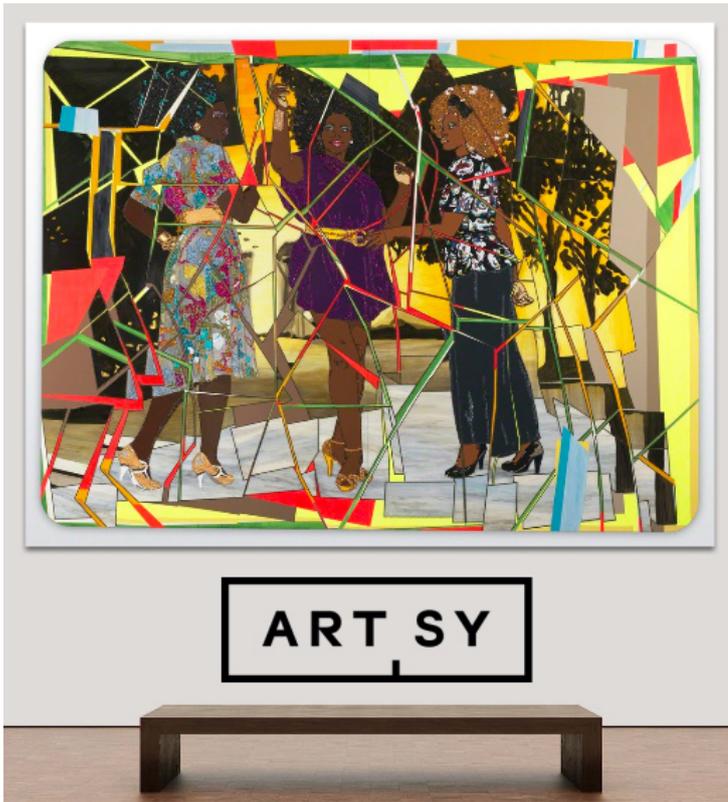
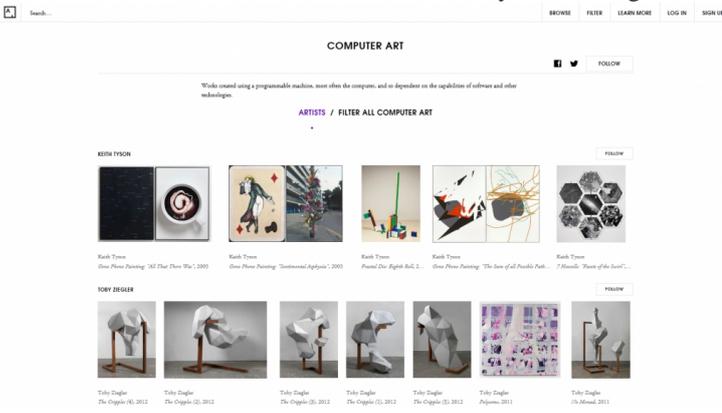


ARTSY, all the world's art freely accessible



Artsy is a platform where users can discover, learn about, and collect art. It is actually a website for discovering fine arts, with the ambitious objective to make all the world's art accessible to anyone with an Internet connection. The goal is to expose as many people as possible to art. The collection comprises thousands of artworks from leading galleries, museums, private collections, foundations, and artist estates, and it is growing day by day. Artsy currently works with more than 400 of the world's leading galleries, museums, private collections, foundations, and artist estates from New York to London, Paris to Shanghai, Johannesburg to São Paulo.

Artsy aims to make connections among artworks that are seemingly from different worlds, with a catalog that encompasses pieces from the British Museum, the National Gallery in Washington, the Los Angeles Museum of Contemporary Art and others.



Artsy provides one of the largest collections of contemporary art available online. Thousands of works from diverse cultures and time periods are accessible for study and enjoyment, and possibly for purchase, with the support of the Artsy team of experts. By making all the world's art freely accessible, Artsy hopes to foster new generations of art lovers, museum goers, collectors, and patrons.

Recently, the website also opened to design, in cooperation with the very famous Design Miami fair. The partnership expands the Artsy 'encyclopedia' of fine art to include ceramics, furniture, glass, lighting, jewelry, and textiles. The result was an interactive, up-close-and-personal experience of the design fair, available to anyone.



The-Archdukes-Albert-and-Isabella-Visiting-a-Collector's-Cabinet - Hieronimus Franken II

The key-element in Artsy is its user-friendliness. Powered by the **Art Genome Project**, which analyzes art (and now also design) based on various 'genes' (subject, historical movement, materials), the exploring (by style or movement, subject matter, medium or technique, or region) is intelligent and orchestrated behind the scenes by the Artsy experts.

The Art Genome Project is an ongoing study of the characteristics that distinguish and connect works of art, to create new pathways for discovering art through defined characteristics (called 'genes'). Users can discover works through connections between art-historical movements, subject matter, and formal qualities, creating infinite opportunities for discovery and learning.

Matthew Israel, the project's director, explains more about the project.

Since launch, Artsy has introduced significant new features including: partnerships with leading art fairs such as Design Miami/ and The Armory Show, e-commerce payment processing, and Artsy Posts, which allows people to write and tell stories about art using Artsy's growing database of 21,000+ artwork images.

Artsy [website](#)]

The **Art Genome Project's** [blog](#)]