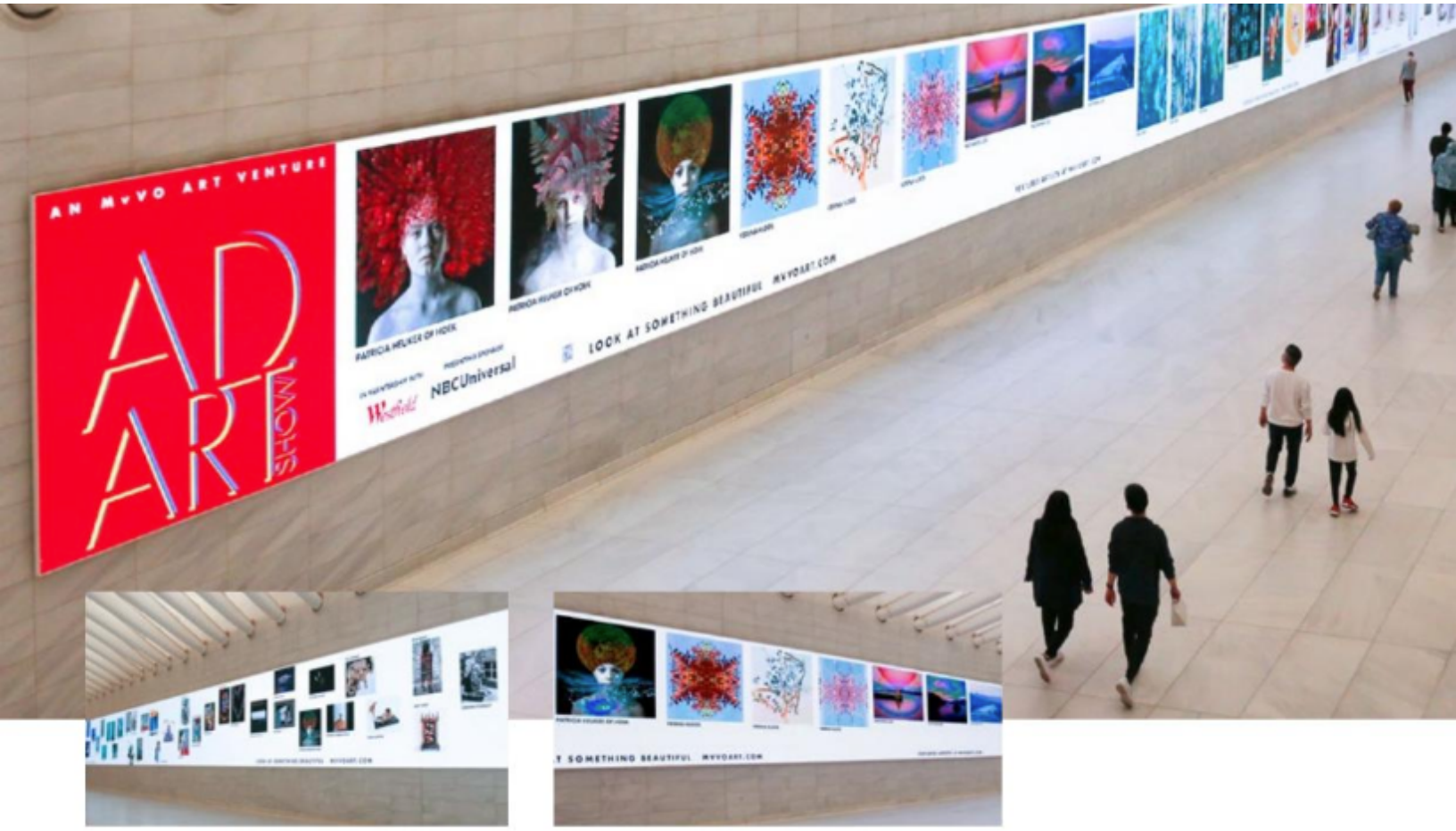

MvVO ART AD ART SHOW 2022

To Return to New York City's Oculus Westfield World Trade Center

Call for Artist Going on Now until January 10, 2022

By Peter Elston
Photos courtesy of Olivia Olsen

MvVO ART, creator of AD ART SHOW, recently announced the Call for Artists for the 2022 edition of AD ART SHOW. Artists working in advertising, design and related fields are invited to apply to participate in AD ART SHOW 2022. The Call for Artists is going on now. Go to www.mvvoart.com for application details and to apply. Artists have until January 10, 2022 to apply.

MvVO ART's AD ART SHOW is a one-of-a-kind experience that brings ART directly to people by transforming an advertising platform—monumental digital screens—into a public gallery space for an entire month. AD ART SHOW's artists have a background in advertising/design and other related fields. They are following in the footsteps of famous artists such as Andy Warhol, Rene Magritte, and Keith Haring, all of whom had a commercial practice. Some artists have historically made the leap, but the barriers remain; and AD ART SHOW opens the doors 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 will return to the Oculus in the Westfield World Trade Center in New York City—a transit hub, shopping destination, and iconic Santiago Calatrava NYC architectural landmark. From May 1 to May 31, 2022, the AD ART SHOW 2022 will display artworks—paintings, sculptures, photography, and mixed media works—on the massive, high-impact digital advertising screens.

The powerful engagement of an electronic advertising medium is combined with the experience of art in AD ART SHOW. Inside a popular shopping and dining destination, it's a winning combination of audience, art, and platform.

AD ART SHOW artists' work is also on display on the MvVO ART Artsy gallery page. Artsy, the premier art market site for collectors, provides artists with yet another avenue for exposure.

"AD ART SHOW bridges the gap between the Art world and advertising by championing the artists working in advertising and showcasing the Art they create" said Maria van Vlodrop, MvVO ART Founder, named a Top Ten Cultural Shaper by ADWEEK magazine in its annual Creative 100 List.

The selection committee for MvVO ART – a who's who of contemporary art experts and globally recognized creative pioneers – vets all of the artists in the show. The show's winners are chosen by a jury of well-known art collectors. Artists who receive top honors gain additional exposure and prizes in the art world.

AD ART SHOW debuted in 2018 at Sotheby's New York before going all digital in 2019, 2020, and 2021 at the Westfield WTC's Oculus. MvVO ART continues to innovate with each show addition, providing 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/.