

# M E D I A     A L E R T

## **MvVO ART's AD ART SHOW** **Inaugural Art Talk Event,** ***'Is Advertising Home To the Next*** ***Big Name in Art?'*** **at the Southampton Arts Center**



New York, NY ---- **MvVO ART**, an innovative art venture dedicated to Creating Opportunities for Artists, announced the launch of its newest art venture **AD ART SHOW**. “The goal of **AD ART SHOW** is to reveal and celebrate Contemporary Art created by Advertising professionals and those who have evolved out of an Advertising heritage. Warhol, Magritte, Rosenquist, Lautrec, and many other art luminaries worked in Advertising before becoming the acclaimed artists we revere today. Perhaps **AD ART SHOW**

will discover the next big name in Art?” said **Maria van Vlodrop**, **MvVO ART** Founder & CEO.

**AD ART SHOW** will pre-launch with an Art Talk led by a panel of Art and Advertising experts entitled, *‘Is Advertising Home to the Next Big Name in Art?’* at the Southampton Arts Center, Southampton, New York on July 5, 2017 (5:30pm to 8:00pm). Guests will enjoy wine, refreshments and enticing bites with Special guest Ron Burkhardt — an award-winning Creative Director with over 200 creative awards and a prominent contemporary Artist with over 60 gallery shows. Ron is a perfect example of an Artist coming out of the world of Advertising and gaining prominence in the contemporary Art world.

**MvVO ART** will launch **AD ART SHOW** in 2018 which will be open to Artists currently working in or with roots in Advertising in New York, USA and Internationally. Artist submissions (including paintings, sculpture and photography) which will be vetted by a Jury of art experts. Full program details will be announced this Fall. Sponsors and Partners include: **Douglas Elliman Real Estate, The One Club for Creativity, Adforum, Tumblr, The Clarion List, Katapult Art Management, Buoy One, Belvoir Fruit Farms, Hampton Cigar Company, Lieb Cellars, Lucine Almas** and the **Southampton Arts Center**, with more to be announced soon. **MvVO ART** is a proud supporter of Artistic Dreams International.

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**About MvVO ART:**

MvVO ART is a New York based art venture dedicated to creating opportunities for artists, art lovers and brands to form powerful partnerships. Founder and CEO, Maria van Vlodrop is a global business development executive with a track record in establishing new advertising, technology and art ventures.

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

**Maria van Vlodrop**

**President, MVVO ART**

Maria van Vlodrop has built businesses and brands in the US and Europe. She blends blue-chip marketing expertise with 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 amongst others. Maria received her Master's degree from the London School of Economics.

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