

M E D I A A L E R T

MvVO ART's AD ART SHOW 2021 Offering Free Public Exhibit in Oculus Month of May

***Landmark Show Features Work by Chad Smith of
Red Hot Chili Pepper as well as 130 artists from advertising***

MvVO ART AD ART SHOW 2021 at the Oculus at Westfield World Trade Center ©Olivia Olsen

MvVO ART is proudly hosting the public exhibit of **AD ART SHOW 2021**, with presenting sponsor, NBCUniversal and in partnership with Westfield. While most of New York's famous arts institutions are reopening with limited capacity and timed ticketing, AD ART SHOW at the Oculus at Westfield World Trade Center offers art lovers a spacious and FREE art destination, with shops and dining open Monday to Saturday, 11:00 am to 7:00 pm, and Sunday, 12:00 pm to 6:00 pm. The show on the screens is 24/7, each 8 minutes for 20s, all of May.

In addition, **Chad Smith of the legendary Red Hot Chili Peppers** is the featured artist with personal artworks on the monumental screens over May 29 and May 30 during the final weekend of the show.

"Chad Smith's North American fine art tour, presented by Road Show Company, has been extraordinary and we're honored to feature him as a guest artist of MvVO ART's AD ART SHOW 2021 at the Oculus at Westfield World Trade Center," stated Maria van Vlodrop, MvVO ART Founder & CEO. "We are also excited that Chad supports AD ART SHOW and look forward to presenting his art alongside our talented artists."



Artwork by Chad Smith of the Red Hot Chili Peppers at the MvVO ART AD ART SHOW 2021 ©Olivia Olsen

During the month of May, visitors of AD ART SHOW are offered a free sweet and a coffee from show partner, Eataly (located on the third floor) when they visit the display. You can download the coupon at www.MvVOART.com.

The unique AD ART SHOW experience brings ART directly to people—transforming an advertising platform into a gallery space in the middle of a major NYC transit hub, iconic architectural achievement (the Oculus by Santiago Calatrava) and shopping destination, all while revolutionizing the route that leads artists from underground buzz to recognition. The show launched in 2018 at Sotheby’s New York and moved to the all-digital platform at the Oculus in 2019. Now in its fourth year, AD ART SHOW continues to innovate and expand opportunities for artists.

Artists of AD ART SHOW have a background in advertising/design and related fields. They are following in the footsteps of famous artists like Andy Warhol, Rene Magritte, Keith Haring who also had a commercial practice. Historically some artists have made the leap, but the barriers persist; and AD ART SHOW throws the doors open for these talented artists with direct connections to the art world. Additionally, AD ART SHOW provides organizations with an Art platform to discover and celebrate their artists.

MvVO ART’s —selection committee (<https://www.mvvoart.com/our-selection-committee>) who’s who of contemporary art experts and globally recognized creative pioneers—vets all the artists included in the show. A jury of well-known Art collectors selects the show winners, with top honors including a Specialty Clio Award for Contemporary Art and a Creative Immersion Day at NBCUniversal. Winners for the AD ART SHOW 2021 were announced during the virtual opening. You can see and read about the winners, <https://www.mvvoart.com/2021-winners>.



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Partners and sponsors include: NBCUniversal (returning presenting sponsor), Westfield World Trade Center, The Clio Awards, Eataly, SVA (The School for Visual Arts), WPP, Artsy (e-gallery partner), The One Club For Creativity, The Alliance for Downtown New York, NYCxDESIGN, GroupM, Lawlor Media Group, Six Hundred & Rising, Team Michael Daly at Douglas Elliman, Corea Creative and Gameday Creative, Joe and The Juice. Proud supporters of Franklin Furnace and Artistic Dreams International.

For hi-res MvVO AD ART SHOW 2021 images, visit: <https://bit.ly/3tY6Zvb>

For Chad Smith images, visit: <https://bit.ly/3cMQags>

MvVO ART is dedicated to creating innovative opportunities for artists to get discovered by the Art world, the general public and within their own organization. AD ART SHOW by MvVO ART, is the Art platform for artists from advertising designed to discover great artistic talent and bridge the gap between the Ad World and the Art world in celebration of creativity. For more information about MvVO ART visit www.MvVOART.com.

About MvVO ART and Maria van Vlodrop:

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 and Art lover 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 third 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/>

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