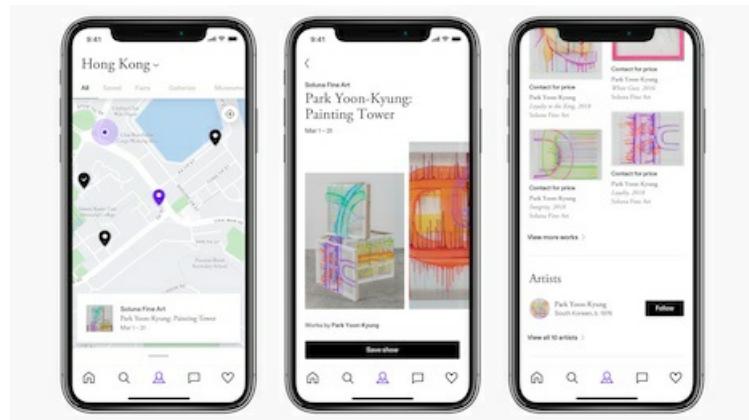


ARTS AND ENTERTAINMENT

Artsy helps art lovers better navigate global cultural centers

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Artsy's mobile app will now include art-focused city guides. Image courtesy of Artsy

By SARAH RAMIREZ

Global art platform Artsy and German automaker BMW are celebrating art culture by collaborating on a new mobile feature.

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The Artsy mobile application will soon include personalized city guides that encourage users to explore nearby gallery exhibitions, art fairs and museum shows. Not only will events and artworks be tailored based on consumers' preferences, but Artsy expects the updated app to refine the discovery-to-purchase art collecting experience.

"We are uniquely positioned to offer the most comprehensive city exploration feature available for collectors and art lovers," said Fatma Collins, vice president of product at Artsy, New York. "We believe that the discovery process is fundamental to the art collecting experience."

"Artsy has played a crucial role in connecting people and art across international borders through the vast online reach of our platform," she said. "The city guide feature captures the inherent global nature of the art world and further positions Artsy as the core nexus for global art discovery."

Art guides

This new mobile initiative reflects Artsy's strategy of focusing on educational content instead of advertising. While Artsy has relationships with galleries and museums across more than 90 countries, the city guides will initially cover six cities across three continents: New York, London, Hong Kong, Paris, Los Angeles and Berlin.

Artsy's mobile art guide will be available to iOS users on March 25, coinciding with the opening of Art Basel Hong Kong.



Artsy's city guides will introduce users to art galleries in New York and other cities. Image credit: Artsy

Within the updated app, users can navigate to current fairs and exhibitions with GPS, browse featured artists and their works and purchase pieces directly from galleries and fairs.

If an art lover cannot attend a show in-person, they can also explore it virtually through the app. An augmented reality feature also allows collectors to virtually place artworks in their homes before purchasing a piece.

As users continue to engage with Artsy and the mobile app, artists and artworks will be showcased based on users' preferences. They will also be able to save their favorites to refer to later.

BMW's involvement will also be felt through the app.

Publicly accessible, private collections featured in the BMW Art Guide can be found in the city guides. Other BMW cultural initiatives, such as vehicle exhibits from the BMW Art Car Collection, will also be publicized in the app.



BMW often supports art platforms and festivals. Image credit: BMW

Since 2017, BMW and Artsy have collaborated on the "Future of Art," an ongoing film series profiling creatives including Trevor Paglen, Carrie Mae Weems and Elizabeth Diller. The shorts explore topics such as the intersection of technology and art.

"Both Artsy and BMW believe in the importance of aesthetics, have a steadfast approach to innovation and aim to support art and culture around the world," Ms. Collins said. "We are excited to be partnering with BMW on the launch of city guide to empower our users to discover art around the world."

Luxury in art

Luxury brands benefit from working with art platforms by expanding their reach and tying their identities to the exclusive and creative art world.

Two Artsy executives spoke at Luxury FirstLook 2019 on Jan. 16, sharing insights on the beginning of the company and how its business model has allowed it to navigate the confusion of today's luxury business. Artsy has been able to capture the young affluent, who are looking for a connection and a story, and brands such as Dior and Gucci have funneled this into marketing opportunities ([see story](#)).

BMW has long been committed to sponsoring the arts, and has partnerships with Art Basel and Frieze in addition to Artsy.

At Frieze Los Angeles, BMW provided a shuttle service of a BMW 7 Series and a BMW i3 for the fair's VIP clients. Leading up to the opening of the fair, the automaker hosted a panel discussing art, innovation and design.

Los Angeles-based street artist Spencer Mar Guilbert also continued his BMW X7 Mural Art Tour, which began in Miami for Art Basel, by painting two new murals at Frieze ([see story](#)).

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