

M E D I A A L E R T



MvVO ART Founder Named Top Ten Cultural Shaper ADWEEK Top 100 Creative List

*The Creative 100: ADWEEK celebrates the most inspiring minds in marketing,
media, and culture*



MvVO ART AD ART SHOW Founder, Maria van Vlodrop
(Photo Credit: Teresa Pyskaty and Art by Marko Remec)

Maria van Vlodrop, CEO & Founder of MvVO ART, and the creator of AD ART SHOW was named among the Top Ten Creators shaping our culture during this pandemic and beyond in **ADWEEK's** annual tribute to inspiring leaders in marketing, media, and culture.

The other influential individuals include the innovative broadcast radio & podcast host of Snap Judgement—**Glynn Washington**; the outstanding Super Bowl HalfTime Show choreographer—**Parris Goebel**; the popular DJ—**D-Nice**; the animator/creator of Dreamworks' Kipo noted for inclusion & diversity—**Rad Sechrist**; and television showrunner/executive producer of All American—**Nkechi Okoro Carroll**.

"I'm thrilled and humbled to be included in this amazing group of people creating the next wave of culture. I'm sharing this recognition of **AD ART SHOW** as an event that expands the Art landscape

with the entire **MvVO ART Team, our sponsors, supporting partners, and our Art selection committee.** All of us have been working from home and adapting to new realities as our show's opening date approaches. I'm particularly grateful for the continued support from our presenting sponsor **NBCUniversal**, and our partnership with **Westfield World Trade Center** for their magnificent venue—the **Oculus**."

AD ART SHOW 2020 features **100 plus artists** working in advertising. These dual-career creatives are following in the footsteps of **Andy Warhol, Rene Magritte, Keith Haring**, and other great artists who began in advertising. **ADWEEK** described **AD ART SHOW** founder as "... bridging the gap between the art world and advertising by championing artists working in advertising and celebrating their work."

AD ART SHOW debuted in 2018 at **Sotheby's** New York. In 2019 the show went digital with displays on the monumental screens at the **Oculus** at **Westfield World Trade Center**. The 2020 edition is responding to the pandemic's impact on New York City, with a virtual opening and a fundraiser (which we will announce prior to opening) as these times require all of us to be generous and helpful.

New York is an international center for Art and advertising is one of the vital economic engines of the city. The winning artist of **AD ART SHOW 2020** will receive a special **Clio Award**, bringing these two important sectors of the city closer together.

The artists will be announced in advance of the September 1 virtual show opening. For updates and to learn more about partnerships, follow **MvVO ART** on **Instagram** www.instagram.com/mvvoart and connect directly with **Maria van Vlodrop** at info@mvvoart.com. Be sure to visit the **MvVO ART Artsy** page to see the artworks in our virtual gallery setting <https://www.artsy.net/mvvo/artists>.

AD ART SHOW 2020 partners and sponsors include: **NBCUniversal** as our Presenting Sponsor, **Westfield World Trade Center**, **The Clio Awards**, **WPP**, **GroupM**, **Game Day Creative**, **The One Club for Creativity**, **the Gradient group**, **Lawlor Media**, **The School for Visual Arts**, **Artnet**, **Artsy**, **The Alliance for Downtown New York**, **NYCXDESIGN** and **PUBLICIS Media** with **Zenith Media**, **MOXY**, and **MRY**, with more partnerships on the way. Proud supporters of **Franklin Furnace** and **Artistic Dreams International** since 2018.

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. In 2018, global business executive, and MvVO ART's Founder & CEO, Maria van Vlodrop, created AD ART SHOW to celebrate creativity and the artists from advertising who create Art outside their day jobs. AD ART SHOW successfully debuted at Sotheby's in New York with 100 artists and is now at the Oculus at Westfield World Trade Center. MvVO ART is poised to reimagine and redefine the relationship between Art & Commerce.

Website: <http://mvvoart.com>

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

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

PRESS CONTACT for MvVO:

**Norah Lawlor | Lawlor Media Group | www.lawlormediagroup.com
norah@lawlormediagroup.com | Tel: (212) 967-6900 | @lawlormedia**

Lawlor Media Group

443 Park Avenue South,
Suite 603,

New York, NY 10016

T: 212-967-6900

www.lawlormediagroup.com