



THE AD ART SHOW

Chad Smith of the Red Hot Chili Peppers to be featured guest artist and host of the groundbreaking show's virtual opening at The Oculus at the Westfield World Trade Center

By ELIZABETH DARWEN



MvVO ART, creator of AD ART SHOW, announced that AD ART SHOW 2021 will return to the monumental screens inside the Oculus at the Westfield World Trade Center in New York (May 1 to 30, 2021) with Chad Smith—Red Hot Chili Peppers, Grammy Award-winning drummer and fine artist—as the featured guest artist and host of the show's virtual opening on May 3, 2021 at 4pm EST during Frieze week. RSVP details will be posted on MvVO ART Instagram (@mvvoart) and website (www.mvvoart.com) two weeks prior. Artworks by Chad Smith will be exhibited on the monumental screens of the Oculus at Westfield World Trade Center the final week-end of the show (May 29 & 30, 2021).

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.

The 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. 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, open Mon – Sat, 11am – 7pm, and Sunday, 12am – 6pm. 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).

Growing list of 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. Proud supporters of Franklin Furnace and Artistic Dreams International. ♦

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