

MEDIA INVITATION

An Exclusive Press Event at the Woolworth Building in NYC

Announcing the Debut of the Accessible Art Fair New York, presented by MvVO ART

Brussels' Acclaimed Artist-Led Art Fair and U.S. partner MvVO ART, together with media partner, artnet



PRESENTED BY
MvVO ART

Accessible Art Fair New York and its US partner MvVO ART are hosting an exclusive press event held at the eminent Woolworth Building headquarters of media partner artnet, on Wednesday, September 7th, 2016 between 6:30pm to 8:00pm, to announce the first Accessible Art Fair New York edition this November. The New York edition will be directed by Maria van Vlodrop, with Stephanie Manasseh as Chief Curator joined by Isaac Aden as guest curator.

Speakers at the event include: Maria van Vlodrop: Founder of MvVO ART Director & Co-Founder, Accessible Art Fair New York edition; Stephanie Manasseh: Founder & Director, Accessible Art Fair and Chief Curator New York edition, Isaac Aden, guest curator Accessible Art Fair New York; Rozalia Jovanovic: Artnet Editor in Chief & Accessible Art Fair New York Jury Member; Marcel Ceuppens: Accessible Art Fair New York Participating Artist; and Margaret Ann Withers: Accessible Art Fair New York Participating Artist.

Since 2007, The Brussels Accessible Art Fair has been a focal point to discover new talent and an opportunity for artists' to exhibit their work to a distinguished audience. The concept is simple: Make artists accessible to the public and make the public accessible to the artists. Accessible Art Fair New York offers artists a beautiful space to exhibit and sell their work to a distinctive art-buying public.

MvVO ART is an innovative art venture launched in 2015 by Maria van Vlodrop to create opportunities for emerging artists, collectors and corporate sponsors to discover each other and develop powerful partnerships. Key sponsors and partners of the 2016 Accessible Art Fair New York include: artnet, Tumblr, Stoli Elit Ultra Luxury Vodka, Belvoir Fruit Farms, Brussels Airlines, Neuhaus Belgian Chocolate, The Lowell and BelCham (the Belgian-American Chamber of Commerce in the US).

This year's Accessible Art Fair New York for emerging and mid-career artists of quality takes place at The National Arts Club in Gramercy Park, New York throughout the month of November. Approximately 60 carefully selected artists will exhibit paintings, sculptures and photography encompassing a variety of styles. The prominent jury which handpicked these artists included experts from Sotheby's, Gagosian Gallery, Christie's Collectrium and Artnet. The artists selected have been offered the opportunity to show a selection of their work at the inaugural Accessible Art Fair in New York at the National Arts Club. The National Arts Club's mission is to stimulate, foster and promote public interest in the arts - providing artists with a platform to be discovered by the art world, collectors and the general public.

The Accessible Art Fair, which is a concept originating from Brussels by Founder Stephanie Manasseh, breaks with traditional art boundaries. The artists are in direct contact with an art buying public as well as art influencers. Maria van Vlodrop, founder of MvVO ART, US partner of the Brussels Accessible Art Fair, and co-founder of the Accessible Art Fair New York edition, describes the fair as a unique concept that she felt compelled to bring to New York given the wealth of talent looking to exhibit in one of the world's most prominent art metropolises: "I am proud to partner with Stephanie and bring this new art fair to New York City and support emerging and established artists of quality in such an intimate venue as The National Arts Club in Gramercy Park." Notable members of The National Arts Club include Martin Scorsese and Uma Thurman and works by famous artists such as Dali and Jeff Koons have been exhibited at the club.

European sponsors of the Accessible Art Fair have included BMW and Montblanc. Exclusive VIP event opportunities still available for November. All inquiries for the 2016 New York Accessible Art Fair should be addressed to mariavanvloodrop@mvvoart.com

WHEN:

Wednesday, September 7th, 2016

6:30pm - 8:00pm

Refreshments and small bites

WHERE:

Woolworth Building

artnet

233 Broadway

New York, NY 10007

About MvVO ART:

MvVO ART is in the business of creating opportunities for emerging and established artists of quality, collectors, corporate art sponsors and their guests to discover each other. At its debut in November 2016, MvVO ART will bring the Accessible Art Fair from its home in Brussels to the heart of the New York Art scene: The National Arts Club at Gramercy Park in Manhattan for a month long exhibition (November 1 to November 25, 2016). Maria van Vlodrop is the Founder and President of MvVO ART. In a new venture, Maria has partnered with Stephanie Manasseh, Founder & Director of Accessible Art Fair, to co-found and direct the Accessible Art Fair's New York edition, uncover new

talent and encourage organizations to associate their brands with art to provide their customers with unique experiences.

For more information about MvVO ART, visit <http://www.mvvoart.com/>
LinkedIn: <https://www.linkedin.com/in/aria-van-vlodrop-4010392>
Facebook: <https://www.facebook.com/AccessibleArtFairNewYork/?fref=ts>
Twitter: <https://twitter.com/MvVOArt>
Instagram: <https://www.instagram.com/accafny/>

About the Accessible Art Fair:

Accessible Art Fair's mission is to offer a platform for artists and designers and make them accessible to a discerning audience. Accessible Art Fair offers the opportunity to purchase quality works of art and meet the creators behind the work. All their works are carefully selected and hand-picked by a panel of experts and guaranteed the quality of the art presented. Accessible Art Fair is the place to discover great talent. The Accessible Art Fair also strives to make the art purchasing experience as pleasant as possible by removing the barriers between the buyer and the artist.

Founder Stephanie Manasseh started the organization in 2007 with the goal to create a platform for both talented emerging and established artists to sell their work to the art buying public.

For more information about the Accessible Art Fair, visit www.stephaniemanasseh.com and <http://www.accessibleartfair.com/brussels/>
LinkedIn: <http://bit.ly/AccessibleArtFair>
Facebook: <https://www.facebook.com/accessibleartevents>
Twitter: <https://twitter.com/Accessibleart>
Instagram: <https://www.instagram.com/accessibleartfair/> & #accafny

EVENT RSVP: rsvp@lawlormediagroup.com<mailto:rsvp@lawlormediagroup.com>

PRESS CONTACT (for MvVO & Accessible Art Fair New York):

Norah Lawlor | Lawlor Media Group | www.lawlormediagroup.com<<http://www.lawlormediagroup.com>>
Norah@lawlormediagroup.com<mailto:Norah@lawlormediagroup.com> | Tel: (212) 967-6900
Facebook: LawlorMediaGroup | Instagram: lawlormedia | Twitter: @LawlorMedia