

M E D I A A L E R T



MvVO ART/AD ART SHOW 2022 Artists Selected

100+ Artists from Advertising Chosen for the All-Digital Art Exhibit

Introductions to the Individual Artists Posted Daily on Instagram

**AD ART SHOW Returns to the Oculus at the
Westfield World Trade Center in New York City
May 1-31, 2022**

Artworks Available for Purchase on Artsy

MvVO ART, the creator of AD ART SHOW, announced that more than 100 artists from advertising, commercial design, and related fields have been selected for the 5th annual Art exhibit. The artists were chosen by the [MvVO ART selection committee](#)—a who's who of contemporary art experts and globally recognized creative pioneers. MvVO ART is introducing the artists individually in [daily Instagram posts](#).

When the show opens a jury of well-known art collectors will name the winners and award a Specialty Clio in Contemporary Art to the artist receiving top honors. All participating artists will receive Art world exposure and opportunities to get discovered.

AD ART SHOW is a unique experience, bringing ART directly to people by transforming an advertising platform—monumental digital screens—into a public gallery space for an entire month. The artists of AD ART SHOW have a background in advertising/design or related fields. They are following in the footsteps of famous artists like Andy Warhol, Rene Magritte, and Keith Haring. 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 in a celebration of artistic discovery open to all art lovers.

For the 2022 edition, AD ART SHOW is returning to the Oculus in the Westfield World Trade Center in New York City—a transit hub, shopping destination, and an iconic NYC

architectural landmark by Santiago Calatrava. The artworks include paintings, sculpture, photography, and mixed media works, displayed on the monumental, high-impact digital advertising screens from May 1 to May 31, 2022.

“AD ART SHOW bridges the gap between the Art world and advertising by championing the artists working in advertising and celebrating their work,” said Maria van Vlodrop, MvVO ART CEO and Founder.

Works by AD ART SHOW Artists are also for sale on the MvVO ART Artsy gallery page. Artsy—the premiere art market site for collectors—offers artists another avenue for discovery and an opportunity for art lovers to acquire works early in their art careers.

AD ART SHOW launched in 2018 at Sotheby’s New York and went all-digital in 2019, 2020, and 2021 in the Oculus at the Westfield WTC. MvVO ART continues to innovate with each edition of the show, adding new opportunities for artists.

For more information about AD ART SHOW 2022 and to see works by the 2021 artists, visit www.mvvoart.com and follow MvVO ART on Instagram: www.instagram.com/mvvoart/.

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 part of *Adweek's* Top 100 Creative List as a 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 been advertised on the network to date.

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