

Anna Lowe - CoFounder







40,000
Monthly
Active Users

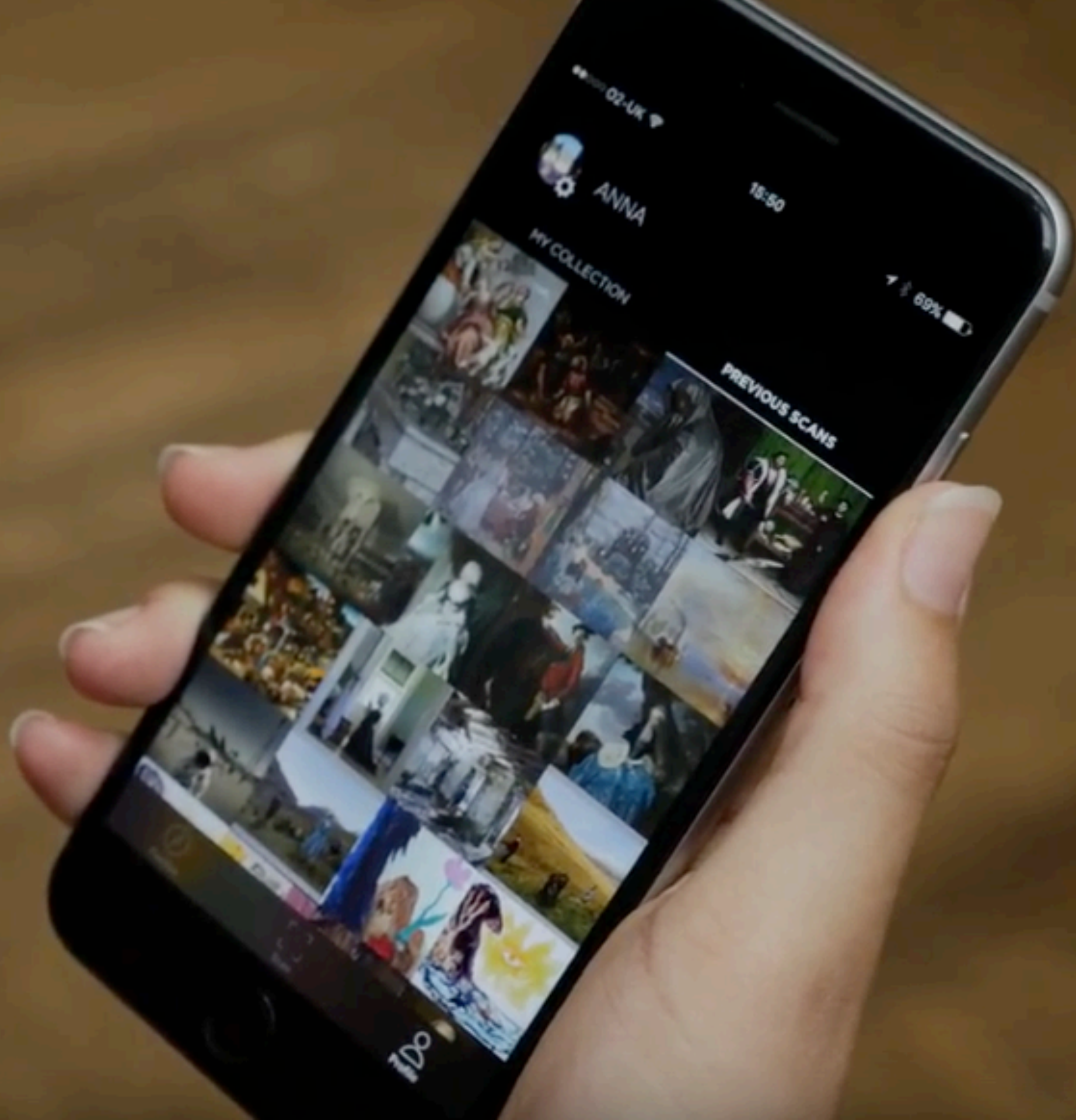
500,000
Users
Internationally

Featured on:
New York
Times, **The
Guardian**,
New Scientist

'One of the most significant features of
Smartify is its ability to link people to
museums from anywhere'

Maggie Gray, Apollo Art Magazine





THE
NATIONAL
GALLERY

LACMA

LOS ANGELES COUNTY
MUSEUM OF ART

THE
MET

mnationalmuseum



Turner
Contemporary

THE
WALLACE
COLLECTION

ERST

National
Portrait
Gallery



MoCP
Museum of
Contemporary Photography



RIJKS

RA
Royal Academy of Arts



Visitor Comments


 **laura** @theatregrad Follow

@_smartify has made such a difference to my @NationalGallery experience. Eye condition means problems focusing in low light. Galleries are normally frustrating places. Now I can easily read about all the paintings #artlibrarian

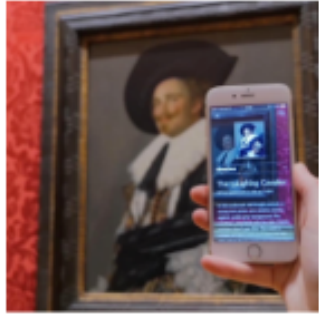
3:26 am - 5 Jan 2018

2 Retweets 8 Likes


1 2 8

 **Daniella Latham** @followdaniella · 17h

YES @_smartify 🙌🙌 where have you been my whole life?! via @newscientist

 **New Scientist** @newscientist
Image recognition app scans paintings to act like Shazam for art newscienti.st/2mSrrf4

1

 **Sarah** @sdowns Follow

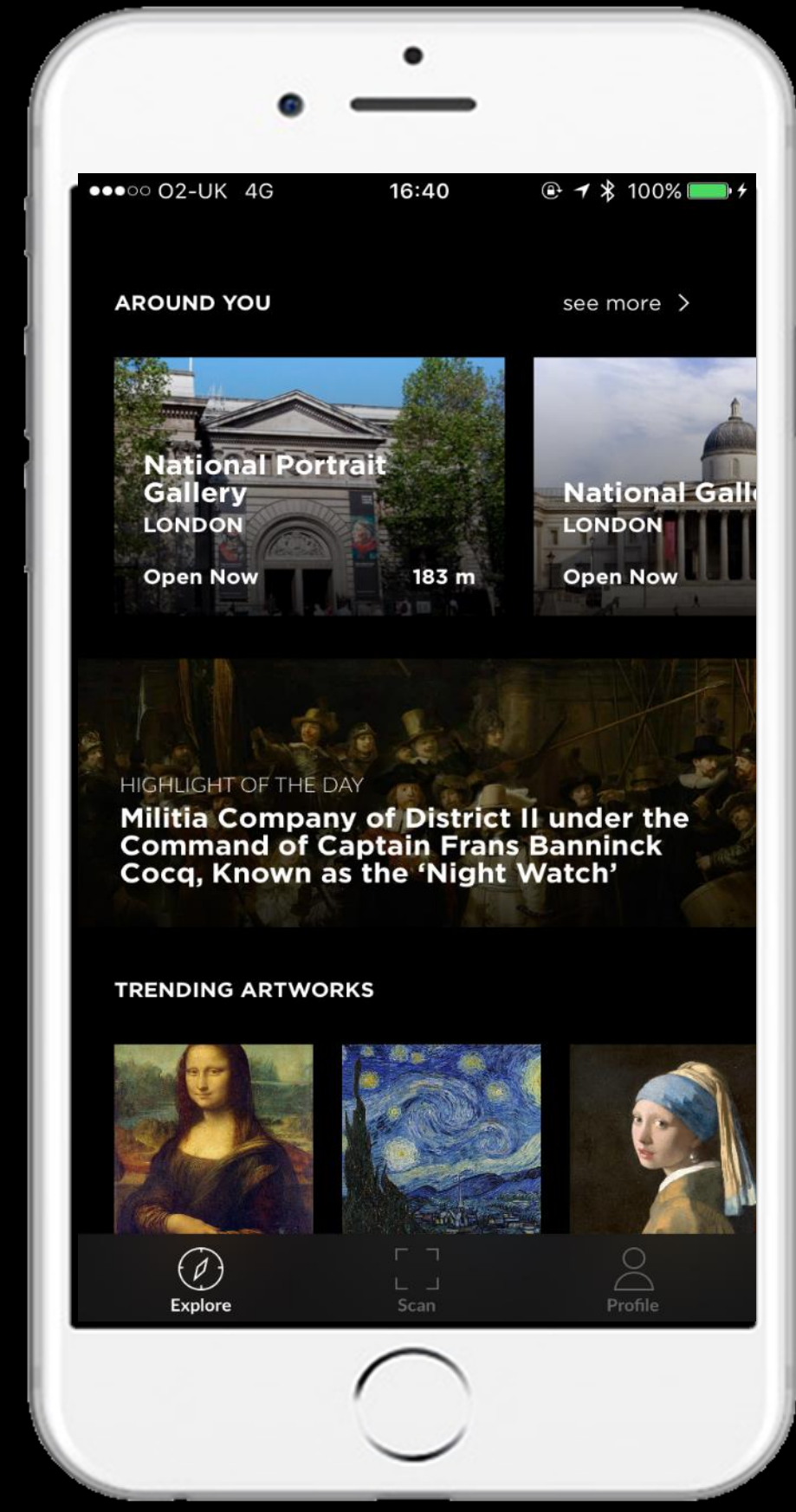
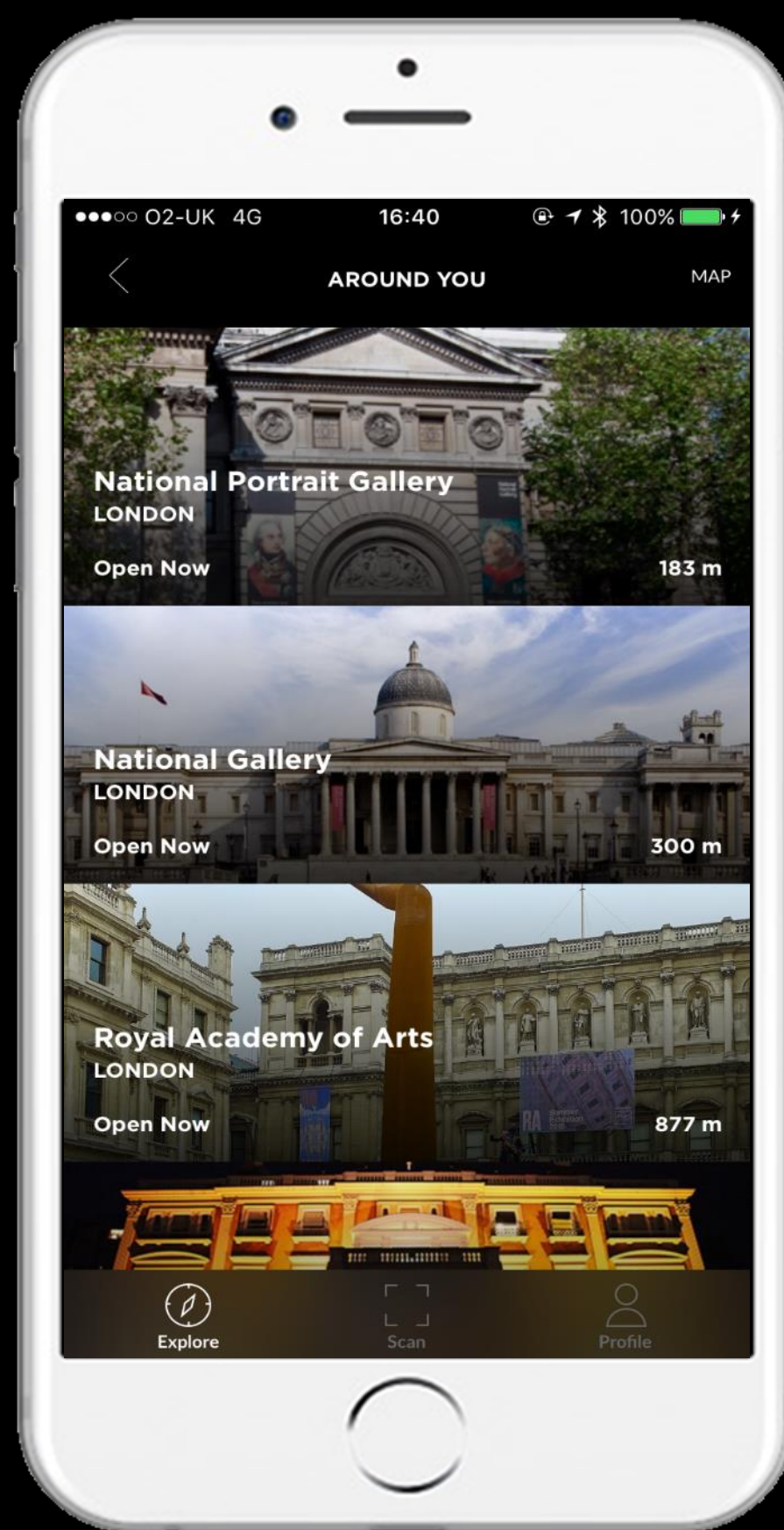
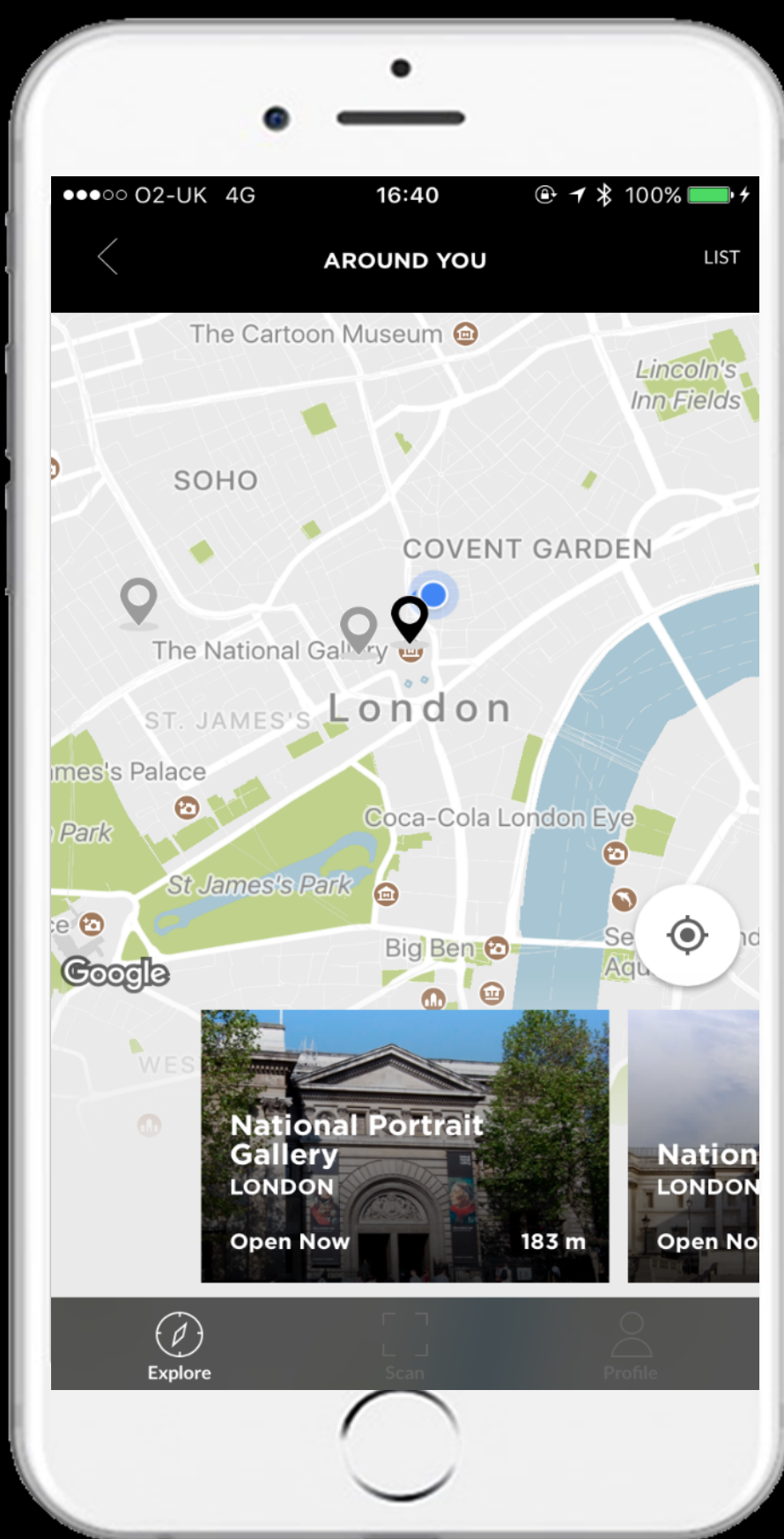
Just used @_smartify for the first time at the @royalacademy and I'm obsessed. I hope more museums start loading their exhibitions.

3:37 am - 9 Aug 2017 From London, England

2 Likes

2 2





Browse

Radio

YOUR LIBRARY

Your Daily Mix

Recently Played

Songs

Albums

Artists

Stations

Local Files

Videos

Podcasts

PLAYLISTS

Nike Running Tempo ...

Camp Glossier

Mixtape 1: The Glossi...

+ New Playlist

Browse

OVERVIEW CHARTS GENRES & MOODS NEW RELEASES DISCOVER MORE

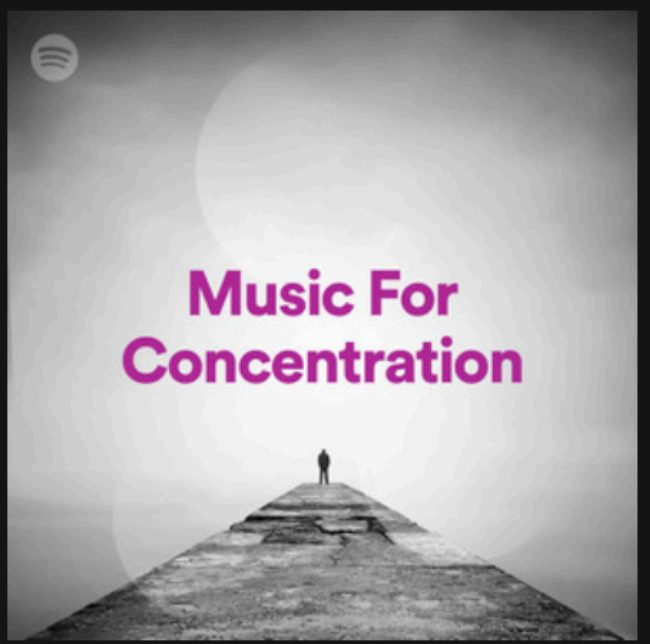
Easing you back into the week



Discover Weekly

Your weekly mixtape of fresh music. Enjoy new discoveries and deep cuts chosen just for you....

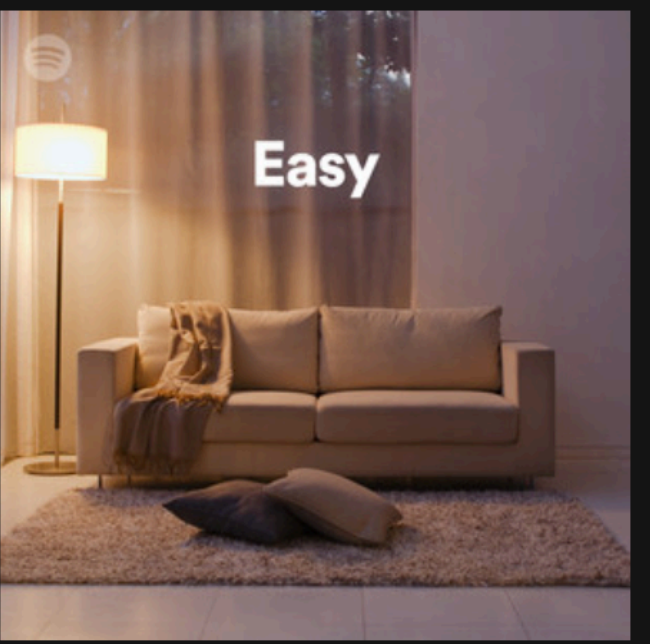
PLAYLIST • BY SPOTIFY



Music For Concentration

Declutter your mind and let the creativity flow with this mix of minimalism, electronic and...


670,122 FOLLOWERS



Easy

Easy: your favourite artists and the best songs to see you through your day.


144,550 FOLLOWERS

- 

itsnicethat

Lincoln - Explicit Album ...


The Internet

🔗 The Internet
- 

NPO Soul & Jazz 23 h

The Letter - Live At Th...


Joe Cocker

🎵 Discover This Cove...
- 

Spotify 3 d

Her Life


Two Feet

🔗 Two Feet
- 

nytimes 3 d

Gorgeous

Taylor Swift

🎵 The Playlist: Taylor S...
- 

Glossier 5 d

On Fleek (Love You Ever...

Alkaline

🕒 On Fleek (Love You ...
- mrportermixtape 6 d

Steady On My Mind



TOP SCANNED ARTWORKS

→ OF 2017

1. Mona Lisa
LEONARDO DA VINCI
2. The Starry Night
VINCENT VAN GOGH
3. Girl with a Pearl Earring
JOHANNES VERMEER
4. The Night Watch
REMBRANDT VAN RIJN
5. The Milkmaid
JOHANNES VERMEER
6. Wheat Field with Cypresses
VINCENT VAN GOGH



THE TREASURED VENUES

→ OF 2017

1. National Gallery
LONDON
2. Rijksmuseum
AMSTERDAM
3. The Met
NEW YORK
4. Wallace Collection
LONDON
5. Mauritshuis
THE HAGUE
6. The Pushkin Museum
of Fine Arts
MOSCOW



MOST POPULAR ARTISTS

→ OF 2017

1. Vincent van Gogh
2. Leonardo da Vinci
3. Johannes Vermeer
4. Rembrandt van Rijn
5. Edouard Manet
6. Joseph M. W. Turner
7. Jan van Eyck
8. Claude Monet
9. Frans Hals
10. Hans Holbein the Younger



TOP ART-LOVING COUNTRIES

→ OF 2017

1. USA
2. Italy
3. France
4. UK
5. Spain
6. Netherlands
7. Russia
8. Mexico
9. Germany
10. Brazil

SMARTIFY USERS

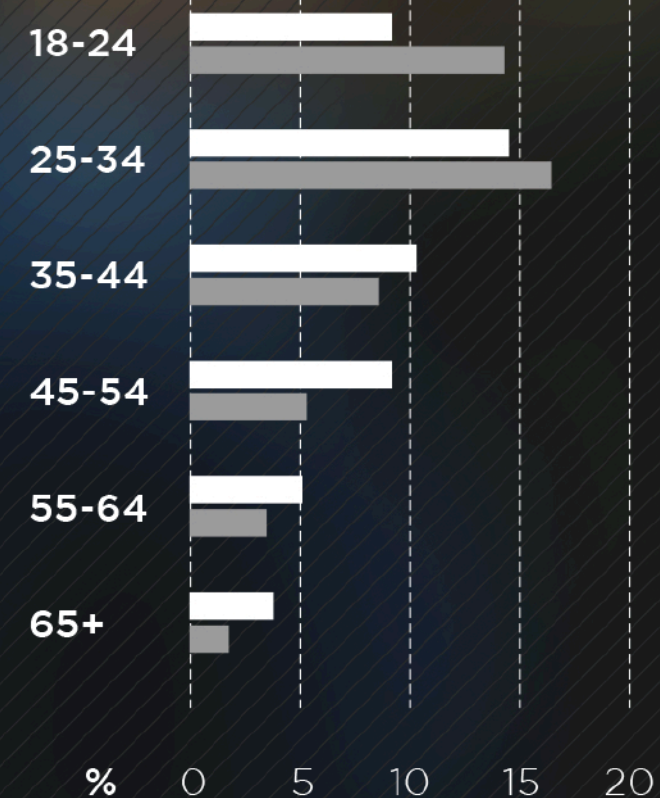
OF 2017



■ 49.6% FEMALE
■ 50.4% MALE

AGE GROUP SPLIT

OF 2017



Was the top scanning
day of the year.

UNITED KINGDOM



Had the most Smartify
members scanning every
single day.



This year, the average
Smartify member learnt
about 14 artworks
through the app.



One Smartify member
spent an entire day
scanning every highlight of
the Wallace Collection!

2017 Insights

Most Popular Artworks - Top 3

16/10/2017– 22/10/2017



Name:
Sunflowers, Van Gogh

Times Scanned: 125



Name:
The Arnolfini Portrait, van Eyck

Times Scanned: 124



Name:
The Fighting Temeraire, Turner

Times Scanned: 86





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SMARTIFY
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