

M E D I A A L E R T



**MvVO ART Announces AD ART SHOW 2021 Winners
in Virtual Opening Ceremony Featuring Special Guest
Artist Chad Smith, of the Red Hot Chili Peppers
May 1st – 30th, 2021**



Pink Donut, Jessica Alazraki

***The AD ART SHOW brings ART and Advertising together
Virtual Opening with Chad Smith of the Red Hot Chili Peppers
NBCUniversal Returns as Presenting Sponsor Artist Jessica Alazraki Takes Top Honors
Receives Specialty Clio in Contemporary ART***

***Hyun Jung Ji and Chanell Angeli
Show Winners***

AD ART SHOW Bridges the Gap between Advertising and ART

***Talent and Diversity on Display in the Oculus
At the Westfield World Trade Center in New York and Online on Artsy
May 1 to 30, 2021***

MvVO ART hosted a virtual show opening featuring special guest artist **Chad Smith**, and announced the winners of **AD ART SHOW 2021**. **Chad Smith**, the **Red Hot Chili Peppers** drummer and a noted contemporary artist, opened the event by celebrating the creativity of the artists of advertising.

The MvVO ART jury of collectors selected the painter **Jessica Alazraki** to receive top honors. She received a **Specialty Clio in Contemporary Art** and a **Creative Immersion Day at NBCUniversal** (AD ART SHOW presenting sponsor). **Hyun Jung Ji** and **Chanell Angeli** were also named Show Winners. Additional finalists: **Aerosyn-Lex Mestrovic**, **Marco Gallotta**, **Stevenson Michel** and **Michael Wentz**.



Time Wind-up Bird, Hyun Jung Ji



Please Wait Blooming In Progress, Chanell Angeli

“It’s definitely the year of women in Art and Advertising,” said **Maria van Vlodrop, MvVO ART President and Founder**. “All three of this year’s winners are women and that doesn’t surprise me at all, as the field has many talented women artists. AD ART SHOW 2021’s 130 artists come from diverse backgrounds and life experiences. These artists represent the kind of fresh perspectives and individual voices that have always been the creative fuel of the advertising industry and generate excitement among art collectors.”

Ms. Alazraki is an accomplished figurative painter using vibrant colors that invite the viewer into her subject’s world. Hyun Jung Ji explores the surrealistic realm where culture and memory meet, with a meticulous, illustrative style. Chanell Angelique Skyers is a mixed media artist, creating evocative works, referencing her Caribbean heritage.

AD ART SHOW, now in its fourth year, celebrates the talented artists of advertising and related fields. The artworks are displayed on the monumental screens inside the Oculus at the Westfield World Trade Center and on online on Artsy—where collectors will find the works for sale (<https://www.artsy.net/mvvo>).

In keeping with the historical connections between ART and Advertising, AD ART SHOW included influential figures from Advertising in both the initial selection committee and the jury that determines the winning artists. Pum Lefebure, of Design Army joined the selection committee. Nils Leonard, of Uncommon Creative Studio was on the jury. Bennett D. Bennett of 600 and Rising, served as the jury chair. Art World representatives include Eric Shiner, of Pioneer Works; Jose Diaz, of the Andy Warhol Museum, Kayla Coleman, NYC Department of Cultural Affairs, and Laura Skoler, Board of Directors of the New Museum.

MvVO ART created AD ART SHOW to bridge the gap between ART and Advertising with a platform that offers exposure—and the opportunity to get discovered—to the talented artists of advertising. AD ART SHOW may help the Art world discover the next Andy Warhol and it will remind everyone that Advertising is home to exceptional creative talent.

For AD ART SHOW 2021 Virtual Opening with Chad Smith, visit: https://www.youtube.com/watch?v=_jmsjTC-qyg

For hi-res images of AD ART SHOW 2021 Winners and Finalists artwork, visit: <https://bit.ly/3eHL5qA>

Lawlor Media Group | One Rockefeller Plaza, 11th Floor, New York, NY 10020



Facebook



Twitter



Instagram



Blog



LinkedIn



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 in 2018 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/>

MvVO ART selection committee: <https://www.mvvoart.com/our-selection-committee>

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

PRESS CONTACT (MvVO ART):

Norah Lawlor | Lawlor Media Group | www.lawlormediagroup.com

Norah@lawlormediagroup.com | Tel: (212) 967-6900

Facebook: LawlorMediaGroup | Instagram: lawlormedia | Twitter: @LawlorMedia