

(RE)DISCOVER ART

Problem – Challenge: Lack of perception in digitized art

How can we improve the perception of Art and at the same time better preserve our cultural heritage, using modern digital technology?

When looking at a 2D image of an artwork, the vital element of materiality, which is essential to its comprehension and appreciation, is missing.

Although for the past decade the online Art market has been booming, the lack of interaction and security standards (“what is the real condition of an artwork?”) due to the use of traditional technology such as 2D images, is capping its growth.

Solution: Unique digital fingerprints

With its new generation of scanners and algorithms developed at the EPFL, ARTMYN is radically changing the visualization and preservation of art online, by recreating digital twins. Pigments, surface topography and materiality of a work are all translated, allowing the digital twin to be manipulated and inspected, from any mobile device, just like an expert would.

This technology not only allows for a better comprehension and experience of the artwork, but also makes an artwork scanned by ARTMYN unfalsifiable: a first scan will generate a unique digital fingerprint, allowing to automatically detect any potential damages or forgeries after a second scan.



ARTMYN

