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## **Award-winning creative entrepreneurs Nils Leonard and Pum Lefebure join AD ART SHOW 2021 jury**

- **Industry first: creative trendsetters bring advertising and fine art closer together**
  - **Red Hot Chili Peppers' Chad Smith opens show and exhibits art**

April 6, 2021, MvVO ART, creator of AD ART SHOW, has announced that Pum Lefebure and Nils Leonard will join the 2021 jury to select winning artists. The unique art show celebrates fine art created by artists working in the advertising industry.

Pum Lefebure joins the selection committee in the first round of judging comprising gallerists, museum curators and fine art professionals to choose seven finalists from 100 plus artists. Nils Leonard joins the second round of judging comprising art collectors where finalists present virtually to the panel to select the overall winner. Bennett D. Bennett of 600 & Rising acts as jury Chair.

This is the first time in the event's four-year history that the advertising community has been invited to join the fine art-focused jury.

**Nils Leonard, Creative Founder, Uncommon Creative Studio:** "Artistry and craft has always been at the core of any good advertising, branding and design. At Uncommon, we consciously collaborate with unexpected partners in art, photography, product design and film to help create meaningful projects.

Our industry's link to the art world seems to have been forgotten – it's important we remember its place and continue to cultivate artists from the ground-up. I'm thrilled to take part in this year's show."

**Pum Lefebure, Co-founder & Chief Creative Officer, Design Army:** "I am always balancing art + commerce with beauty + logic. When my mind signals it's time to re-charge I go to a museum to let my mind wander and my imagination be energized. The opportunity to be on a jury to see how people are creating in their "creative outlets" is intriguing and refreshing."

Nils and Pum are globally recognized creative pioneers with entrepreneurial business edge, mirroring the eclectic make-up of the AD ART SHOW jury.

The jury will judge categories in paintings, photography, mixed media, sculpture and design. The 2021 winning artist will be awarded a Clio in Contemporary Art together with a creative immersion day at NBCUniversal, AD ART SHOW's presenting sponsor. Winners are announced on May 3, 2021. Last year, Finnish graphic designer Anton Piktänen was voted winner

The 2021 all-digital AD ART SHOW brings art created by artists working for brands in advertising and related fields directly to art-lovers at the Oculus at Westfield World Trade Center— major NYC transportation hub and shopping destination. The art will also appear on Artsy, the world's leading online platform featuring star galleries, museum collections, foundations, artist estates, art fairs. Artsy is the largest online database of contemporary art

#### The Jury: round one

- Eric Shiner, Executive Director, Pioneer works (former head of contemporary art at White Cube, Sotheby's and Director of the Andy Warhol Museum)
- Jose Diaz, Chief Curator, Andy Warhol Museum
- Pum Lefebure, Co-Founder & Chief Creative Officer, Design Army
- Kayla Coleman, NYC Department of Cultural Affairs, Deputy Director, Percent for Art
- Corina Larkins, Executive Director, Cue Art Foundation
- Stephanie Baptist, Curator, Facebook Open Arts; Director, Medium Tings, Brooklyn
- Ed Hogikyan, Co-Founder, Former Executive Director, NYCxDesign
- Vicki Schneps, President Dan's Paper and AM New York Metro
- Isaac Aden, Senior Curator, Jerome A. Cohen and Joan Lebold Cohen Center for Visual Arts

#### The Jury: round two

- Bennett D. Bennett (Jury meeting Chair), Founder of 600&Rising and the Aerialist
- Laura Skoler, Chair, AD ART SHOW Art Selection Committee and Jury; Board of Directors, New Museum, NYC, and, Daniel and Florence Guerlain Drawing Foundation, Paris
- Nils Leonard, Creative Founder, Uncommon Creative Studio
- Art collectors: Alvin Hall, Jamie Hort, John Friedman, Debbie Rechler

MvVO ART is creating opportunities for emerging artists to become recognized in the world of Art.

Comments Maria van Vlodrop, Founder & CEO, MvVO ART, creator of AD ART SHOW "Pum and Nils bridge the gap between the worlds of art and advertising. Both beautifully articulate the importance of artistic outlet for people working in the intense atmosphere of advertising. Both recognize personally how agency support in this space inspires innovation and productivity. We share a similar vision and values and I'm incredibly proud to be partnering with Pum and Nils".

AD ART SHOW supporters include NBCUniversal (presenting sponsor), Westfield, The Clio Awards, The One Club for Creativity, WPP/ GroupM, The School of Visual Arts, NYCxDESIGN and Eatly.

#### **About the Show:**

Following its 2018 debut at Sotheby's, the AD ART SHOW returns to the Oculus at Westfield World Trade Center, NYC, and online at [www.mvvoart.com](http://www.mvvoart.com) May 1-30.

May 3 sees the virtual opening with Chad Smith of the Red Hot Chili Peppers, 4pm EST.

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