

M E D I A A L E R T



MvVO ART Presents AD ART SHOW 2020

Virtual Opening with Bravo's *Project Runway* Judge Brandon Maxwell

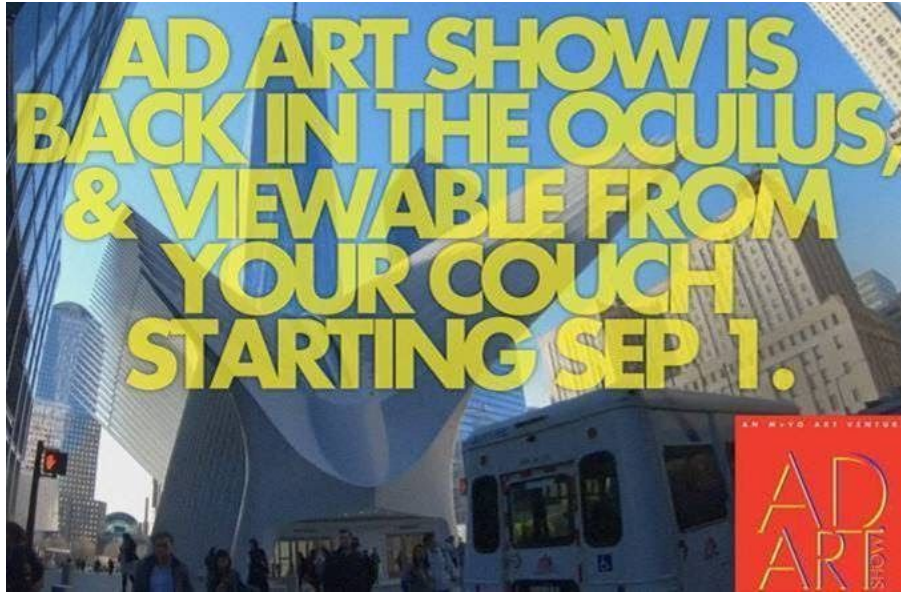
**Art Displayed on the Monumental Screens at the Oculus at the
Westfield WTC
And Online**

**Third Annual Art Show Featuring Artworks by Artists from
Advertising**

September 1 to September 30, 2020, 23/7

Winner to be Honored with Specialty Clio Award

With Presenting Sponsor NBCUniversal



MvVO ART presents **AD ART SHOW 2020**, September 1 to 30, 2020, at the **Oculus in the Westfield World Trade Center** in New York and online on the **Artsy** gallery platform. MvVO ART, the creator of AD ART SHOW, with the ongoing support of presenting sponsor NBCUniversal and in partnership with Westfield World Trade Center, will open this all-digital, month-long, contemporary art show with a virtual opening hosted by **Bravo's *Project Runway* Judge, Brandon Maxwell** on September 1, 2020 at 5:00 PM EST on the MvVO ART website. [RSVP for the virtual opening here](#)

During this virtual opening and tour of the show, the 2020 winning artist will be announced and will receive a creative immersion day at NBCUniversal, expert art curation consultations, and a specialty Clio Award.

AD ART SHOW, now in its third year, features artwork by the artists of advertising—artists following in the footsteps of Warhol, Haring, Rockwell, Magritte and many famous names in Art who worked in advertising and related fields.

This innovative all-digital show displays artworks by 135 talented contemporary artists on the monumental screens of the Oculus. The art is for sale on the MvVO ART Artsy gallery as of September 1, 2020 via MvVOART.com

“Nothing, not even a pandemic, stops the creative spirit of our artists. The resilience of our artists—and of New Yorkers—is evident in our determination to go forward and bring the pleasure of discovering new artists, both in person and online, during these challenging times.” **Maria van Vlodrop, MvVO ART- AD ART SHOW Founder & CEO**, also named top ten cultural shaper in the pandemic and beyond in Adweek’s 100 creative list, commented.

"At NBCUniversal, creativity is central to our DNA," said Josh Feldman, Executive Vice President, Head of Marketing & Advertising Creative, NBCUniversal. "We're thrilled to once again be a part of the AD ART SHOW, which highlights both the artists of advertising and demonstrates the power of creativity in a whole new way."

The location in the Westfield World Trade Center in downtown Manhattan is emblematic of the revitalization of the neighborhood and of New York’s role as world leader in the arts.

The Oculus at Westfield World Trade Center is thrilled to welcome MvVO ART- AD ART SHOW back to our expansive digital screens,” said Danielle Hascoe, General Manager at the Westfield World Trade Center. “The opportunity for our shoppers to view this collection throughout the center adds to the rich experience we strive to offer to our visitors.”

While most of New York’s famous arts institutions are closed or slowly reopening, AD ART SHOW at the Oculus offers art lovers a spacious and FREE art destination. Visitors will also receive a free coffee and sweet to go from Eataly situated inside the Oculus on the third floor. The free coupon can be downloaded on the MvVO ART website and you can ask for it at Eataly at the Oculus, all as of September 1.

Visiting hours: M-ST, 11am-7pm & SU, 12am-6pm (September 1-30/Free entrance)

MvVO ART is closely working with NBCUniversal as presenting sponsor and in partnership with Westfield. Other sponsors and partners include: The Clio Awards, 600 & Rising, Artnet, Artsy, Artful Circle, The One Club for Creativity, WPP, GroupM, Zenith, Morzy and MRY, SVA (the School for Visual Art), The Downtown Alliance, NYCxDESIGN, Franklin Furnace, Lawlor Media Group, the Gradient, To Practice_Practice, Gameday Creative, Corea Creative, VRWAIBAIO and Eataly.

The MvVO ART team includes: Maria Van Vlodrop Founder & CEO; Isaac Aden, Chief Curator, Roger Allen Bentley, Chief Creative and a team of Art, Advertising and marketing professionals. For more information about the MvVO ART team:

<https://www.mvvoart.com/our-team>.

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>

Instagram: <https://www.instagram.com/mvvoart/>

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

PRESS CONTACT for MvVO:

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

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