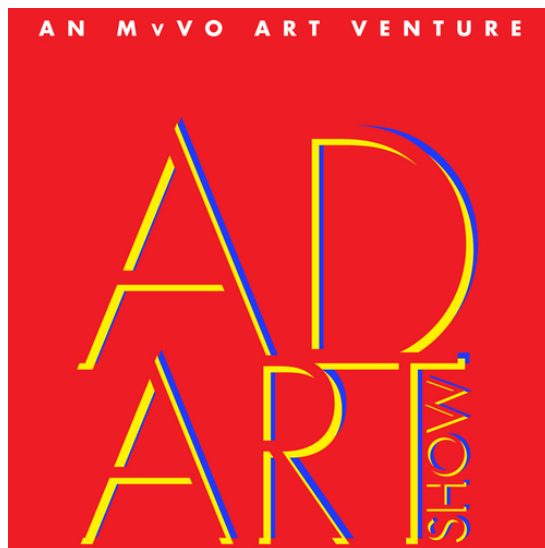# M E D I A   A L E R T

MvVO ART Announces
AD ART SHOW at Sotheby's ;
Call for Artists Opens

AD ART SHOW at Sotheby's
February 22-25, 2018 – New York City

AD ART SHOW - Call for Artists - Application Deadline: November 30, 2017

New York, NY ---- MvVO ART, an innovative art venture dedicated to Creating Opportunities For Artists, announced a Call for Artists submissions to AD ART SHOW - its newest art venture - during a reception at Y&R in New York City.

AD ART SHOW is a groundbreaking exhibition celebrating & showcasing a new generation of contemporary artists who have professional backgrounds in Advertising and/or Commercial Art—following in the footsteps of renowned artists including **Warhol, Rockwell, Magritte, O'Keefe, Hopper, Ruscha, Rosenquist, Kruger,** and so many other artists—often maintaining dual careers for decades. "It's time to add more names to that list!" says Maria van Vlodrop, MvVO ART Founder & CEO.

Fine artists who work/ed in Advertising or Commercial Art and create in the following mediums: painting, sculpture, photography, works on paper, mixed-media and video-art are invited to apply and submit high resolution digital files of their work, via the MvVO ART website: www.mvvoart.com, for review by the MvVO ART Selection Committee—comprised of respected art experts, led by **Laura Skoler**, longtime Board member of the New Museum and the Daniel and Florence Guerlain Contemporary Art Foundation.

Fifty artists will be selected to participate in AD ART SHOW, and one or more of these artists will be awarded a Prize of Distinction by a prominent Jury of art collectors.

Participating artists will also have a presence on **Artsy.com** via **MvVO ART**—reaching a vast audience of global collectors.

Artists selected to participate in **AD ART SHOW** will have a unique opportunity to take their art career to the next level in an exclusive exhibition at **Sotheby's**, where their work will be showcased February 22–25, 2018.

Isaac Aden, Eric Shiner (Photo Credit: Teresa Pyskaty)

MvVO ART brought together luminaries from both Art and Advertising to announce the official AD ART SHOW 'Call For Artists' launch with a cocktail reception and statements from key Sponsors & Partners at Y&R in New York City.

MvVO ART's AD ART SHOW has the support of industry leaders in Art, Advertising & Media, as represented by event Speakers, **Laura Skoler**, longtime Board member of the **New Museum** and the Daniel and Florence **Guerlain Contemporary Art Foundation**, **Eric Shiner**, Senior Vice President, Contemporary Art at **Sotheby's** and former Director of the Andy Warhol Museum, **Linda Yaccarino**, Chairman, Advertising Sales & Client Partnerships, **NBCUniversal** and

David Sable, Global CEO, **Y&R.**

AD ART SHOW Presenting Sponsor is NBC Universal, and growing list of Partners include The One Club for Creativity, Maydream: Adforum/The Epica Awards and Y&R—the first of many advertising agencies to champion artists in advertising.

"The One Club for Creativity is proud to support MvVO ART's Call for Contemporary Artists from Advertising. The One Club awards creative excellence in advertising and we are excited to see the best works of art that talented advertising professionals will exhibit at the AD ART SHOW 2018," says Justin Epstein of The One Club for Creativity.

David Sable, Linda Yaccarino
(Photo Credit: Teresa Pyskaty)

Laura Skoler, Maria van Vlodrop
(Photo Credit: Teresa Pyskaty)

ABOUT MvVO ART

MvVO ART is a New York based art venture dedicated to creating opportunities for artists, art lovers and brands to discover each other and form powerful partnerships. Maria van Vlodrop, Founder & CEO, MvVO ART has built businesses and brands the US and Europe.

MvVO ART is a proud supporter of **Artistic Dreams International** and **Franklin Furnace.**

Website: http://www.mvvoart.com/
Instagram: https://www.instagram.com/mvvoart/
Facebook: https://www.facebook.com/mvvoart/
Twitter: https://twitter.com/MvVOArt

The AD ART SHOW Call for Artists deadline is November 30, 2017.
INQUIRIES: info@mvvoart.com