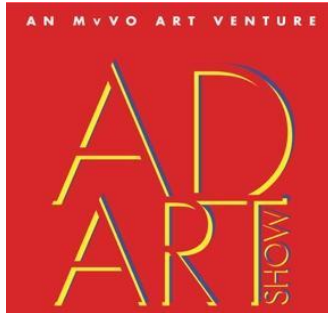


M E D I A A L E R T

MvVO ART/AD ART SHOW 2024 Announces Call to Artists

A Contemporary Art Show Featuring Artists from Advertising



***Winning artist to receive a Specialty Clio Award
Top ten artists will show their Art on OUTFRONT billboards across the country***

Call for Ad Agencies & Brands to share the Call to Artists

CALL FOR CONTEMPORARY ARTISTS: AD ART SHOW 2024

MvVO ART/AD ART SHOW announced the immediate start of a Call for Artist Participants in AD ART SHOW 2024.

This is an extraordinary opportunity for artists working in Advertising, Design and directly for Brands to gain recognition for their fine art creations (paintings, sculpture, photography & works on paper) and to break through the commercial/art world barriers to Art success while being celebrated by the industry that employs them.

UNIQUE OPPORTUNITIES FOR ARTISTS

MvVO ART is committed to promoting AD ART SHOW artists with opportunities for monumental exposure, putting artworks in front of distinguished art world professionals & noted collectors, and by providing a platform to jumpstart the Art half of a dual career creative's ambitions.

Our artists are the new generation in a venerable tradition, following Edward Hopper (an art director), Rene Magritte (a graphic designer), Andy Warhol (an illustrator), and countless other famous names in ART who began in advertising.

SHOWCASE FOR EMERGING ARTISTS

Since our launch in 2018 at Sotheby's New York, MvVO ART/AD ART SHOW has showcased over 600 artists reaching millions of art lovers with creative uses of technology, our network of Art professionals, and our dedication to our artists.

EXPOSURE, CONNECTIONS & CELEBRATION!

AD ART SHOW 2024 is all about EXPOSURE, CONNECTIONS & CELEBRATION! Through our partnership with OUTFRONT, one of the largest out-of-home (OOH) media companies in the U.S., the top ten winners in our professionally curated competition will display their artworks on billboards in the top 10 U.S. media markets.

The top 3 winners will be celebrated on a grand scale with their artworks displayed on the spectacular OUTFRONT billboards of Times Square, New York.

Artworks by ALL our AD ART SHOW 2024 artists will be featured, supported, and promoted in the MvVO ART Artsy Gallery. Artsy is the world's leading online art sales site with 1.7 million registered users and 2.3 million unique visitors every month.

CONNECT WITH ART WORLD INFLUENCERS

The MvVO ART selection committee of celebrated Art professionals (curators, critics, gallerists, and art advisors) vet all submissions guaranteeing that all the artists chosen are ready for exposure to the MvVO ART network of followers/art lovers.

The top ten participants make presentations to a jury of noted collectors. This is an amazing opportunity to connect with contemporary art scene influencers.

The jury selects the winners for the Times Square billboards AND for an **AD ART SHOW CLIO**, a specialty Clio in Contemporary Art from one of our partners—the Clio Awards.

APPLY NOW!

The Call to Artists is open NOW through June 30, 2024. Follow the instructions on this link for submission of photos of artworks and competition details, **go to www.mvvoart.com to apply.**

CALL TO ACTION FOR AD AGENCIES & BRANDS!

MvVO ART is also opening a **Call to Action for Ad Agencies and Brands** to share the call for artists, partner, sponsor, and support the talented creatives, who drive the success of your organizations.

For more information about taking an active role in supporting and celebrating the artists hard at work in your agency or organization, please contact us at info@mvvoart.com

About the MvVO ART/AD ART SHOW:

Since it launched in 2018 at Sotheby's, the MvVO ART/AD ART SHOW has been introducing art lovers, collectors, curators, gallerists, and critics to the talented fine artists from the advertising industry. Participants in the annual show are approved by a selection committee made up of contemporary art experts and prize winners are determined by a jury of collectors. MvVO ART supports participating artists with an ongoing Artsy gallery where the Art can be purchased and extensive social media promotion.

For more information about MvVO ART/AD ART SHOW visit www.mvvoart.com

To learn more information about the **Clio Awards** visit www.clios.com

For more information about **OUTFRONT** visit www.outfront.com

For more information about **Maria van Vlodrop** visit

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

See **MvVO ART/AD ART SHOW** on Instagram: www.instagram.com/mvvoart/

PRESS CONTACT (MvVO ART/AD ART SHOW):

Norah Lawlor: norah@lawlormediagroup.com