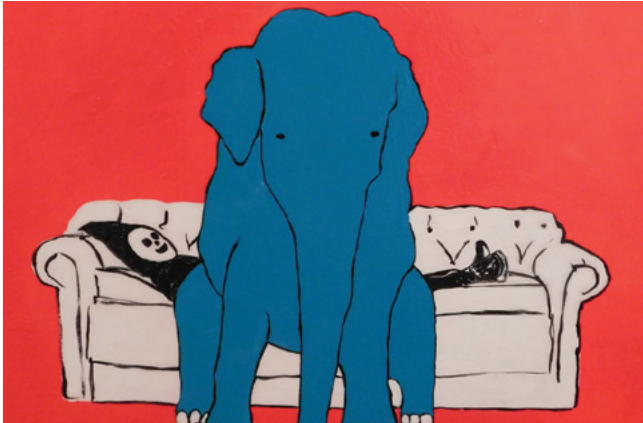
ARTISTS L To T



HAYOUNG LEE *Amber Series*



YOONA LEE *Camp*



BRIAN LEO *Elephant On Couch*

ARTISTS A To Z



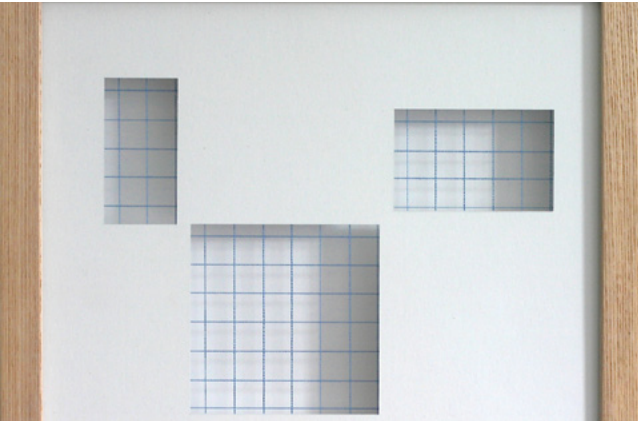
AZITA PANAHPOUR *Shattered Poems No. 33*



DAVID PAUL *Camouflage*



MIKHAIL D. POLOSKIN *Aladdin, Malevich, and New York*



KATIE LEVINSON *Islands on Maps*



KALLE LEVON *Fingerfood*



J. LI *Fire and Desire II*



JAG PRABHU *Up In Smoke, CC3*



JULIE RUIZ *Followers*



R E SABEAN *Asymmetries 1*



EDUARDO LUNARDI + KEVIN BREEN *Empire State Building*



KATY MCCORMACK *Crosswalk*



BRUCE MCGOWAN *Mingles*



KHALID SABREE *BBC x KHA-TEES*



TAKAMITSU SAKAMOTA *Earth History*



DANIEL SCHARFMAN *Discarded: Summer*



JASON MCGROARTY *Totem - Fox*



AEROSYN-LEX MESTROVIC *Praet Sera*



THE PHOTOREALIST *Mark*



ANNETTE SCHREIBER *Coherency*



LALA SERRANO *Her/Santorini*



LISE SKOVSTED LARSEN *In Common : Concrete*



BRIAN MONTANA *I Captured You With a Word. Tied Down by Breath.*



ANNYROSE *Lizard*



MICHELLE OLIN *Africa*



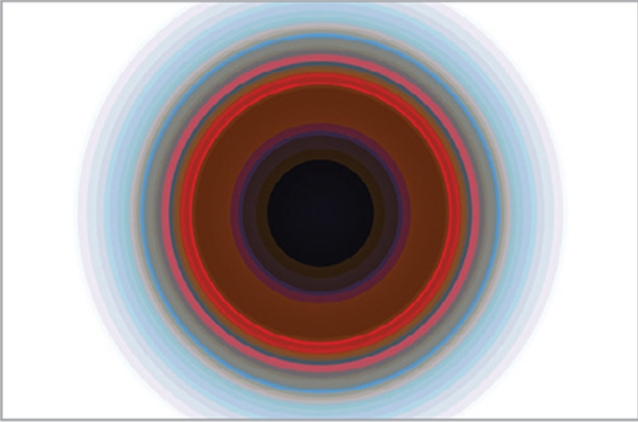
UMBERTO SQUARICA JR. *Untitled*



JOASH THAM *Creation*



KEVIN TRINH *Au Revoir Paris*



RAUL VALVERDE *DRP-31*



ANNE VANDYCKE *Permafrost*



ALEC VIANU *The Wattenmeer Lands*



ALAN VLADUSIC *Immortal Sculpture*



MICHAEL J WALSH *Decor A*



DEAN WEST *Palm Springs #2*



LI ZENG 曾丽 *Fulcrum*

CURATORIAL STATEMENT

A young Andy Warhol began his career working in advertising. He appropriated culture in his own art and, in turn, ended up influencing popular culture. A century beyond Duchamp's *Fountain*, the canon of art has expanded to include styles, forms and whole groups of people who were excluded or disregarded. However, in spite of their perseverance, many artists have not been recognized. This exhibition celebrates the work of the next generation of Artists from Advertising.

Advertising is at its core a creative endeavor. As advertising expands its boundaries, those working in the field are uniquely exposed to the most cutting-edge technology and benefit from daily engagement in the creative process.

Isaac Aden
Curator

AD ART SHOW IS MOTIVATED BY TALENT

"My art career has counter-balanced my advertising career. I generally do art only in the evenings, weekends, or vacations because I work a full-time job, but that structure has made me more disciplined and more committed to developing my creative practice."
—AD ART SHOW Artist: Yoon Lee

The Art world—and especially the New York Art Scene—is always seeking out new talent. AD ART SHOW showcases artists exposed to new technologies, challenged by deadlines, and vetted by contemporary art experts. This is a show with the potential to launch serious art careers.



COURTESY OF AD ART SHOW ARTIST, CRAIG GELTER

AD ART SHOW SELECTION COMMITTEE

LAURA SKOLER
CHAIR of the SELECTION COMMITTEE & JURY, AD ART SHOW
Board of Directors, New Museum and Guerlain Foundation for Contemporary Art

ISAAC ADEN
Senior Curator Jerome A. Cohen and Joan Lebold
Cohen Center for Visual Arts

JAMES FUENTES
Owner, James Fuentes Gallery, New York

MATTHEW HIGGS
Director, White Columns

GRACIE MANSION
Gracie Mansion Gallery

NATALIE BELL
Assistant Curator, New Museum

DEBORAH HARRIS
Former Deputy Director, The Armory Show

NORMAN KLEEBLATT
Independent Curator & Critic

LISA SCHIFF
Founder & President, SFA Art Advisory

JULIA FOWLER
Executive Director JP. Morgan Private Bank/Hunter
College Art Advisory Council

JOHN HATFIELD
Executive Director, Socrates Sculpture Park

CORINA LARKIN
Executive Director, CUE Art Foundation

ERIC SHINER
SVP Contemporary Art at Sotheby's and former
Director, The Andy Warhol Museum

AD ART SHOW JURY ART COLLECTORS

CHAIR, Laura Skoler • Shelley Aarons • Susan & Michael Hort • Michael Xu Huang • Edward & Phyllis Kwalwasser • Susan Seelig



Laura Skoler is the longest serving member of the Board of Directors, New Museum and Guerlain Foundation for Contemporary Art in Paris (the first to offer a monetary prize for contemporary drawing). She brings a wealth of knowledge and a network of knowledgeable art influencers to AD ART SHOW. As the Chair of the AD ART SHOW Selection Committee and Jury, her taste and experience is invaluable.

She met Maria van Vlodrop by chance and was immediately intrigued by the MvVO ART mission of creating new opportunities for artists. "Maria's dynamism and excitement about AD ART SHOW project seduced me. I felt that I could contribute my art knowledge to this program, as well as introduce Maria to many wonderful art professionals and collectors."

From Laura's point of view, AD ART SHOW offers art lovers and collectors a real opportunity to discover unknown artistic talents within the commercial world.

"Many of the artworks are intriguing, and well done. Because art involves many disciplines and personalities, there is never a singular trend, but the exploration of new media and digital possibilities has influenced many artists."

From all the applications, the Selection Committee, which consisted of curators, gallerists, and art consultants, chose the artists for this exhibition. The Jury, made up of Collectors, will vote by secret ballot to award one Winning Artist a prize.

Laura Skoler looks forward to AD ART SHOW becoming an annual event.



COURTESY OF AD ART SHOW ARTIST, YOUNG



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fruit farms*

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MvVO ART PROUDLY SUPPORTS



WHAT PEOPLE ARE SAYING ABOUT AD ART SHOW:

"Look with your eye and love what you buy. Art has given Life to my Life."
—Laura Skoler
Board of Directors, New Museum and Guerlain Foundation of Contemporary Art,
Chair of Selection Committee & Jury, AD ART SHOW

"Whoever dies with the most art wins!"
—Eric Shiner
SVP Contemporary Art, Sotheby's and former Director, The Andy Warhol Museum

"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 is exciting to see the art that ad people are making. Y&R is proud to support MvVO ART's new art venture, AD ART SHOW."
—David Sable
Global CEO, Y&R

"Imagine a world in which there were no artists in advertising...A duller, less imaginative and creative world for all of us. Celebrating those who lend their vision to this medium, is wonderful and long overdue."
—Jon Hamm
Global Chief Creative Officer, Geometry Global

"The One Club for Creativity is very proud to partner with our members for projects we feel give back to the creative community. The One Club awards creative excellence in the advertising industry and we are excited to see the best works of art that talented advertising professionals are exhibiting at the Ad Art Show 2018 in NYC."
—The One Club for Creativity

"AD ART SHOW demonstrates the close connection between Art & Advertising. SVA has always understood that talent is valued in both spheres. After all, SVA graduate Keith Haring was a great artist and a major success in commercial design! MvVO ART has created an opportunity to bridge the gap with AD ART SHOW in an extraordinary setting and SVA is proud to be a part of this exciting initiative."
—Suzanne Anker
Chair, BFA Fine Arts Department, School of Visual Arts

"Inspiration does exist, but it must find you working" —Pablo Picasso. SRI is honored to be handling all of the show logistics. Congratulations to all of the "working" AD ART SHOW Artists.
—SRI Fine Art Services



STAFF

Founder & CEO.....Maria Van Vlodrop
Marketing & Artists Relations.....Christine de la Garza
Curator & Artist.....Isaac Aden
Creative Director.....Roger Allen Bentley
Senior Project Manager.....Lauren Durling
Strategic Design.....Genevieve Ohanian
Partnership Consultant.....Eleanor Kobel
Writer.....Candy Korman
Travel & Artists Logistics.....Debbie Ditanna

MISSION

MvVO ART's mission is to Create New Opportunities for Artists—connecting them with collectors & art lovers, opening doors to respected art world professionals, enlisting the support of industries and brands, and building bridges between Art & Commerce.

ON THE COVER

We'd like to thank world famous photojournalist and activist, Steve Schapiro and the Howard Greenberg Gallery for graciously allowing us to use this iconic photograph of Edie Sedgwick and Andy Warhol—the quintessential Artist from Advertising & Commercial Art who set the bar.



**PHOTO BY
STEVE SCHAPIRO**
*"Andy Warhol looks adorably at Edie Sedgwick", 1965.
Courtesy Howard Greenberg Gallery.*

With personal and professional roots anchored in creativity, art, advertising, communications & technology, the MvVO ART team brings a fresh perspective to the emerging art world.

MvVO
ART

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AD ART SHOW 2019 INQUIRIES
mariavanvloedrop@mvvoart.com

AD
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SHOW'S