

Media Release
March 2016



MvVO ART is bringing the Brussels-based
Accessible Art Fair to New York City
November 1 to November 25, 2016

The National Arts Club
15 Gramercy Park South, New York, NY

An Inaugural Event

In Brussels, the Accessible Art Fair has become a focal point of discovery for both new talent and established artists not yet represented by galleries.

Founded by Stephanie Manasseh in 2007, the fair breaks with traditional art boundaries. The Artists are in direct contact with an Art buying public as well as Art experts looking to discover new talent.

Commented MvVO President, Maria van Vlodrop, *"I am proud to partner with Stephanie as we bring this new art fair to New York City that supports emerging and established artists of quality"*.

The Selection Committee

To ensure the quality of the works presented, a panel of experts make their selection from the artists' applications. For the 2016 edition of the fair, the panel welcomes: Kevin Doyle, Shaune Arp, Joyce Varvatos, Ann Lydecker Bunge, Cris Gabarron, Shari Brownfield, Rachel Rees, Stephanie Manasseh, Sophie Clauwaert.

The Lowell Hotel in Manhattan will host the Accessible Art Fair jury during the official selection of the exhibiting artists.

Call for Artists

Our call for artists is open until March 31. Artists can apply on www.mvvoart.com

MvVO ART's goal is to enable the most talented artists to participate in the fair. Keeping in line with the Accessible Art Fair guidelines, the event is commission free. MvVO ART is able to offer artists this exclusive benefit thanks to our corporate sponsors who are committed to supporting emerging artists and offering their customers unique experiences.

Maria van Vlodrop

Founder/President, MvVO ART

Maria van Vlodrop has built businesses and brands in the US and Europe. She blends blue-chip marketing expertise with entrepreneurial flair and has a successful track record of working with world-class creative talent to create campaigns for Pepsi, Haagen-Dazs, Finlandia Vodka, L'Oréal, Toyota amongst others.

Maria received her Master's degree from the London School of Economics. In a new venture, Maria has partnered with Stephanie to launch the Accessible Art Fair in the US, uncover new talent and encourage organizations to associate their brands with art to provide their customers with unique experiences.

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All enquiries for Accessible Art Fair New York to Mariavanvlodrop@mvvoart.com

Stephanie Manasseh

Founder/Director, Accessible Art Fair

Stephanie Manasseh was born and raised in Montreal, Canada. She received her degree from McGill University and went on to study at Sotheby's in London. In 1997 she left Canada to live in Europe and in 2007 she set up the Accessible Art Fair with the goal to create a platform for both talented emerging and established artists to sell their work to the art buying public.

In addition to the art fair, Stephanie has an art consultancy business. She helps people develop their corporate and private collections and works with a pool of hundreds of talented artists. She also runs art dinners and art events for corporate clients in London and Brussels. She has worked with brands such as Tiffany's, Mont Blanc, BNP Paribas Fortis, American Express and BMW, to name a few.

www.stephaniemanasseh.com