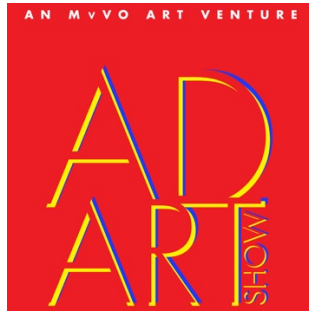


M E D I A A L E R T

MvVO
ART

**MvVO ART Announces AD ART SHOW
at Sotheby's in New York
February 22-25, 2018**

**The First Art Show to Celebrate
A New Generation of Artists from the Advertising World**



MvVO ART, an innovative New York-based art venture, invites art lovers to discover a new generation of contemporary Artists from Advertising & Commercial Art. Says Founder & CEO Maria van Vlodrop, "AD ART SHOW is a platform for discovering exciting new emerging artists that come from this historically rich landscape –following in the footsteps of Warhol, Magritte, Rockwell, O'Keefe, Hopper, Haring, Rosenquist & so many other renowned artists.

This groundbreaking art show and MvVO ART's newest art initiative, will be held at Sotheby's New York from February 22-25, 2018.

AD ART SHOW features a selection of global artists chosen by an esteemed committee of contemporary art professionals, chaired by Laura Skoler, Board of Directors, New Museum, NYC and the Daniel and Florence Guerlain Drawing Foundation, Paris; and includes: Isaac Aden – 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 • Deborah Harris – Former Deputy Director, The New York Armory Show • 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 – Gracie Mansion Gallery • Lisa Schiff – Founder & President, SFA Art Advisory • Eric Shiner – Senior Vice President, Contemporary Art, Sotheby's and former Director, Andy Warhol Museum.

Proud Partnerships

AD ART SHOW is supported by the art world and the advertising & media community, including Presenting Sponsor, NBCUniversal, and Partners: Artsy, The One Club for Creativity, SRI Fine Art Services, Y&R, Geometry Global, Adforum, NYCxDESIGN, The School of Visual Arts, The Clarion List, Belvoir and Neuhaus.

MvVO ART is also collaborating with NYCxDESIGN, New York City's annual celebration of design administered by the New York City Economic Development Corporation (NYCEDC), to celebrate the dynamic relationship between creativity and commerce in New York and introduce new audiences to New York's artists and commercial designers.

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

Annual Event

AD ART SHOW is set to become an annual event with artists and sponsors ready to take part in 2019.

AD ART SHOW - Tickets

Complimentary General Admission Tickets, Courtesy of MvVO ART– Registration Required

Tickets Available at:

<http://mvvoart.com>

<https://adartshow-mvvoart.eventbrite.com>

AD ART SHOW - Exhibiting Artists

MvVO ART is proud to present all participating artists and their exhibiting work via Artsy.

<https://www.artsy.net/mvvo>

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, 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 emerging artists. MvVO ART is located at the center of business & art – New York City.

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