

MORE THAN ART IN THE PALM OF THEIR HANDS



CITY-INSIGHTS™
THE POWER OF HERE

Art Fair Companion Digital Toolkit



APPLYING THE LATEST TECHNOLOGIES TO SERVE ART WORLD NEEDS

Every art fair brings together the best and brightest of the art world and displays them for public consumption. City-Insights provides an interactive multimedia Platform to guide visitors around the complex space and engage them with the art and artists on display.

The Platform delivers informative multimedia experiences to devices that we all already own. Triggered by associated signage, print media or Touch technology the Platform collates and uncovers the deeper story of what visitors are looking at in the place where it is relevant. This turns a traditional viewing experience into an open dialogue allowing the artist, expert or coordinator to talk directly to the potential customer before, during and after their visit.

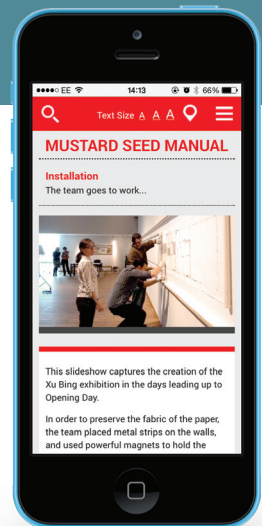
The Platform has been successfully used for modern art shows at the Ashmolean Museum Oxford, by the York Archaeological Trust, Poole Museum Service and the University of Cambridge. Now we're

launching it for commercial galleries, dealers and fairs as a Digital Companion.

The Platform sale package includes training sessions with the platform creators and content development experts on how to make the most of the Platform's many functions. The Platform enables you to tell the exciting stories behind your available artworks, to chart the fiscal growth of your artists, to document what goes on behind-the-scenes, navigate through complex display spaces, and to ensure your Sales team or artists can be directly contacted through the Platform itself (Click-to-call). Our ahead of the curve technology can also be applied to notify users of upcoming events, related artworks, talks, demonstrations and other relevant information to your fair.

By both raising awareness about your featured artworks' contemporary and cultural relevance and providing transparency in an unregulated market, the Digital Companion allows for your art fair to enrich the art viewing experience for its audience. This information accredits the significance and value of the work and allows for novice and experienced collectors alike to feel confident formulating swift, sound judgments about potential acquisitions.

Instantly updateable with coordinator, expert and artist generated content.





Delivering the City-Insights Art Fair Companion can be done quickly:

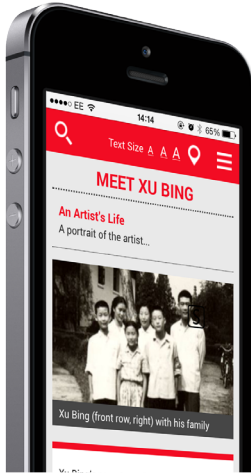
Client meeting followed by creating framework for the information.

Typically covers:

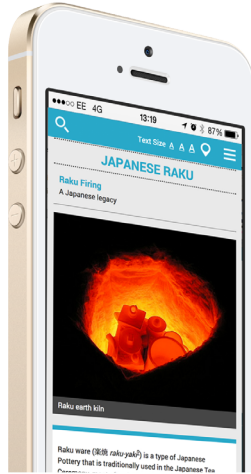
- ▶ An assessment of the space to identify signage and print style and tone
- ▶ Understanding your audiences, setting key goals and messages
- ▶ Identifying information and existing multimedia assets
- ▶ Setting up Toolkit URL and hosting
- ▶ Creating branded artwork templates for signage
- ▶ Building an empty Toolkit in your branding and colours



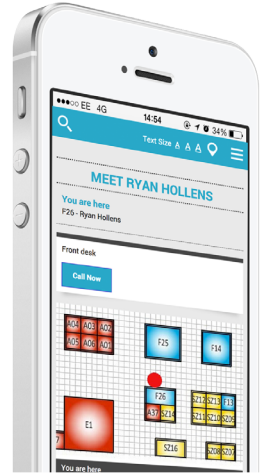
OUR PLATFORM CAN BE USED TO:



Tell the story of an artist's life with a variety of multimedia.



Describe artistic techniques with video demonstrations.

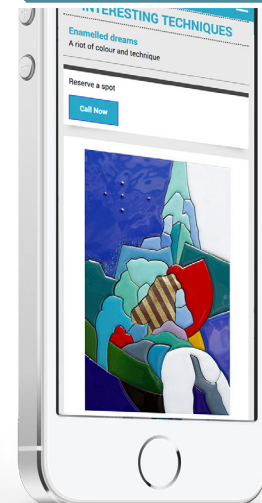
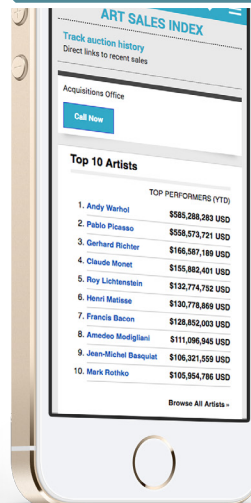
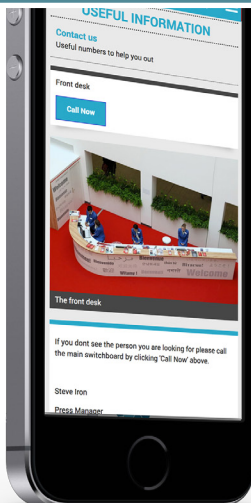


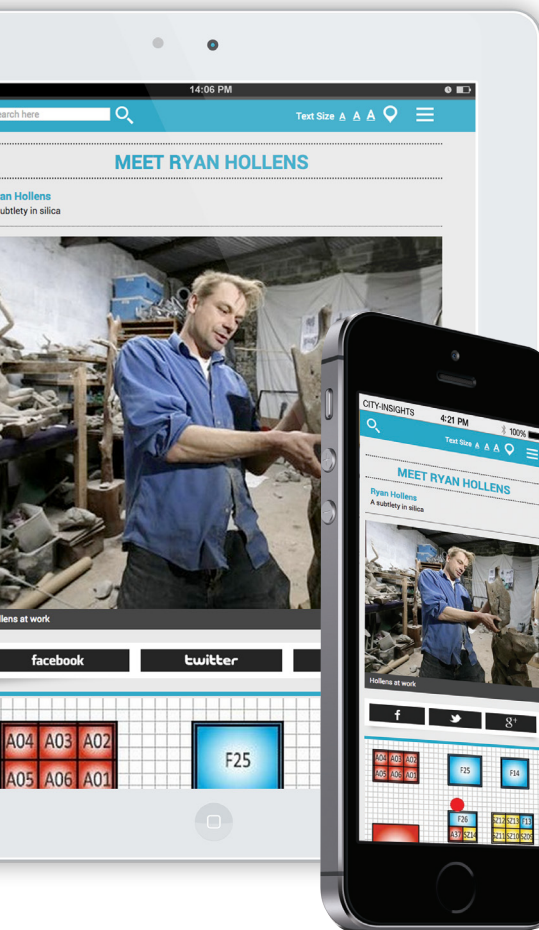
Provide clear wayfinding around multiple and varied spaces from collections to buildings and cities

Update live promotions for activities, demonstrations, talks and related events.

Connect to the Art Sales Index and track your desired artist.

Use the 'Click-to-call' function to talk directly with the artists, coordinators or any department.





WHAT THE ART FAIR COMPANION DIGITAL TOOLKIT DOES FOR YOU:

The Art Fair Companion Toolkit collates into one place the stories, voices, images and videos of the art and artists, the curator, the experts and the sellers.

All this interactive content is freely accessible to the viewer on any Smartphone, tablet or PC and is triggered by signage associated to each artist, collection or piece.

For more information on the City-Insights Art Fair Companion Digital Toolkit

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