

M E D I A A L E R T



Catching Art Lovers on the Move MvVO ART is Bringing Contemporary Art to LinkNYC During Frieze Week

MvVO ART Opens Call to Artists for Submissions to AD ART SHOW 2019

AD ART SHOW celebrates creativity and the ART by Artists of Advertising



MvVO ART, creator of **AD ART SHOW**, is turning the streets of New York's most art-centric neighborhoods into a revolutionary Art Show, digitally exhibiting the work of artists from advertising on the **LinkNYC** network on select streets during **Frieze Week**—May 1 to 4, 2019.

The Call for Artists submissions is from December 18 to January 31. For more information or to submit work to the show, visit the MvVO ART site (www.mvvoart.com). The selection committee is made up of contemporary art experts and influential collectors.

AD ART SHOW celebrates the ART created by artists currently working in advertising, or with roots in the advertising/design/commercial arts industries, as they follow in the footsteps of Warhol, Magritte, Haring, Dali and the many other world-renowned artists who worked in advertising.

The inaugural AD ART SHOW 2018 was a phenomenal success, bringing the Art, Media and Advertising world together for a 4 day show at Sotheby's with 92 artists from advertising from around the world. AD ART SHOW 2019 transforms the LinkNYC network into an outdoor art show during the biggest week of the City's art calendar—Frieze Week.

"The sky is the limit in this celebration of creativity!! We're looking for new ways to bring Art to people and bringing AD ART SHOW to LinkNYC will change the way people see—and buy—art, catching people on the move, where they live and work. If they like what they see they can check out the MvVO ART e-gallery on Artsy where the works will be viewed by millions of collectors across the globe. This is the next step in the ever-changing contemporary art scene," said **Maria van Vlodrop, Founder and CEO of MvVO ART**.

MvVO ART is an innovative art venture bringing ART and Commerce together, by creating new opportunities for artists and businesses. For more information about MvVO ART and AD ART SHOW 2019 contact info@mvvoart.com

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>

Tumblr: <http://mvvo-art.tumblr.com/>

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 contemporary artists and specifically artists from advertising with AD ART SHOW now in its second year. MvVO ART is located at the center of business & art – New York.

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