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**FOR IMMEDIATE RELEASE**

**Team Michael Daly at Douglas Elliman Real Estate Partners with MvVO ART to Sponsor 2021 AD ART SHOW**

AD ART SHOW brings ART and Advertising Together  
5/3 – Virtual Opening with East End Resident Chad Smith of the Red Hot Chili Peppers

**New York, NY (April 20, 2021)** – The Hamptons-based Team Michael Daly at [Douglas Elliman](#), one of the largest independent residential real estate brokerages in the United States, is pleased to announce their sponsorship of the AD ART SHOW, which returns this year to the Oculus at the Westfield World Trade Center, May 1<sup>st</sup> – May 30<sup>th</sup>.

Eleanor Daly Kobel, A Gold Award member of Team Michael Daly, has worked closely with **MvVO ART**, creator of **AD ART SHOW**, for several years as a partnership consultant and on business development, making valuable contributions to this incredible show and leading to the team's sponsorship this year.

“We’re so happy to support MvVO ART in their dedication to creating innovative opportunities for artists to get discovered by both the art world and the general public,” said Kobel. “A Hamptons-based organization, MvVO Art has deep ties to the community and first hosted the inaugural event for AD ART SHOW at The Southampton Arts Center. We’re proud of those local roots and it’s been a joy to contribute to the growth and success of the show over the years.”

“We’re very grateful for Eleanor’s efforts and the support of Team Michael Daly at Douglas Elliman,” said Maria van Vlodrop, MvVO ART Founder & CEO. “We’re thrilled to have a local partner in the Hamptons, which is itself so steeped in the art world, and where I both live and founded this organization. This year we are deeply honored to have Chad Smith, who has also long called the Hamptons home, featured as a guest artist. His North American fine art tour, presented by Road Show Company, has been extraordinary and we look forward to presenting his art alongside our talented artists.”

AD ART SHOW 2021 will return to the monumental screens inside the **Oculus at the Westfield World Trade Center** in New York (May 1 to 30, 2021) with Chad Smith—Red Hot Chili Peppers, Grammy Award-winning drummer and fine artist—as the featured guest artist and host of the show’s virtual opening on May 3, 2021 at 4pm EST during Frieze week ([RSVP](#) to the virtual opening). Artworks by Chad Smith will be

exhibited on the final weekend of the show (May 29 & 30, 2021). Follow [MvVO ART](#) on Instagram for more information.

The unique AD ART SHOW experience brings ART directly to people—transforming an advertising platform into a gallery space in the middle of a major NYC transit hub, iconic architectural achievement (the Oculus by Santiago Calatrava) and shopping destination, all while revolutionizing the route that leads artists from underground buzz to recognition. The show launched in 2018 at Sotheby's New York and moved to the all-digital platform at the Oculus in 2019. Now in its fourth year, AD ART SHOW continues to innovate and expand opportunities for artists.

The artists of AD ART SHOW have a background in advertising/design and related fields. They are following in the footsteps of famous artists like Andy Warhol, Rene Magritte, Keith Haring who also had a commercial practice. Historically some artists have made the leap, but the barriers persist; and AD ART SHOW throws the doors open for these talented artists with direct connections to the art world.

The selection committee is comprised of art experts and a jury of collectors. For more information about MvVO ART visit [www.MvVOART.com](http://www.MvVOART.com)

### **About Douglas Elliman Real Estate**

Established in 1911, Douglas Elliman Real Estate is the largest brokerage in the New York Metropolitan area and one of the largest independent residential real estate brokerages in the United States. With more than 7,000 agents, the company operates approximately 105 offices in New York City, Long Island, The Hamptons, Westchester, Connecticut, New Jersey, Florida, California, Colorado, Massachusetts and Texas. Moreover, Douglas Elliman has a strategic global alliance with London-based Knight Frank Residential for business in the worldwide luxury markets spanning 61 countries and six continents. The company also controls a portfolio of real estate services including Douglas Elliman Development Marketing, Douglas Elliman Property Management and Douglas Elliman Commercial. For more information on Douglas Elliman as well as expert commentary on emerging trends in the real estate industry, please visit [elliman.com](http://elliman.com).

### **About MvVO ART:**

MvVO ART is a New York based innovative art venture comprised of a team of art, advertising & marketing professionals, dedicated to creating new opportunities for artists to go from underground buzz to recognition by the Art world, Art lovers, the general public and within their own organizations. In 2018, MvVO ART's Founder & CEO, Maria van Vlodrop, global business executive created AD ART SHOW to celebrate creativity and the artists from advertising who create Art outside their day jobs. AD ART SHOW debuted successfully at Sotheby's in New York in 2018 with 100 artists and is now at the Oculus at Westfield World Trade Center for a third year. MvVO ART is poised to reimagine & redefine the relationship between Art & Commerce. In 2020, Maria van Vlodrop was listed in Adweek's 100 Creative list as top ten cultural shaper in the pandemic and beyond.

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