

GOOGLE ARTS & CULTURE market Research

Looking for? : Art discovery tools

Target audience : Art lovers of any age.

What product gap exists? : many separate products but not a singular art discovery feature.

Google Products

What already exists?

Image Recognition - uses AI to identify what image is

Art Selfie - uses AI to match your portrait with art

Art Palette - uses AI to match colors to art database

Saatchi Art is part of an even bigger effort to curate art using AI

Art.PI is an art

Art.PI is an art discovery tool that utilizes AI to ID and categorize art

(made for:

- museums
- art fairs
- galleries

→ which seems to be another direct competitor worthy of study

✗ is inaccessible for free trial customer service doesn't exist

- IDs using deep learning based on 1 million art pieces in database

- first of its kind

- categorizes based on awareness of:

space, light color, subject matter, composition, genre, style & other elements and principles of art.

RECOGNITION AND PREDICTION

Style: "Baroque"
 Subject matter: Myth Allegory
 Artist: Best match Carrivagio
 Light - Light dark contrast
 Space: Shallow
 composition: Horizontal



This AI uses other categories rather image labels & other objects + subject matter similarity

