



# MvVO ART Announces AD ART SHOW at Sotheby's; Call for Artists Opens

October 31, 2017

by Sponsors

## **AD ART SHOW at Sotheby's**

**February 22 - 25, 2018 - New York City**

***Call for Artists to Exhibit - Application Deadline: November 30, 2017***

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**MvVO ART**, an innovative art venture dedicated to Creating Opportunities For Artists, announced a Call for Artists submissions for the **AD ART SHOW** - its newest art venture - during a reception at Y&R in New York City.

AD ART SHOW is a groundbreaking exhibition celebrating & showcasing a new generation of contemporary artists who have professional backgrounds in Advertising and/or Commercial Art. These artists follow in the footsteps of renowned artists including **Warhol, Rockwell, Magritte, O'Keefe, Hopper, Ruscha, Rosenquist, Kruger** and so many others, often maintaining dual careers for decades.

"It's time to add more names to that list!" says Maria van Vlodrop, MvVO ART Founder & CEO.

Fine artists who work/ed in Advertising or Commercial Art are welcome to apply to the **AD ART SHOW**. For the show, MvVO is seeking artists who create in the following mediums: painting, sculpture, photography, works on paper, mixed-media and video-art. **To apply**, submit high resolution digital files of the art via the MvVO ART website: [www.mvvoart.com](http://www.mvvoart.com). Art images submitted should reflect the works that will be exhibited at the AD ART SHOW, if accepted for the exhibition at Sotheby's in New York.

The art will be reviewed by the MvVO ART Selection Committee, comprised of respected art experts and led by **Laura Skoler**, longtime Board member of the New Museum and the Daniel and Florence Guerlain Contemporary Art Foundation.



Laura Skoler and Maria van Vlodrop. Photo: Teresa Pyskaty.

Artists selected to participate in **AD ART SHOW** will have a **unique opportunity** to take their art career to the next level in an exclusive exhibition at **Sotheby's**, where their work will be showcased February 22–25, 2018.

Fifty artists will be selected to participate in AD ART SHOW. One or more of these artists will be awarded a Prize of Distinction by a prominent Jury of art collectors.

Participating artists will also have a presence on **Artsy.com** via **MvVO ART**—reaching a vast audience of global collectors.

MvVO ART brought together luminaries from both Art and Advertising to announce the official AD ART SHOW 'Call For Artists' launch with a cocktail reception and statements from key Sponsors & Partners at Y&R in New York City last month.

**MvVO ART's AD ART SHOW** has the support of industry leaders in Art, Advertising & Media as represented by event Speakers, **Laura Skoler**, longtime Board member of the **New Museum** and the Daniel and Florence **Guerlain Contemporary Art Foundation**, **Eric Shiner**, Senior Vice President, Contemporary Art at **Sotheby's** and former Director of the Andy Warhol Museum, **Linda Yaccarino**, Chairman, Advertising Sales & Client Partnerships, **NBCUniversal**, and **David Sable**, Global CEO, **Y&R**.



Isaac Aden and Eric Shiner. Photo: Teresa Pyskaty.



David Sable and Linda Yaccarino. Photo: Teresa Pyskaty.

AD ART SHOW's **Presenting Sponsor is NBC Universal**. A growing list of Partners include **The One Club for Creativity**, **Maydream Inc's Adforum/The Epica Awards** and **Y&R**—the first of many advertising agencies to champion artists in advertising.

"The One Club for Creativity is proud to support MvVO ART's Call for Contemporary Artists from

Advertising,” says Justin Epstein of [The One Club for Creativity](#). “The One Club awards creative excellence in advertising and we are excited to see the best works of art that talented advertising professionals will exhibit at the AD ART SHOW 2018.”

## ABOUT MvVO ART

MvVO ART is a New York based art venture dedicated to [creating opportunities for artists, art lovers and brands](#) to discover each other and form powerful partnerships. Maria van Vlodrop, Founder & CEO, MvVO ART has built businesses and brands the US and Europe.

**MvVO ART** is a proud supporter of [Artistic Dreams International](#) and [Franklin Furnace](#).

Website: [www.mvvoart.com](http://www.mvvoart.com)

Instagram: [www.instagram.com/mvvoart](http://www.instagram.com/mvvoart)

Facebook: [www.facebook.com/mvvoart](http://www.facebook.com/mvvoart)

Twitter: [twitter.com/MvVOArt](https://twitter.com/MvVOArt)

## APPLY TO THE AD ART SHOW

**The AD ART SHOW Call for Artists Deadline is November 30, 2017.**

**TO APPLY**, Submit high resolution digital files of the art to be exhibited at the AD ART SHOW to MvVO ART’s website: [www.mvvoart.com](http://www.mvvoart.com).

**FOR DETAILS**, visit [www.mvvoart.com/call-for-artists](http://www.mvvoart.com/call-for-artists).

**INQUIRIES:** [info@mvvoart.com](mailto:info@mvvoart.com)

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