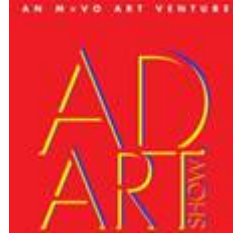


P O S T - E V E N T M E D I A A L E R T

MvVO
ART



MvVO ART's AD ART SHOW Debuted with a Spectacular Exhibition at Sotheby's New York



Isaac Aden, Maria van Vlodrop (Photo Credit: Patrick McMullan)

The First Art Show to Celebrate A New Generation of Artists from the Advertising World

WHAT:

Innovative New York-based art venture, **MvVO ART**, invited art lovers to **AD ART SHOW** where they discovered a new generation of Artists from Advertising & Commercial Art. This groundbreaking art show—MvVO ART's newest art initiative—was held at **Sotheby's New York**, February 22-25, 2018.

Some 800 art enthusiasts attended Opening Night, which was followed by an equally busy weekend. The carefully selected artists were honored to exhibit their art with MvVO ART in AD ART SHOW at Sotheby's. Notable attendees included: MvVO ART Founder, **Maria van Vlodrop**, Senior Curator, **Isaac Aden**, Selection Committee & Jury Chair, **Laura Skoler**, **Linda Yaccarino**, **Eric Shiner**, **Shelley Aarons**, **David**

Sable, Ethan Cohen, Jon Hamm, Oliver Stebich, Toni DiMartino-Stebich, Suzanne Anker, Harley Spiller, Gracie Mansion, Jeff Devlin and Brenda Von Schweickhardt Exline.

The majority of the 93 exhibiting artists were from New York, however the show also included artists from as far away as Japan and Australia. The Selection Committee selected artists from advertising agencies including: **Y&R, Geometry Global, McCann, VML, Moustache, Wunderman, Blast Radius, JWT, Crispin Porter+Bogusky, BBH NY, McGarryBowen, Spark & Honey and Edelman**, among others.

Seven top artists were selected, including **Peggy Bates, Gavin Benjamin, Hyun Jung Ji, Bo Mi Jo, Eric K.T. Lau, Mikhail D. Poloskin** and **Rep1NYC**, from which an exhibition winner was announced—**Eric K.T. Lau** for photograph, “Hustle” as well as two runners up: **Peggy Bates** and **Gavin Benjamin**. The three winners were offered special prizes from NBCUniversal & MvVO ART. Exhibiting artwork and additional art by the participating artists is available for viewing and purchase on Artsy: <https://www.artsy.net/mvvo>.

AD ART SHOW featured a selection of global artists chosen by an esteemed committee of contemporary art professionals, Chaired by Laura Skoler, Board of Directors, New Museum, NYC and the Daniel and Florence Guerlain Contemporary Art Foundation, Paris; and included: Isaac Aden – Senior Curator, Jerome A. Cohen and Joan Lebold Cohen Center for Visual Arts • Natalie Bell – Assistant Curator, New Museum • Julia Fowler – Executive Director, JP. Morgan Private Bank/Hunter College Art Advisory Council • James Fuentes – Owner, James Fuentes Gallery, New York • Deborah Harris – Former Deputy Director, The New York Armory Show • John Hatfield – Executive Director, Socrates Sculpture Park • Matthew Higgs – Director, White Columns • Norman Kleeblatt – Independent Curator & Critic • Corina Larkin – Executive Director, CUE Art Foundation • Gracie Mansion – Gracie Mansion Gallery • Lisa Schiff – Founder & President, SFA Art Advisory • Eric Shiner – Senior Vice President, Contemporary Art, Sotheby’s and former Director, Andy Warhol Museum.

To download a selection of images from the event, please visit: <http://bit.ly/2GNPG82>

Please see individual images for photo credit.

WHEN: February 22-25, 2018

WHERE: Sotheby's
1334 York Ave
New York, NY 10021

Proud Partnerships

AD ART SHOW is supported by the art, advertising & media world, with Presenting Sponsor, NBCUniversal, and Partners, Artsy, SRI Fine Art Services, Y&R, Geometry Global, The One Club for Creativity, Adforum, NYCxDESIGN, The School of Visual Arts, The Clarion List, Belvoir, Neuhaus and Homepolish.

MvVO ART is also collaborating with NYCxDESIGN, New York City’s annual celebration of design administered by the New York City Economic Development Corporation (NYCEDC), to celebrate the dynamic relationship between creativity and commerce in New York and introduce new audiences to New York’s artists and commercial designers.

MvVO ART is a proud supporter of Franklin Furnace and Artistic Dreams International.

Annual Event

AD ART SHOW is an annual event with artists and sponsors ready to take part in 2019.

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. MvVO ART Founder & CEO, Maria van Vlodrop, is a global business development executive with an impressive track record establishing new ventures. MvVO ART is poised to reimagine & redefine the relationship between Art & Commerce.

Website: <http://mvvoart.com>

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

Facebook: <https://www.facebook.com/mvvoart>

Twitter: <https://twitter.com/mvvoart>

Maria van Vlodrop

Founder & CEO, MVVO ART

Maria van Vlodrop has built businesses and brands in the US and Europe. She blends blue-chip marketing expertise with cutting-edge technology experience and 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 among others. Maria received her Master's degree from the London School of Economics. She founded MvVO ART to build bridges between ART and Commerce and to open doors for emerging artists. MvVO ART is located at the center of business & art – New York City.

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

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Maria van Vlodrop (Photo Credit: Patrick McMullan)



Maria van Vlodrop, Laura Skoler (Photo Credit: Patrick McMullan)



Eric K. T. Lau, MvVO ART Winning Artist, AD ART SHOW 2018 (Photo Credit: Patrick McMullan)



(L) "Navigation" by Artist, Rep1NYC and (R) "Aladdin, Malevich, and New York" by Mikhail D. Poloskin
(Photo Credit: Stephen Smith – Art Zealous)



Announcing Top 3 Winning Artists - Laura Skoler, Isaac Aden, Eric Shiner (Photo Credit: Patrick McMullan)



(L) *"Wilcox and Hollywood"* by Artist, David Deroo and (R) *"Mark"* by The Photorealist (Photo Credit: Stephen Smith – Art Zealous)



MvVO ART's AD ART SHOW at Sotheby's (Photo Credit: Stephen Smith – Art Zealous)



Linda Yaccarino (Photo Credit: Patrick McMullan)



David Sable, Linda Yaccarino (Photo Credit: Patrick McMullan)



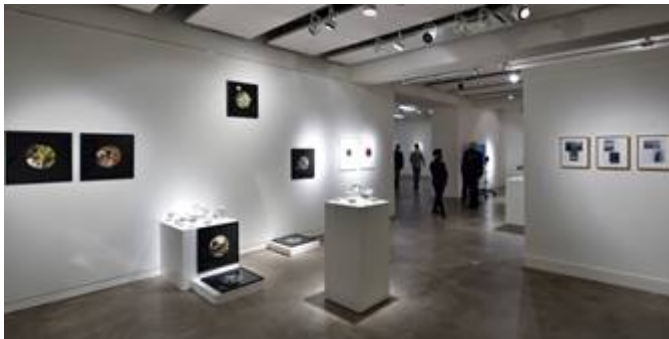
David Sable (Photo Credit: Teresa Pyskaty)



Jon Hamm (Photo Credit: Teresa Pyskaty)



Genevieve Ohanian (Photo Credit: Patrick McMullan)



MvVO ART's AD ART SHOW at Sotheby's (Photo Credit: Stephen Smith – Art Zealous)



AD ART SHOW Red Carpet Wall (Photo Credit: Stephen Smith – Art Zealous)



"Dichroic Suspended" by Artist, Allison Harrell (Photo Credit: Patrick McMullan)



"Carbon Collision of the Diamond Mind" by Artist, Suzanne Anker (Photo Credit: Patrick McMullan)



"Immortal" by Artist, Alan Vladusic (Photo Credit: Stephen Smith – Art Zealous)