

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



MvVO ART AD ART SHOW 2022
Opening Reception & Winners Presentation
Hosted by Havas New York



Isaac Aden, Laura Maness, Laura Skoler, Eric Shiner, Maria van Vlodrop (photo credit MvVO ART)

MvVO ART, creator of AD ART SHOW, held an Advertising Industry Opening Reception hosted by **Havas New York** in downtown Manhattan. The reception was the official kickoff to the AD ART SHOW 2022 going on May 1-31, 2022, at **Westfield World Trade Center inside the Oculus**.

Many artists from this year's show, as well as some from previous years, attended the winners presentation, saw previews of the show on various screens, and enjoyed wine sponsored by Havas New York and Annex88 client **Stags' Leap Winery**, one of Treasury Wine Estates' properties, and hors d'oeuvres. Following the reception, guests were invited to the Oculus to watch the AD ART SHOW 2022 on the monumental screens.

Notable attendees included: **Maria van Vlodrop, Laura Maness, Dan Lucey, Laura Skoler, Isaac Aden, Eric Shiner, Chanell Angeli, Parme Marin, Layla Nami, Lindsay Stein, Will Lewis, and Loris van Vlodrop.**

During the reception, MvVO ART announced that **Chanell Angeli** had won first place in the AD ART SHOW 2022. Chanell Angeli received a **Specialty Clio in Contemporary Art** from the MvVO ART jury of collectors. Her work as a mixed-media artist of Caribbean descent draws on her heritage as well as her interest in the relationship between poetry and visual art to create immersive experiences that explore themes of the divine feminine and the African Diaspora. Her work is full of emotional depth and intelligence.

Parme Marin and **Layla Nami** were also named winners of the 2022 show. Parme Marin explores "**La Peau**" (the skin) by creating works of art out of leather, hair, and wood. Layla Nami's vibrant imagery is influenced by Persian folktales, medieval tapestries, and illuminated manuscripts.

"The talent represented in the 2022 selection of 120 artists is extraordinary. When people comment on the diversity of our artists, I can only say that this is organic and reflects the creative people with roots in advertising and commercial design. The diversity of artistic talent is on display. Discover them daily on MvVO ART's Instagram (@mvvoart)" said **Maria van Vlodrop, MvVO ART CEO and Founder**. In 2020, Maria van Vlodrop was named as a "Cultural Shaper" in Adweek's annual Creative 100 List.

In 2018, MvVO ART debuted AD ART SHOW at Sotheby's New York. The 2022 edition, now in its fifth year, brings art directly to people by converting an advertising platform—the massive digital screens at Westfield World Trade Center inside the Oculus in New York—into a public gallery space for an entire month. From May 1 to 31, 2022, the iconic Oculus, designed by Santiago Calatrava, will be transformed into an inspiring contemporary art destination.

The artists who are taking part have backgrounds in advertising/design or other related fields. They are following in the footsteps of Andy Warhol, Rene Magritte, and Edward Hopper, among others. Historically, some artists have made the leap, but the barriers remain; and the MvVO ART/AD ART SHOW opens the doors for these talented artists with direct connections to the art world in a celebration of artistic discovery open to all art lovers. It serves as a link between the art world and the advertising world.

In keeping with the historical connections between Art and Advertising, MvVO ART/AD ART SHOW includes influential figures in both contemporary Art and Advertising on the initial Selection Committee and Jury of Collectors. **Laura Skoler**, Board of Directors, New Museum, NYC, and the Daniel and Florence Guerlain Drawing Foundation, Paris chairs both the Selection Committee and the Jury. **Eric Shiner**, a noted curator and formerly the Director of the Andy Warhol Museum, serves on the selection committee. Demonstrating their support and enthusiasm for the artists in advertising, **Pum Lefebure**, Co-founder & Chief Creative Officer, Design Army and **Nils Leonard**, Creative Founder, Uncommon Creative Studio also serve on the selection committee

Artworks by MvVO ART/AD ART SHOW 2022 artists can be purchased on the MvVO ART gallery page on **Artsy**—the premiere site for Art collectors. To access the online gallery, go to www.mvvoart.com/artist-gallery.

For hi-res images from reception, visit: <https://bit.ly/3FuBAIj>
(Photo credit MvVO ART)

For more information and art about AD ART SHOW winners: <https://bit.ly/3vj1s5p>

MvVO ART: www.mvvoart.com

About MvVO ART:

MvVO ART, creator of AD ART SHOW (the art of artists from advertising) is a New York based innovative art venture dedicated to creating new opportunities for artists, art lovers & brands to discover each other and form powerful partnerships. MvVO ART's Founder & CEO, Maria van Vlodrop is in Adweek's 100 Creative list as top ten cultural shaper in the pandemic and beyond.

Website: <http://mvvoart.com>

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

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

About The Westfield Network:

Launched in 2017, The Westfield Network is the largest digital out-of-home media network in the U.S. that features real-time capture of consumer engagement and demographics. It provides meaningful analytics to optimize advertising content, making it more relevant and engaging for the customers in proximity to a screen at any given time. More than 400 brands in leading consumer retail, luxury, entertainment, and telecom have advertised on the network to date.

About Havas New York:

Havas New York is one of 60+ full-service Villages and the North American flagship agency of Havas Creative Group, a powerful network of creative agencies with the most modern capabilities and talented people in the business. At Havas New York, we are a creative company with soul, breaking tradition in our category to help progressive marketers speak the modern language of advertising through culture, design, and technology—creating better, more meaningful brand experiences. Creatives are creators who deliver work designed to raise consciousness and inspire conversation in the real world, not the advertising space. Learn more at our website, ny.havas.com, or follow us on Twitter @HavasNYC, Facebook and Instagram @HavasNYC.

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AD ART SHOW 2022 Winners Parme Marin, Chanell Angeli, Layla Nami (photo credit MvVO ART)



Maria van Vlodrop (photo credit MvVO ART)



Isaac Aden (photo credit MvVO ART)



Loris van Vlodrop (photo credit MvVO ART)



Laura Maness (photo credit MvVO ART)



Chanell Angeli (photo credit MvVO ART)



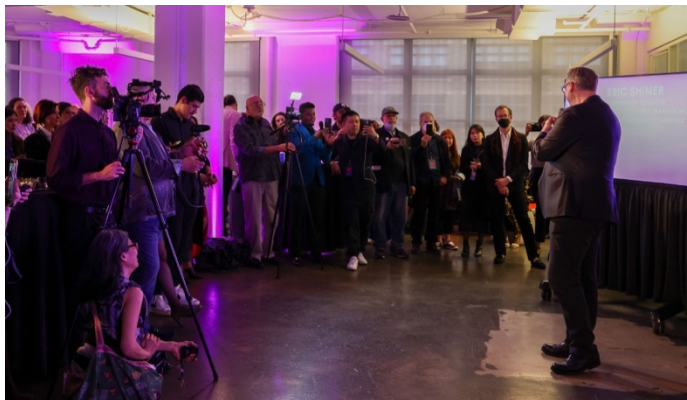
Laura Maness, Maria van Vlodrop, Lindsay Stein (photo credit MvVO ART)



Alec Ohanian, Meghan Taddeo, Kathleen Scovel, Alina Ohanian, Molly Tucker (photo credit MvVO ART)



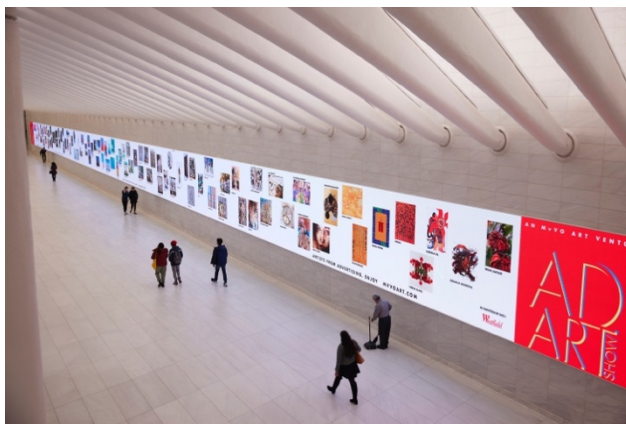
Atmosphere (photo credit MvVO ART)



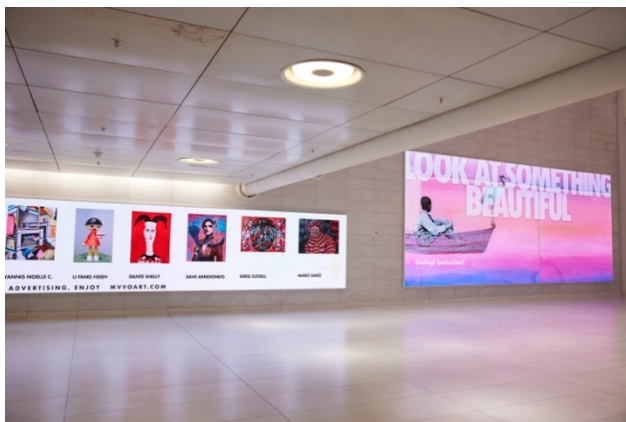
Atmosphere (photo credit MvVO ART)



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MvVO ART AD ART SHOW 2022 at Westfield World Trade Center inside the Oculus (photo credit MvVO ART)



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