

M E D I A A L E R T



MvVO ART Launched Unprecedented All-Digital Contemporary Art Show with Opening Reception at Three World Trade Center

Photo of the exhibition



MvVO ART AD ART SHOW at Westfield World Trade Center
(Photo Credit: Patrick McMullan)

***AD ART SHOW 2019 is an All-Digital Art Experience
Displayed at the Oculus at the Westfield World Trade Center and on LinkNYC.***

***Artworks by Artists from Advertising are Displayed, Promoted & Sold
Through a Unique Partnership between ART & Technology.***

After the 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.

The groundbreaking **AD ART SHOW 2019** launched with a cocktail reception at 3 World Trade Center, presenting the Show's First Prize Winner **Gavin Benjamin**. The prize is a creative immersion day at NBCUniversal, presenting partner of AD ART SHOW and a curation session with an Art world professional.

The event featured VIP attendees Maria van Vlodrop (CEO & Founder, MvVO ART & AD ART SHOW), David Sable (WPP Executive & Chairman VMLY&R), Linda Yaccarino (Chairman of Advertising & partnerships, NBCUniversal), Charles Delana (EVP Global Entertainment & Brand Partnerships Uniball-Rodamco-Westfield), Andy Breslau (SVP Communications, Alliance for Downtown New York), Edward Hogikyan (Chief Marketing Officer, NYCEDC), Ara Ohanian (CEO, Systech), Laura Skoler (Board of Directors, New Museum & the Daniel and Florence Guerlain Drawing Foundation), Eric Shiner (Artistic Director – White Cube, Former SVP Contemporary Art Sotheby's & Former Director of the Andy Warhol Museum), Isaac Aden (Chief Curator and Artist, MvVO ART & AD ART SHOW), and Roger Allen Bentley (Chief Creative Director, MvVO ART & AD ART SHOW).

Other attendees included the jury: Alvin Hall, Susan Hancock, Linda Shirvanian. Debbie Rechler, John Friedman; Guests: Brenda von Schweickhardt, Shelley Lewis, Leesa Rowland Jean Shafiroff

To download high-resolution images from the event, please visit: <https://bit.ly/2ISJSiM>

(Photo Credit: Patrick McMullan)

To view the full gallery of images, please visit:

<https://www.patrickmcmullan.com/events/5cc84d2ffdfca4ebc000000/>

<https://www.gettyimages.com/search/2/image?events=775332336&family=editorial&recency=anydate&sort=oldest&page=1&suppressfamilycorrection=true>

Digital images of artworks by AD ART SHOW artists appeared on LinkNYC displays in New York during Frieze Week (May 1 to 4, 2019, 5:00 to 7:00pm) 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 —(10:00am to 8:00pm, Monday through Saturday, and 11:00am to 7:00pm on Sundays). All the artworks—painting, photography & mixed media—are available to purchase on the MvVO ART Artsy e-gallery via 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 and bring new opportunities to artists. 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 \$6 million globally (Art Basel & UBS Art market report). Our show is taking this trend one step further by bringing a digital experience directly to people where they walk, shop and dine. And by making the Art available on our Artsy e-gallery page everyone can access via our website, Mvvoart.com.” Maria Van Vlodrop, CEO & founder of MvVO ART & AD ART SHOW

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>)

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, and 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.

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

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Linda Yaccarino and Maria van Vlodrop (Photo Credit: Patrick McMullan)



Isaac Aden, Laura Skoler, Roger Allen Bentley and Maria van Vlodrop (Photo Credit: Patrick McMullan)



Linda Yaccarino (Photo Credit: Patrick McMullan)



Gavin Benjamin (Photo Credit: Patrick McMullan)



Dasha Dare and Yulia F. Kirpalani (Photo Credit: Patrick McMullan)



Meghan Taddeo, Olivia Walencik, Christina Ghillani, Alina Ohanian and Maria Varela (Photo Credit: Patrick McMullan)



David Sable (Photo Credit: Patrick McMullan)



Laura Skoler, Eric Shiner, Maria van Vlodrop and Charles Delana (Photo Credit: Patrick McMullan)



Ara Ohanian (Photo Credit: Patrick McMullan)



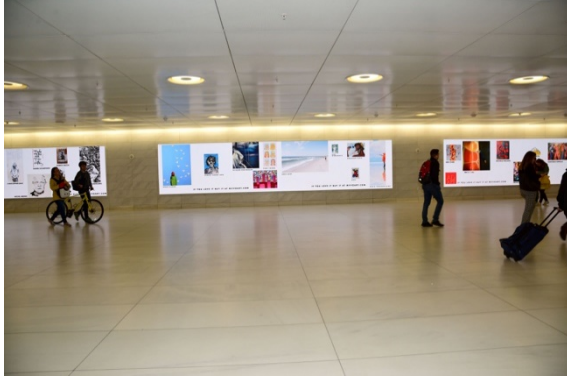
Maria van Vlodrop, Eric Shiner, Gavin Benjamin, Hyun Jung Ji and Laura Skoler (Photo Credit: Patrick McMullan)



Jean Shafiroff (Photo Credit: Patrick McMullan)



Leesa Rowland (Photo Credit: Patrick McMullan)



Oculus at the Westfield World Trade Center (Photo Credit: Patrick McMullan)

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