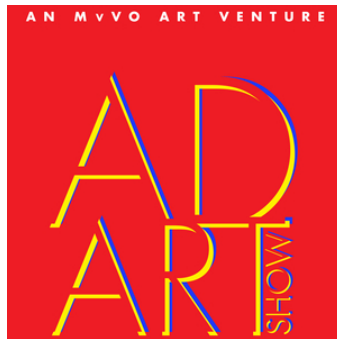


P R E - E V E N T M E D I A A L E R T

MvVO
ART



School of Visual Arts to Join MvVO ART in Partnership for AD ART SHOW at Sotheby's NYC - February 22-25, 2018

Maria van Vlodrop, MvVO ART Founder & CEO, and Suzanne Anker, Chair, Fine Arts at School of Visual Arts, announced a partnership supporting AD ART SHOW—a groundbreaking new art event showcasing the artwork of talented contemporary artists with a background in Advertising.

“The synergy is perfect! SVA has always been a bridge between the art world and the ad world, with alumni and faculty often working in both,” said Maria van Vlodrop.

The addition of SVA to the AD ART SHOW roster of Partners and Sponsors (NBC Universal, Y&R, Geometry Global, The One Club for Creativity, Adforum and Artsy, amongst others) will provide a platform for a new generation of creative artists at AD ART SHOW in February, following in the footsteps of Warhol, Rockwell, Magritte, Hopper, Rosenquist and so many other art luminaries with similar roots. The AD ART SHOW Selection Committee is drawn from top experts in Contemporary Art, chaired by Laura Skoler, Board of Director of the New Museum, and includes Eric Shiner, SVP Contemporary Art at Sotheby's and former Director of the Andy Warhol Museum.

“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,” said Suzanne Anker.

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About MvVO ART:

MvVO ART is a New York based innovative art venture comprised of a team of advertising & art professionals, dedicated to creating opportunities for artists, art lovers, art collectors and 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 in advertising, technology and art. MvVO ART is poised to reimagine and redefine the relationship between Art & Commerce.

MvVO ART:

Website: <http://www.mvvoart.com/>

Facebook: mvvoart | Instagram: mvvoart | Twitter: @mvvoart | Tumblr: mvvo-art |

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