



**For Immediate Release:**

**MvVO ART, creator of AD ART SHOW announces the show's 2020  
Selection Committee of Top Contemporary Art Experts including  
Eric Shiner, Lisa Schiff, Paul Laster and other Art World Luminaries**

**AD ART SHOW May 4 to 31  
At the Oculus at the Westfield World Trade Center  
NBCUniversal is Presenting Sponsor**

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MvVO ART has announced the selection committee for AD ART SHOW 2020. Laura Skoler, Board of Directors, New Museum, NYC, and the Daniel and Florence Guerlain Drawing Foundation, Paris will chair the committee tasked with choosing the artists to be included in the show. All the artists submitting artwork have professional backgrounds in advertising and commercial design. Selected works will be displayed on the monumental screens at Santiago Calatrava's Oculus at the Westfield World Trade Center from May 4 to 31.

New Yorkers are invited to experience AD ART SHOW on a massive scale in an extraordinary venue and to buy the works of art via the MvVO ART Artsy online gallery [www.artsy.net/MvVO/Artists](http://www.artsy.net/MvVO/Artists). AD ART SHOW, now in its third year, celebrates creativity and offers talented artists with a background in advertising/design a unique platform to show their Art and an opportunity to be discovered by the art world.



AD ART SHOW was created for the artists following in the footsteps of Andy Warhol, Norman Rockwell, Rene Magritte, Edward Hopper and so many others who worked in advertising or maintained dual careers for decades.

“This is an artist-driven show. It’s about giving creative, ambitious, exceptionally talented individuals a cutting-edge platform designed to get their artwork noticed.” Maria van Vlodrop, MvVO ART Founder & CEO

Committee Members:

- Laura Skoler – Chair of the AD ART SHOW Selection Committee; Board of Directors, New Museum, NYC, and the Daniel and Florence Guerlain Drawing Foundation, Paris
- Isaac Aden, Senior Curator, Jerome A. Cohen and Joan Lebold Cohen Center for Visual Arts
- Julia Fowler, Executive Director, JP Morgan Chase Private Bank/Hunter College Art Advisory Council and curator AD ART SHOW 2020
- Norman Kleeblatt, Independent Curator & Critic
- Corina Larkin, Executive Director, CUE Art Foundation
- Paul Laster, Critic & Curator
- Lisa Schiff, Founder & President, SFA Art
- Eric Shiner, Executive Director, Pioneer Works, and former Director, Andy Warhol Museum

AD ART SHOW 2020 will open during Frieze Art Week with a reception on May 4 at WPP/GroupM (AD ART SHOW sponsors) and continue through the entire month of May. A jury of prominent art collectors will choose a winner to be announced on May 4, prizes include: a Creative Immersion Day at NBCUniversal (Presenting Sponsor), a special Clio Award for creativity outside the context of advertising, and professional art portfolio reviews.

AD ART SHOW sponsors and partners include: **NBCUniversal presenting sponsor, Westfield World Trade Center, Artnet, The Clio Awards, WPP, GroupM, Publicis and Zenith Media, Lawlor Media, The One Club for Creativity, Alliance for Downtown NY, NYCxDESIGN, School of Visual Arts NYC, The Gradient Group and Gameday Creative.**

The Artworks will also be displayed on MvVO ART’s Artsy online gallery for further viewing and purchase. <https://www.artsy.net/mvvo/artists>

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**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. In 2018, MvVO ART’s Founder & CEO, Maria van Vlodrop, global business executive created AD ART SHOW to celebrate creativity and the artists from advertising who create Art outside their day jobs. AD ART SHOW debuted successfully at Sotheby’s in New York with 100 artists and is now at the Oculus at Westfield World Trade Center. MvVO ART is poised to reimagine & redefine the relationship between Art & Commerce.



Website: <http://mvvoart.com>

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

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