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MVVO ART AD ART SHOW 2019: AN ALL-DIGITAL ART EXPERIENCE

BY PETER BLACKMAN

After the successful debut at Sotheby's, MvVO ART, creator of AD ART SHOW, brought contemporary art to the streets of New York on 140 LinkNYC digital displays in key New York neighborhoods and to the monumental screens at the Oculus at the Westfield World Trade Center, a major art, culture and retail destination in the new design district in Manhattan.

The groundbreaking AD ART SHOW 2019 launched with a cocktail reception at 3 World Trade Center, presenting the Show's First Prize Winner Gavin Benjamin. The prize is a creative immersion day at NBCUniversal, presenting partner of AD ART SHOW and a curation session with an Art world professional.

The event featured VIP attendees Maria van Vlodrop (CEO & Founder, MvVO ART & AD ART SHOW), David Sable (WPP Executive & Chairman VMLY&R), Linda Yaccarino (Chairman of Advertising & partnerships, NBCUniversal), Charles Delana (EVP Global Entertainment & Brand Partnerships Uniball-Rodamco-Westfield), Andy Breslau (SVP Communications, Alliance for Downtown New York), Edward Hogikyan (Chief Marketing Officer, NYCEDC), Ara Ohanian (CEO, Systech), Laura Skoler (Board of Directors, New Museum & the Daniel

and Florence Guerlain Drawing Foundation), Eric Shiner (Artistic Director – White Cube, Former SVP Contemporary Art Sotheby's & Former Director of the Andy Warhol Museum), Isaac Aden (Chief Curator and Artist, MvVO ART & AD ART SHOW), and Roger Allen Bentley (Chief Creative Director, MvVO ART & AD ART SHOW).

Other attendees included the jury: Alvin Hall, Susan Hancock, Linda Shirvanian, Debbie Rechler, John Friedman; Guests: Brenda von Schweickhardt, Shelley Lewis, Leesa Rowland Jean Shafiroff

Digital images of artworks by AD ART SHOW artists appeared on LinkNYC displays in New York during Frieze Week (May 1 to 4, 2019) and was also displayed on the monumental screens of the Oculus at the Westfield World Trade Center during the entire month of May daily. All the artworks—painting, photography & mixed media—are available to purchase on the MvVO ART Artsy e-gallery via the MvVO ART website until December 2019.

This unprecedented all-digital art show introduced millions of art lovers, novice and experienced collectors, art world professionals, tourists and the general public to the talented contemporary artists working in advertising and related

fields. These artists are following in the footsteps of Warhol, Magritte, Toulouse-Lautrec, Haring and many other famous names in art who either launched their careers while working in advertising or pursued dual careers for decades.

"Going all-digital for the display of AD ART SHOW 2019 in the streets of New York and at the Oculus at Westfield World Trade Center allows us to reach more people and bring new opportunities to artists. We want everyone to get excited about our artists. Many people are hesitant to buy Art because they are not sure how and what to buy. I have learned from savvy collectors that the best way to buy Art is to buy what you love. So, I invite everyone to start exploring our Artsy e-gallery page which can be accessed via our website, Mvvoart.com and start collecting the Art of a unique group of artists selected by Art professionals" Maria Van Vlodrop, CEO & founder of MvVO ART & AD ART SHOW.

ABOUT MVVO ART:

MvVO ART is a New York based innovative art venture comprised of a team of advertising, art & technology professionals, dedicated to creating new opportunities for artists, art lovers & brands to discover each other and form powerful partnerships. MvVO ART Founder & CEO, Maria van Vlodrop, is a global business development executive with an impressive track record establishing new ventures. MvVO ART is poised to reimagine & redefine the relationship between Art & Commerce.

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MARIA VAN VLODROP - FOUNDER & CEO, MVVO ART

Maria van Vlodrop has built businesses and brands in the US and Europe. She blends blue-chip marketing expertise with cutting-edge technology experience and entrepreneurial flair and has a successful track record of working with world-class creative talent to create campaigns for Pepsi, Haagen-Dazs, Finlandia Vodka, L'Oréal, and Toyota among others. Maria received her Master's degree from the London School of Economics. She founded MvVO ART to build bridges between ART and Commerce and to open doors for contemporary artists and specifically artists from advertising with AD ART SHOW now in its second year. MvVO ART is located at the center of business & art – New York.

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GAVIN BENJAMIN, HEADS OF STATE 1



MVVO ART AD ART SHOW, WESTFIELD WORLD TRADE CENTER ©PATRICK MCMULLAN



MVVO ART AD ART SHOW, WESTFIELD WORLD TRADE CENTER ©TERESA PYSKATY



GAVIN BENJAMIN, HEADS OF STATE 2



ISAAC ADEN, LAURA SKOLER, ROGER ALLEN BENTLEY AND MARIA VAN VLODROP ©PATRICK MCMULLAN



LINKNYC DISPLAY ©TERESA PYSKATY



GAVIN BENJAMIN ©PATRICK MCMULLAN



CHERYL MILLER ART, OCULUS AT THE WESTFIELD WORLD TRADE CENTER ©TERESA PYSKATY



OCULUS AT THE WESTFIELD WORLD TRADE CENTER ©PATRICK MCMULLAN