

P O S T - E V E N T

M E D I A A L E R T

MvVO ART'S AD ART SHOW

Inaugural Art Talk Event,

'Is Advertising Home To the Next Big Name in Art?'

at the Southampton Arts Center



New York, NY ---- **MvVO ART**, an innovative art venture dedicated to Creating Opportunities for Artists, launched its newest art venture, **AD ART SHOW**, which will debut in spring 2018. The goal of **AD ART SHOW** is to showcase and celebrate contemporary artists in advertising and those who have evolved out of an advertising heritage.

"So many luminaries – including Warhol, Magritte, Rosenquist, Lautrec, and Rockwell - worked in advertising before becoming the acclaimed artists we revere today. These artists' success confirms that the advertising industry is home to tremendous creative talent, and I can't wait to bring that talent to the spotlight at **AD ART SHOW** next spring in New York city," said **Maria van Vlodrop., Founder and CEO, MvVO ART.**

MvVO ART pre-launched its **AD ART SHOW** venture with an Art Talk led by a panel of Art and Advertising experts entitled, *'Is Advertising Home to the Next Big Name in Art?'* at the Southampton Arts Center, Southampton, New York on July 5, 2017. Douglas Elliman Real Estate was the presenting sponsor at Wednesday's Art Talk. Guests included **Melody Newberry, TR Prescod, Brian Tymann, Ronni Shapiro, Lucy Presner, Kevin Berlin, Eleanor Kobel, Michael Daly, Isaac Aiden, Cindy Farkas Glanzock, Kyle Collins and Naomi Hargarty.**

Panelists included **Patricia Corrigan** as Moderator (writer and Editor, CBS Radio Network). Speakers included **Ron Burkhardt** (contemporary Artist and Award-Winning Creative Director), **Giancarlo Impiglia** (Prominent contemporary artist and Lecturer in Art History), **Brenda von Schweickhardt Exline** (Luxury brand advisor and former Ad Agency Founder & CEO), and **Judith Schultz** (Art dealer, advisor, collector, and former gallerist).

The panelists shared experiences specific to their respective areas of the art and advertising industries as gallerists, collectors, art lecturers, advertisers, and artists and discussed the countless contributions that artists with advertising backgrounds have made to art. The panelists addressed the fact that despite these contributions, artists with advertising backgrounds remain underrepresented in the art world.

"After hearing this year's panelists reaffirm that artists with advertising backgrounds are untapped resources in the art world, I am more confident than ever that **MvVO ART** can discover the next big name in art through **AD ART SHOW**," said **van Vlodrop**.

After the presentation and discussion, guests mingled in the gardens of the Southampton Arts Center and enjoyed delicious wine from Lieb Cellars, refreshing beverages courtesy of Belvoir Fruit Farms, and enticing bites provided by Buoy One. Hampton Cigar Company provided a premium giveaway package at the conclusion of the event.

MvVO ART will launch **AD ART SHOW** in spring 2018. The show will exhibit artists currently working in or with roots in advertising in New York, the United States, and internationally. Artist submissions (including paintings, sculpture, photography, and mixed media) will be selected by a jury of prominent art collectors.

Full program details will be announced Fall 2017. Sponsors and Partners include: Douglas Elliman Real Estate, The One Club for Creativity, Adforum, Tumblr, The Clarion List, Katapult Art Management, Buoy One, Belvoir Fruit Farms, Hampton Cigar Company, Lieb Cellars, Lucine Almas, and the Southampton Arts Center, with more to be announced. **MvVO ART** is a proud supporter of Artistic Dreams International.

To download a selection of images from the **AD ART SHOW** Art Talk presented by MvVO ART, please visit: <http://bit.ly/2syrBLF>

Photo Credit: Rob Rich/SocietyAllure.com

To view a full gallery of Rob Rich/SocietyAllure.com images, please visit:
<http://www.societyallure.com/Hamptons-2017/AD-ART-at-Southampton-Arts-Center-in-Southampton-on-7-6-17/>

About MvVO ART:

MvVO ART is a New York based art venture dedicated to creating opportunities for artists, art lovers and brands to form powerful partnerships. Founder and CEO, Maria van Vlodrop is a global business development executive with a track record in establishing new advertising, technology and art ventures. Website: <http://www.mvvoart.com/>

Maria van Vlodrop

Founder and CEO, MVVO ART

Maria van Vlodrop has built businesses and brands in the US and Europe. She blends blue-chip marketing expertise with 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 amongst others. Maria received her Master's degree from the London School of Economics.

https://www.linkedin.com/profile/public-profile-settings?trk=prof-edit-edit-public_profile

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Maria Van Vlodrop (Photo Credit: Rob Rich/Society Allure)



Ron Burkhardt, Brenda von Schweickhardt (Photo Credit: Rob Rich/Society Allure)



Ron Burkhardt, Brenda von Schweickhardt, Maria Van Vlodrop, Giancarlo Impiglia, Judith Schultz
(Photo Credit: Rob Rich/Society Allure)



Judith Schultz, Giancarlo Impiglia, Ron Burkhardt, Brenda von Schweickhardt, Patricia Corrigan
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Patricia Corrigan (Photo Credit: Rob Rich/Society Allure)



Genevieve Ohanian, Loris Vlodrop (Photo Credit: Rob Rich/Society Allure)



TR Prescod, Patricia Corrigan (Photo Credit: Rob Rich/Society Allure)



TR Prescod (Photo Credit: Rob Rich/Society Allure)



Elenor Kobel, Christine De La Garza, Maria von Vlodrop, Genevieve Ohanian, Melody Newberry
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Kevin Berlin, Isaac Aden, Maria Van Vlodrop (Photo Credit: Rob Rich/Society Allure)



Giancarlo Impiglia (Photo Credit: Rob Rich/Society Allure)



Irene Dickey (Photo Credit: Rob Rich/Society Allure)



Lucy Presner (Photo Credit: Rob Rich/Society Allure)



Brian Mott, Cindy Farkas, Jimmy Mack, Naomi Glazroc (Photo Credit: Rob Rich/Society Allure)



Ira Levy, Helene Safdie (Photo Credit: Rob Rich/Society Allure)