MEDIA ALERT

From Waldorf Astoria New York to Artsy: MvVO ART Show 2026 Reaches a Global Audience

Contemporary Art presented by MvVO ART in partnership with Waldorf Astoria New York and Guerlain Wellness Spa

MvVO ART Exhibition at Waldorf Astoria New York



Installation view, MvVO ART SHOW 2026, Peacock Alley Corridor, Waldorf Astoria New York. Foreground: Sonal Ambani, The Last Stamp, 2026. Photo: © Anne Vandycke

MvVO ART SHOW 2026 brought contemporary art together with the legendary hospitality of Waldorf Astoria New York and the world of Guerlain during Armory week.

This first partnership at Waldorf Astoria New York was an outstanding success on every level: a celebrated opening reception, a steady flow of collectors, media and VIP guests all week, guided art experiences with Guerlain Wellness Spa, and strong collector interest — nearly half the works on the floor were acquired.

“Bringing MvVO ART SHOW to Waldorf Astoria New York was a wonderful way to connect artists, collectors and guests through art,” said Maria van Vlodrop, Founder and CEO of MvVO ART. “I’m grateful to our partners and thrilled by the response.”

“We were delighted to welcome MvVO ART SHOW 2026 to Waldorf Astoria New York. The exhibition brought a fresh cultural experience to Peacock Alley Corridor and our guests,” said Luigi Romaniello, Managing Director of Waldorf Astoria New York.

Contemporary painting, photography, sculpture and mixed media filled the Peacock Alley Corridor, bringing MvVO ART’s artists into one of New York City’s most storied destinations. The presentation also featured two

exceptional Guerlain pieces: a sculptural interpretation of Pêche Mirage by French artist Charles Pétillon, and the Shalimar 100th Anniversary bottle by Franco-Brazilian featherwork artist Janaïna Milheiro.

A first partnership at an iconic address

A fixture of New York City society for more than a century, Waldorf Astoria New York is a beacon of elegance in the cultural capital. Following a complete transformation led by architects Skidmore, Owings & Merrill, with interiors by Pierre-Yves Rochon, the property retains the scale and beauty of its original Art Deco architecture, reimagined with fresh contemporary furnishings.

The Guerlain collaboration is realized through the Guerlain Wellness Spa at Waldorf Astoria New York, part of the LVMH portfolio, and reflects the brand's longstanding legacy of artistic patronage.

Cadogan Tate served as the official art logistics partner.

The show continues on Artsy until November 30

Until November 30, collectors anywhere in the world can discover the participating artists and acquire available works through the MvVO ART Artsy e-Gallery: https://bit.ly/4yAtDLV

Since 2018, MvVO ART has connected people through art, bringing contemporary artists to iconic settings including Sotheby's, Times Square, Powerhouse Arts, the Oculus at the World Trade Center and the New York Stock Exchange. MvVO ART's upcoming projects will be announced soon.

To access selected high-resolution images: https://bit.ly/4z5tXmf

Photo credits: © Anne Vandycke

About MvVO ART

MvVO ART is a New York-based contemporary art platform connecting people through art. Since its founding in 2018, it has grown into one of the largest and most engaged creative communities, working with more than 500 artists across disciplines. MvVO ART presents exhibitions in some of the world's most iconic locations—including Sotheby's, Times Square, Powerhouse Arts, the Oculus at the World Trade Center, and the New York Stock Exchange—creating a distinctive platform that bridges art, business, and culture. Through its exhibitions and strategic partnerships, MvVO ART provides a high-impact platform for artists and brands to engage with influential audiences in meaningful and culturally relevant ways. The organization also cultivates a growing collector ecosystem through initiatives such as The Collector Circle, an exclusive program that brings together collectors, curators, and artists through curated experiences and private events. By placing contemporary art within globally recognized, high-visibility environments, MvVO ART fosters creativity, elevates artists, and creates unique opportunities for collaboration, storytelling, and audience engagement across industries.

To learn more, visit www.mvvoart.com

Instagram: @mvvoart | LinkedIn: maria-van-vlodrop

About Waldorf Astoria New York

Waldorf Astoria New York has been a fixture of New York City society for more than a century, earning its place as a beacon of sophistication and elegance in the cultural capital of the world. When the hotel opened in 1931, its grandeur led Hilton founder Conrad Hilton to declare the property "The Greatest of Them All." Following a complete transformation led by renowned architects Skidmore, Owings & Merrill, with interior

design by Pierre-Yves Rochon, the property retains the scale and beauty of its original Art Deco architecture, reimagined with fresh contemporary furnishings that pay homage to its heritage while ushering in a new era and building on Conrad Hilton's vision. The 375-room hotel features some of Manhattan's largest rooms and suites, embodying the spirit of New York. Above the hotel are 372 private residences, ranging from studios to four bedrooms, with interiors designed by Jean-Louis Deniot and access to 50,000 square feet of amenities. Hotel guests, residents, and visitors also have access to a holistic wellness program, including a state-of-the-art fitness center and Guerlain Wellness Spa, spanning 22,000 square feet. Culinary offerings include Lex Yard, a signature restaurant helmed by acclaimed Chef Michael Anthony; Peacock Alley, returning in partnership with renowned mixologist Jeff Bell; and Yoshoku, a Japanese dining experience. The property also features 43,000 square feet of modernized event space, including an opera-inspired Grand Ballroom.

For more information, visit www.waldorfastorianewyork.com

Instagram: @waldorfnyc | Facebook: Waldorf Astoria New York

About Guerlain Wellness Spa

The 22,000-square-foot Guerlain Wellness Spa is the centerpiece of the hotel's wellness offerings and officially opened on October 20, 2025. Designed by Wimberly Interiors, the spa blends contemporary style with Art Deco heritage and is the largest Guerlain Spa worldwide. Located on the hotel's fifth floor, it features 16 treatment rooms, including two VIP double suites, a cryotherapy chamber, an infrared sauna and steam room, a Moroccan hammam, an arctic snow cave for specialized cold therapy, and three lounges. Guerlain Wellness Spa offers traditional services and holistic wellness programs built around four foundational pillars: nutrition, movement, sleep, and mindfulness. Its menu of exclusive treatments pays tribute to the hotel's legacy while showcasing Guerlain's expertise in French spa artistry, with bespoke facial and body treatments. The spa's advanced technologies include Guerlain LongeviSkin®, a proprietary multi-action device that combines seven skincare technologies. Waldorf Astoria New York is the only Guerlain Wellness Spa location in the United States to house the device.

Press Contact MvVO ART

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

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

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