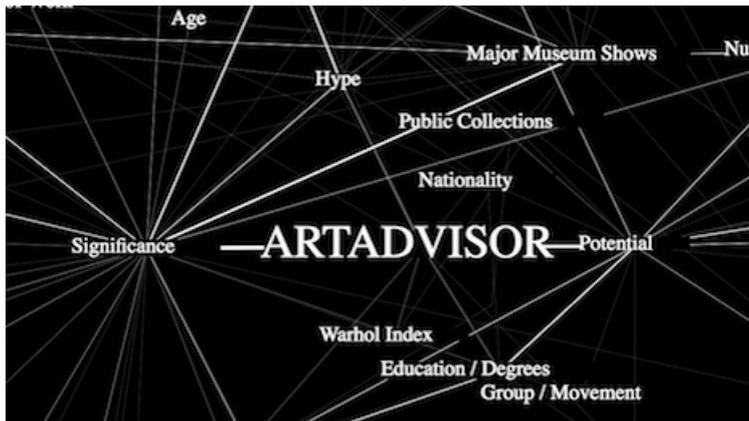


ARTS AND ENTERTAINMENT

## Artsy invests in data science to further personalize art market

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Graphic courtesy of ArtAdvisor

By STAFF REPORTS

Online art destination Artsy has acquired data science startup ArtAdvisor to provide deeper understanding of the current and future art market.

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ArtAdvisor, a New York-based art technology startup, analyzes data about artists to glean insights about the individual's work in the larger cultural landscape. Data analytics is becoming a common practice across sectors, including luxury retail, as brands aim to create more personalized experiences for consumers in the online space.

Empowered by data

With its acquisition of ArtAdvisor, Artsy will integrate the startups machine learning and insights into its own platform. Doing so will help Artsy to provide a more accurate depiction of the current and future for both aspiring and seasoned collections.

"At Artsy's core has been our dedication to the idea of bringing together art and science, in fact it is one of our five values," said Carter Cleveland, founder and CEO of Artsy in a statement. "There are few people who embody the core value more than Hugo [Liu], an MIT Ph.D. specializing in artificial intelligence and data science, who also shares our deep love and appreciation for art and the role it can play in bringing people together across cultural divides.

"Data-driven insights and a more personalized experience will become increasingly important as we expand access to a larger universe of art buyers and enthusiasts," he said. "And we believe that Hugo is the best person in the world to help us deliver on that experience."

Prior to cofounding ArtAdvisor with Lucas Zwirner, Mr. Liu was the chief scientist at trend-prediction application Hunch, a taste-monitoring technology, before the company was acquired by eBay. Mr. Liu also worked at eBay as the principal scientist for merchandising.

Mr. Liu will join the Artsy team as chief scientist.



*Image courtesy of Artsy*

"When we started ArtAdvisor, we envisioned the service as a sort of collective art brain, helping consumers better understand the cultural significance of individual artists," Mr. Liu said in a statement.

"With Artsy, the leading destination for learning about and collecting art online, we found a natural collaborator and a shared mission: making access to all the world's art as intuitive as possible, empowering art collectors with better tools, insights and using data to tell arts' story."

Artsy's dedication to bringing together art and technology extends outside its platform to interactive experiences as well.

On March 2-5, Artsy teamed with Microsoft for an immersive mixed-reality experience at The Armory Show in New York.

Held on Piers 92 and 94, The Armory Show is an annual art fair displaying important works from 20th and 21st century artists. During The Armory Show, organizers use technological innovations to showcase artist's works through events and exhibitions throughout New York.

For the 2017 Armory Show, Artsy partnered with Microsoft to create a digital environment that intersected art, technology and design ([see story](#)).

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