

MEDIA INVITATION



MvVO ART and Accessible Art Fair New York Are Hosting A Summer Soiree with New Partner Tumblr



MvVO ART and its US partner **Accessible Art Fair New York** are hosting a Summer Soiree with new partner, microblogging platform and social networking website **Tumblr**, on **Friday, July 8th, 2016** between 6:00pm and 9:00pm. Guests can enjoy sumptuous cocktails by **Stoli Elit Ultra Luxury Vodka**, mixed with refreshing and flowery **Belvoir Fruit Farms** lemonades, while enjoying the views from the rooftop of the **Tumblr** New York Headquarters. The **Stoli Elit** team will also bring along its stunning ballerinas to entertain guests. Additionally, **Brussels Airlines** will provide a *Sharingbox* customized photo booth to offer guests a fun and memorable experience.

MvVO and **Accessible Art Fair New York** are thrilled to have **Tumblr** as their latest partner, providing a major social media platform and press coverage for the November 2016 Accessible Art Fair. Other partners include primary media partner **Artnet**, **Neuhaus** chocolates and **BelCham** (the Belgian-American Chamber of Commerce in the US).

This year's **Accessible Art Fair** for top emerging and mid-career artists of quality takes place at **The National Arts Club** in Gramercy Park, New York, this 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 will be offered the opportunity to show their art during the Accessible Art Fair's New York edition

month-long fair in November 2016 at The National Arts Club, whose 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.

Keeping in line with the Accessible Art Fair guidelines, artists get to keep the majority of their proceeds thanks to corporate sponsors committed to supporting the artists. European sponsors of the **Accessible Art Fair** have included **BMW** and **Montblanc**. All sponsorship or other inquiries for the **2016 New York Accessible Art Fair** should be addressed to mariavanvloodrop@mvvoart.com.

WHEN: **Friday, July 8th, 2016**
6:00pm - 9:00pm
(Cocktails)

WHERE: **Tumblr rooftop**
35 East 21st Street
New York, NY 10010

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/maria-van-vloodrop-4010392>

Facebook: <https://www.facebook.com/AccessibleArtFairNewYork/?fref=ts>

Twitter: <https://twitter.com/MvVOArt>

Instagram: <https://www.instagram.com/mvvoart/>

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/>

About Tumblr:

Tumblr is a digital platform where millions of people access the Internet's cultural dialogue by sharing their ideas, perspectives, and passions through endless types of media. A home for creativity and expression, Tumblr fosters the formation of engaged communities, meaningful relationships, and diverse identities. The content and conversations that start on Tumblr spark culture around the world, entertaining, inspiring and informing a massive global audience. Founded in New York City in 2007, Tumblr is an independent subsidiary of Yahoo.

Find Tumblr on iOS, Android, or at www.tumblr.com.

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