

# M E D I A A L E R T



## **MvVO ART Opens Three Holiday Boutiques on Artsy Gallery**

**MvVO ART**, is celebrating the holiday season with special Art buying opportunities on Artsy. Works by **AD ART SHOW 2020 artists** make the perfect gift choice. The three holiday boutiques are organized by price points (under \$1000, \$1000 to \$5000, and \$5000+). The boutique sites can be searched by art medium, size, and even by preferred color palettes. To access boutiques, click <https://www.artsy.net/mvvo/shows>

The **MvVO ART Artsy Holiday Boutiques** features paintings, photography, prints and works on paper. The variety of styles and prices suit beginner collectors through experienced art lovers looking for a special holiday treat

“This is not the year for family ski trips, romantic New Year’s travels or theater outings. We’re spending time at home and home is where the ART is!” *Maria van Vlodrop*, MvVO ART founder commented.

The AD ART SHOW roster of artists all work, or began their careers, in advertising. They are following in the footsteps of Warhol, Haring, Magritte, Rockwell and many other famous names. The artists were selected by a jury of contemporary art experts and their works were exhibited in the iconic Oculus at the Westfield World Trade Center in New York City, with NBCUniversal as presenting sponsor.

The MvVO ART Holiday Boutiques offer a wide selection of artworks that will appeal to many tastes. It’s an opportunity to introduce a young art lover to the pleasure of owning their first painting; it offers a longtime photography collector a chance to add excitement to their home office video conference backdrop; and a new work of Art is a wonderful way to make home feel truly special this time of year. The site search filters make shopping easy and fun—look for a small painting, a large print, a blue photograph... until you find the perfect gift.

In addition to AD ART SHOW artists, the MvVO ART Holiday Boutique features works by DSOV artists—a special MvVO ART exhibit during AD ART SHOW of works by rising black artists chosen for the show by other artists and contemporary art experts.

### **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, art lovers & brands to discover each other and form powerful partnerships. 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 with 100 artists and is now at the Oculus at Westfield World Trade Center for a second 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.

Website: <http://mvvoart.com>

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

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

### **PRESS CONTACT for MvVO:**

Norah Lawlor | Lawlor Media Group | [www.lawlormediagroup.com](http://www.lawlormediagroup.com)

[norah@lawlormediagroup.com](mailto:norah@lawlormediagroup.com) | Tel: (212) 967-6900 | @lawlormedia