

M E D I A      A L E R T

**MvVO**  
ART

**MvVO ART AD ART SHOW 2022  
Returns to Westfield World Trade Center**



MvVO ART AD ART SHOW 2022 at Westfield World Trade Center inside the Oculus (photo credit MvVO ART)

***120 Artists from Advertising Chosen for the All-Digital Art Exhibit  
Displayed on the Monumental Digital Screens  
Inside the Oculus at the Westfield World Trade Center, NYC  
May 1-31, 2022***

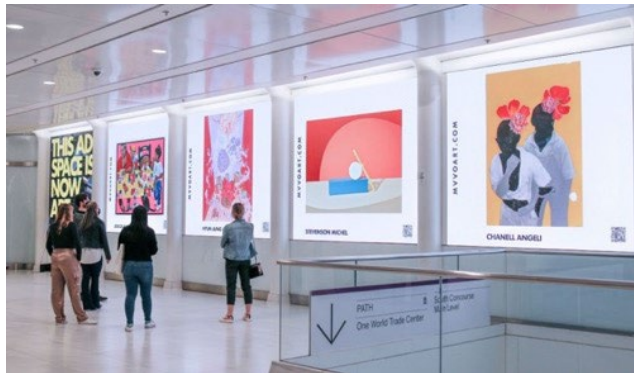
***HAVAS New York to host Ad Industry Reception on May 3  
Specialty Clio in Contemporary Art Awarded to Winning Artist  
Award Presentation will be Live Streamed at 7:00pm EST @[MvVOART](https://www.mvvoart.com)***

**MvVO ART, creator of AD ART SHOW, announced that more than 120 artists from advertising, commercial design, and related fields have been selected for the 5th annual Art exhibit.**

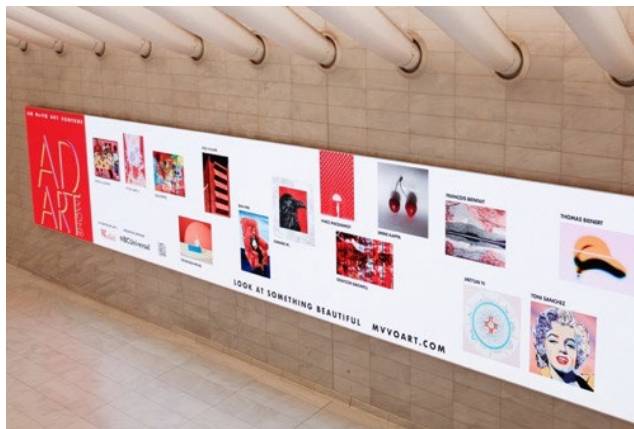
For the 2022 edition, AD ART SHOW is returning to **Westfield World Trade Center** in New York City—a shopping and dining destination, transit hub and an iconic NYC architectural landmark by Santiago Calatrava. The artworks include paintings, sculpture, photography, and mixed media works, displayed

inside the **Oculus** on Westfield’s monumental, high-impact digital advertising screens from **May 1 to May 31, 2022**.

*“We are very excited to partner again with the yearly MvVO ART/AD ART SHOW. This partnership enables us to display an extraordinary collection of Artwork created by some of the most talented artists in the world. The show offers an unexpected visual indulgence. We invite everyone to visit Westfield World Trade Center to experience this compelling art first-hand,”* said **Loren Miller, SVP US Media and Strategic Partnerships**.



MvVO ART AD ART SHOW 2021 at Westfield World Trade Center inside the Oculus (photo credit Olivia Olsen)



MvVO ART AD ART SHOW 2021 at Westfield World Trade Center inside the Oculus (photo credit Olivia Olsen)



The Oculus at Westfield World Trade Center (photo credit Olivia Olsen)

AD ART SHOW is a unique experience, bringing ART directly to people by transforming an advertising platform—monumental digital screens—into a public gallery space for an entire month. The artists of AD ART SHOW have a background in advertising/design or related fields. They are following in the footsteps of famous artists like Andy Warhol, Rene Magritte, and Keith Haring. 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 in a celebration of artistic discovery open to all art lovers.

The artists were chosen by the MvVO ART selection committee —a who’s who of contemporary art experts and globally recognized creative pioneers. MvVO ART is introducing the artists individually in daily Instagram posts. [@mvvoart](https://www.instagram.com/mvvoart/)

*“AD ART SHOW bridges the gap between the Art world and advertising by championing the artists working in advertising and celebrating their Art,”* said **Maria van Vlodrop, MvVO ART CEO and Founder**, named a Top Ten Cultural Shaper by ADWEEK magazine in its annual Creative 100 List.

**HAVAS New York** – the North American flagship creative agency of global advertising and communications network Havas Group - will host an Ad Industry Opening Reception on May 3, when a jury of well-known art collectors will name the winners and award a Specialty Clio in Contemporary Art to the artist receiving top honors. The presentation will be live streamed at 7:00pm EST (Eastern Standard Time) on MvVO ART Instagram ([www.instagram.com/mvvoart/](https://www.instagram.com/mvvoart/)). All the participating artists will receive Art world exposure and opportunities to get discovered.

AD ART SHOW at Westfield World Trade Center offers art lovers a FREE art destination, with shops and dining open Mon – Sat, 10am – 7pm, and Sunday, 11am – 6pm. During the month of May, visitors of AD ART SHOW are offered a free sweet and a coffee from show partner, Eataly (located in World Trade Center Tower 4).

Works by AD ART SHOW Artists are also for sale on the MvVO ART Artsy gallery page. [www.artsy.net/partner/mvvo-art](https://www.artsy.net/partner/mvvo-art) — the premiere art market site for collectors—offers artists another avenue for discovery and an opportunity for art lovers to acquire works early in art careers.

AD ART SHOW launched in 2018 at Sotheby’s New York and went all digital in 2019, 2020, and 2021 in the Oculus at the Westfield WTC. MvVO ART continues to innovate with each addition of the show, adding new opportunities for artists.

For more information about AD ART SHOW 2022 and to see works by the 2021 artists [www.mvvoart.com](http://www.mvvoart.com) and follow MvVO ART on Instagram: [www.instagram.com/mvvoart/](https://www.instagram.com/mvvoart/).

For hi-res images, visit: <https://bit.ly/3M8kGBA>

**About MvVO ART:**

MvVO ART, creator of AD ART SHOW (the art of artists from advertising) is a New York based innovative art venture dedicated to creating new opportunities for artists, art lovers & brands to discover each other and form powerful partnerships. MvVO ART's Founder & CEO, Maria van Vlodrop is 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/>

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

**About The Westfield Network:**

Launched in 2017, The Westfield Network is the largest digital out-of-home media network in the U.S. that features real-time capture of consumer engagement and demographics. It provides meaningful analytics to optimize advertising content, making it more relevant and engaging for the customers in proximity to a screen at any given time. More than 400 brands in leading consumer retail, luxury, entertainment, and telecom have advertised on the network to date.

**About Havas New York:**

Havas New York is one of 60+ full-service Villages and the North American flagship agency of Havas Creative Group, a powerful network of creative agencies with the most modern capabilities and talented people in the business. At Havas New York, we are a creative company with soul, breaking tradition in our category to help progressive marketers speak the modern language of advertising through culture, design, and technology—creating better, more meaningful brand experiences. Creatives are creators who deliver work designed to raise consciousness and inspire conversation in the real world, not the advertising space. Learn more at our website, [ny.havas.com](http://ny.havas.com), or follow us on Twitter @HavasNYC, Facebook and Instagram @HavasNYC.

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