

# P O S T - E V E N T M E D I A                      A L E R T

**MvVO**  
ART



## **Innovative Art Venture MvVO ART Launched Brussel's Accessible Art Fair in New York Featuring a Star-Studded Debut at the National Arts Club**



### **WHAT:**

**MvVO ART** Founder and CEO **Maria van Vlodrop** brought the Accessible Art Fair from its home in Brussels to the New York art scene this past November 2016 for an unrivaled debut. **MvVO ART** put a unique New York spin on the accessible art fair concept, exhibiting the work of contemporary artists in the iconic **National Arts Club** for an entire month. With parties, art talks, New York art experts, art sales and the participation of major corporate sponsors such as *Brussels Airlines* and *Stoli Elit Luxury Vodka*, and partners such as *artnet*, the fair was a huge success. Artworks from more than 50 top emerging artists hand selected by an expert jury, were viewed by attendees such as actor **Alan Cumming**, Belgian Consul General **Marc Calcoen** and film producer **David W. Schoner Jr.**

Said **Maria van Vlodrop**; "The MvVO ART team is thrilled at the response we got to our first venture. We're planning next year's fair and other original art experiences in New York."

The sales numbers were also excellent for an inaugural Fair - **55 works of art were sold during the fair**. Many artists will go on to host studio visits for fair attendees, and continue with post-fair sales. Sales opportunities are also extended through **Invaluable.com** in December.

**MvVO ART** is an art and lifestyle market innovator bringing creative, art-infused experiences to New York City. Following this first passion project, **Maria van Vlodrop** has set out to re-imagine the relationship between art and commerce, as MvVO ART will be creating innovative opportunities for artists, art lovers, art collectors, art insiders, and corporate sponsors to discover each other and form powerful creative partnerships. For more information about MvVO ART, please visit [www.mvvoart.com](http://www.mvvoart.com).

2016 sponsors and partners included: **Stoli Elit Ultra Luxury Vodka**, **Brussels Airlines** (official airline), **Neuhaus Belgian Chocolates**, **artnet** (primary media partner), **Tumblr**, **One Art Nation**, **The Clarion List**, **BelCham**, **Christie's Collectrium**, **The Lowell Hotel**, **Racine Berkow Associates**, **The Art Conference** and **Lawlor Media Group**. A portion of ticket sale proceeds is being donated to **Friends of Materials for the Arts (MFTA.org)**, New York's premier creative reuse center.

To download a selection of images from the Accessible Art Fair New York presented by MvVO ART, please visit: <http://bit.ly/2fCHkaS>

Photo Credit: Teresa Pyskaty / Patrick McMullan (see individual images for credit)

**WHEN:**      **November 1-25, 2016**

**WHERE:**     **The National Arts Club**  
15 Gramercy Park South  
New York, NY 10003

#### **About MvVO ART:**

MvVO ART is a new art venture dedicated to creating innovative opportunities for artists, art lovers, art collectors, art insiders, and corporate sponsors to discover each other and form powerful creative partnerships. MvVO ART's founder, Maria van Vlodrop is a global business development executive with an impressive track record founding new businesses and establishing brands. MvVO ART's first passion project was bringing the Accessible Art Fair from its home in Brussels to the New York art scene. The Accessible Art Fair New York presented by MvVO ART put a unique New York spin on the art fair concept, exhibiting the work of contemporary artists in the iconic New York Arts Club for an entire month of art experiences. MvVO ART established itself as an art and lifestyle market innovator bringing contemporary art and creative art-infused experiences to New York City. MvVO ART is poised to re-imagine and re-make the relationship between art and commerce.

#### **MvVO ART:**

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

Facebook: [AccessibleArtFairNewYork](#) | Instagram: [mvvoart](#) | Twitter: [@MvVOArt](#)

#### **Accessible Art Fair New York presented by MvVO ART:**

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

Facebook: [AccessibleArtFairNewYork](#) | Instagram: [accafny](#) | Twitter: [@accafny](#)

#### **PRESS CONTACT**

Norah Lawlor | Lawlor Media Group | [www.lawlormediagroup.com](http://www.lawlormediagroup.com)

[Norah@lawlormediagroup.com](mailto:Norah@lawlormediagroup.com) | Tel: (212) 967-6900

Facebook: [LawlorMediaGroup](#) | Instagram: [lawlormedia](#) | Twitter: [@LawlorMedia](#)



Alan Cumming (Photo Credit: Teresa Pyskaty)



Maria van Vlodrop (Photo Credit: Teresa Pyskaty)



Miek Calcoen, Marc Calcoen (Photo Credit: Patrick McMullan)



Nicholas A. Marino, David W. Schoner Jr. (Photo Credit: Teresa Pyskaty)



Laurie Victor Kay (Photo Credit: Patrick McMullan)



Grant Collier (Photo Credit: Patrick McMullan)



Ruth Noam (Photo Credit: Teresa Pyskaty)



Fabean Huleux (Photo Credit: Patrick McMullan)



Gemma Gene (Photo Credit: Patrick McMullan)



Atmosphere (Photo Credit: Patrick McMullan)

