MvVO ART, an innovative New York-based art venture, invites art lovers to discover a new generation of artists drawn from Advertising & Commercial Art. Says Founder & CEO Maria van Vlodrop, "AD ART SHOW is a platform for discovering exciting new emerging artists that come from a historically rich landscape—following in the footsteps of Warhol, Magritte, Rockwell, O'Keefe, Hopper, Haring, Rosenquist and so many others with dual careers in art and commercial art."

This groundbreaking art show and MvVO ART's newest art initiative, will be held at Sotheby’s New York from February 22-25, 2018.

AD ART SHOW features a selection of global artists chosen by a esteemed committee of contemporary art professionals, chaired by Laura Skoler, Board of Directors, New Museum, NYC and the Daniel and Florence Guerlain Drawing Foundation, Paris; and includes: Isaac Aden – Senior Curator, Jerome A. Cohen and Joan Lebold Cohen Center for Visual Arts • Natalie Bell – Assistant Curator, New Museum • Julia Fowler – Executive Director, JP. Morgan Private Bank/Hunter College Art Advisory Council • James Fuentes – Owner, James Fuentes Gallery, New York • Deborah Harris – Former Deputy Director, The New York Armory Show • John Hatfield – Executive Director, Socrates Sculpture Park • Matthew Higgs – Director, White Columns • Norman Kleeblatt – Independent Curator & Critic • Corina Larkin – Executive Director, CUE Art Foundation • Gracie Mansion – Gracie Mansion Gallery • Lisa Schiff – Founder & President, SFA Art Advisory • Eric Shiner – Senior Vice President, Contemporary Art, Sotheby’s and former Director, Andy Warhol Museum.

AD ART SHOW is supported by the art world and the advertising & media community, including Presenting Sponsor, NBCUniversal, and Partners: Artsy, The One Club for Creativity, SRI Fine Art Services, Y&R, Geometry Global, Adforum.
MvVO ART is also collaborating with NYCxDESIGN, New York City’s annual celebration of design administered by the New York City Economic Development Corporation (NYCEDC), to celebrate the dynamic relationship between creativity and commerce in New York and introduce new audiences to New York’s artists and commercial designers.

MvVO ART is a proud supporter of Franklin Furnace and Artistic Dreams International.