

MEDIA ALERT



MvVO ART Announces Call for Artists for AD ART SHOW 2021

**Art by Artists from Advertising, Media, Marketing and Brands
Displayed on the Monumental Screens inside the Oculus at the
Westfield World Trade Center, NYC
May 1 to 31, 2021**

Specialty Clio Award for Contemporary Art

Artworks on Sale Online on Artsy

MvVO ART, creator of AD ART SHOW, announces a Call for Artists for the fourth edition of this innovative digital art show celebrating the fine art created by the artists of advertising and related fields. AD ART SHOW features contemporary artists following in the footsteps of Andy Warhol, Rene Magritte, Norman Rockwell, Georgia O’Keeffe, Edward Hopper, James Rosenquist, Jasper Johns, Robert Rauschenberg, and many other important artists who got their start in advertising. Artists working in Advertising, Media, Marketing, and directly for Brands—who are creating ART outside of their commercial work—are invited to [apply](#) to participate in AD ART SHOW 2021.

After a phenomenally successful debut at Sotheby’s in 2018, AD ART SHOW went digital on the screens of the Oculus in the Westfield World Trade Center in 2019 and 2020. For 2021,

digital images of the paintings, sculptures, works on paper, mixed media, and digital fine art of more than 100 artists will be displayed during the month-long show.

The artists of AD ART SHOW are selected by a committee of influential contemporary art experts and well-known collectors with the experienced eyes needed to spot the next big name in Art. This is a unique opportunity to catch their attention. The committee is headed by Laura Skoler, Board of Directors, New Museum, NYC and the Daniel and Florence Guerlain Drawing Foundation, Paris . A jury of contemporary collectors will then select show winners and award a Specialty Clio in Contemporary Art, a Creative Immersion Day at NBCUniversal, and other valuable prizes during the virtual/global show opening ceremony on May 4.

“AD ART SHOW turns a valuable advertising medium—the monumental screens inside the Oculus—into an Art Destination open to everyone. It’s the perfect venue for works by artists who have day jobs in advertising agencies and on the brand side. We hope colleagues and employers will support the fine art side of these extraordinary artists.” Maria van Vlodrop, MvVO ART Founder and CEO stated.

Artists selected to participate will have works for sale on the MvVO ART Artsy gallery platform (the largest global Art marketplace today), gain exposure via the extensive MvVO ART social media channels, and benefit from the connections that follow a noted juried and expertly curated art show.

Check the MvVO ART site for general information about AD ART SHOW

(www.mvvoart.com), [artists eligibility](#) and [instructions](#) for submitting artworks for consideration. The Deadline for submitting works for consideration is March 7.

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>

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