



MvVO ART General Press Release

MvVO ART has Created an Unprecedented All-Digital Contemporary Art Show
Open to Everyone in New York City During Frieze Week
Following Spectacular Debut at Sotheby's in 2018

AD ART SHOW 2019 is an All-Digital Art Experience
On LinkNYC & The Oculus at the Westfield World Trade Center

Artworks by Artists from Advertising Displayed, Promoted & Sold
Through a Unique Partnership between ART & Technology
All the Artworks are for Sale on the MvVO Art Website
Paintings, Photography, Mixed Media Works from \$100 to \$30,000

After a successful debut at Sotheby's, MvVO ART, creator of AD ART SHOW, is bringing contemporary art to the streets of New York on 140 LinkNYC digital displays in key New York neighborhoods and to the monumental screens at the Oculus at the Westfield World Trade Center, a major art, culture and retail destination in the new design district in Manhattan.

Digital images of artworks by AD ART SHOW artists will appear on LinkNYC displays during Frieze Week (May 1 to 4, 5 to 7pm) and will also be displayed on the monumental screens of the Oculus at the Westfield World Trade Center

during the entire month of May daily —including NYCxDESIGN (May 10 to 22) 10am to 8pm, Monday through Saturday, and 11am to 7pm on Sundays). All the artworks—painting, photography & mixed media—are for sale on the MvVO Art website.

This unprecedented all-digital art show will introduce millions of art lovers, novice & experienced collectors, art world professionals, tourists and the general public to the talented contemporary artists working in advertising and related fields. These artists are following in the footsteps of Warhol, Magritte, Toulouse-Lautrec, Haring and many other famous names in art who either launched their careers while working in advertising or pursued dual careers for decades.

“Going all-digital for the display of AD ART SHOW 2019 is part of our mandate to find innovative ways to expand the art market. We want both new and established collectors to get excited about our artists. The show at the Oculus and LinkNYC, is an opportunity for collectors to discover a talented group of artists and for art lovers to become first-time collectors. More and more artists get noticed on Instagram and other social media and this is translating into online sales which are up 9% from last year and currently estimated at \$6million globally. Our show is taking this trend one step further by bringing an art experience directly to people where they walk, shop and dine. And by making the works available on our Artsy e-gallery page everyone can access via our website.” Maria Van Vlodrop, founder of MvVO ART

The AD ART SHOW selection committee is chaired by Laura Skoler (Board of Directors, New Museum, NYC, and the Daniel and Florence Guerlain Drawing Foundation, Paris) and includes:

- Isaac Aden (Chief Curator AD ART SHOW and 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) • 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 – (Senior Art Specialist - post war and contemporary art) • Lisa Schiff – (Founder & President, SFA Art Advisory) • Eric Shiner – (Artistic Director, White Cube, former SVP Contemporary Art at Sotheby’s and former Director, Andy Warhol Museum). This discerning committee of art world professionals will assure the high quality and extraordinary creativity of the art. In addition, a jury of established collectors will determine the winning artists in the show.

MvVO ART is closely working with **NBCUniversal as presenting sponsor** and **in partnership with Westfield** and **sponsor Systech** to make AD ART SHOW an innovative annual event on the New York City art calendar. Other partners include: Artnet, NYCxDESIGN, The One Club for Creativity, WPP, GroupM, SVA (the School for Visual Art), The Alliance for Downtown Manhattan, The Clarion List, Franklin Furnace, Lawlor Media Group, and 100 Coconut.

The MvVO ART team includes: Maria Van Vlodrop Founder & CEO; Isaac Aden, Chief Curator, Roger Allen Bentley, Chief Creative Director and a team of Art, Technology and Business Development professionals (for more information about the MvVO ART team : <https://www.mvvoart.com/our-team>)