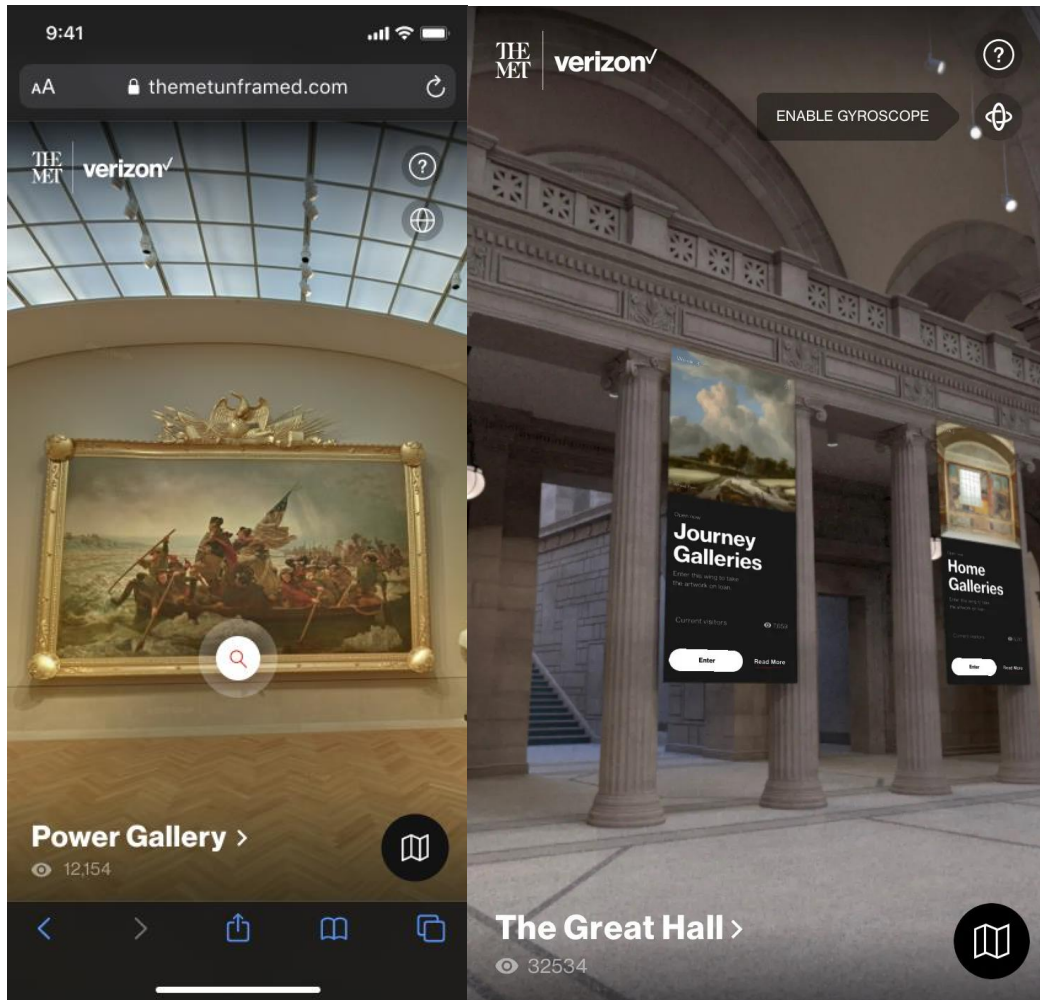


Competitive analysis

The Metropolitan Museum of Art (The Met) – New York, USA

App: Met Unframed (AR Experience)

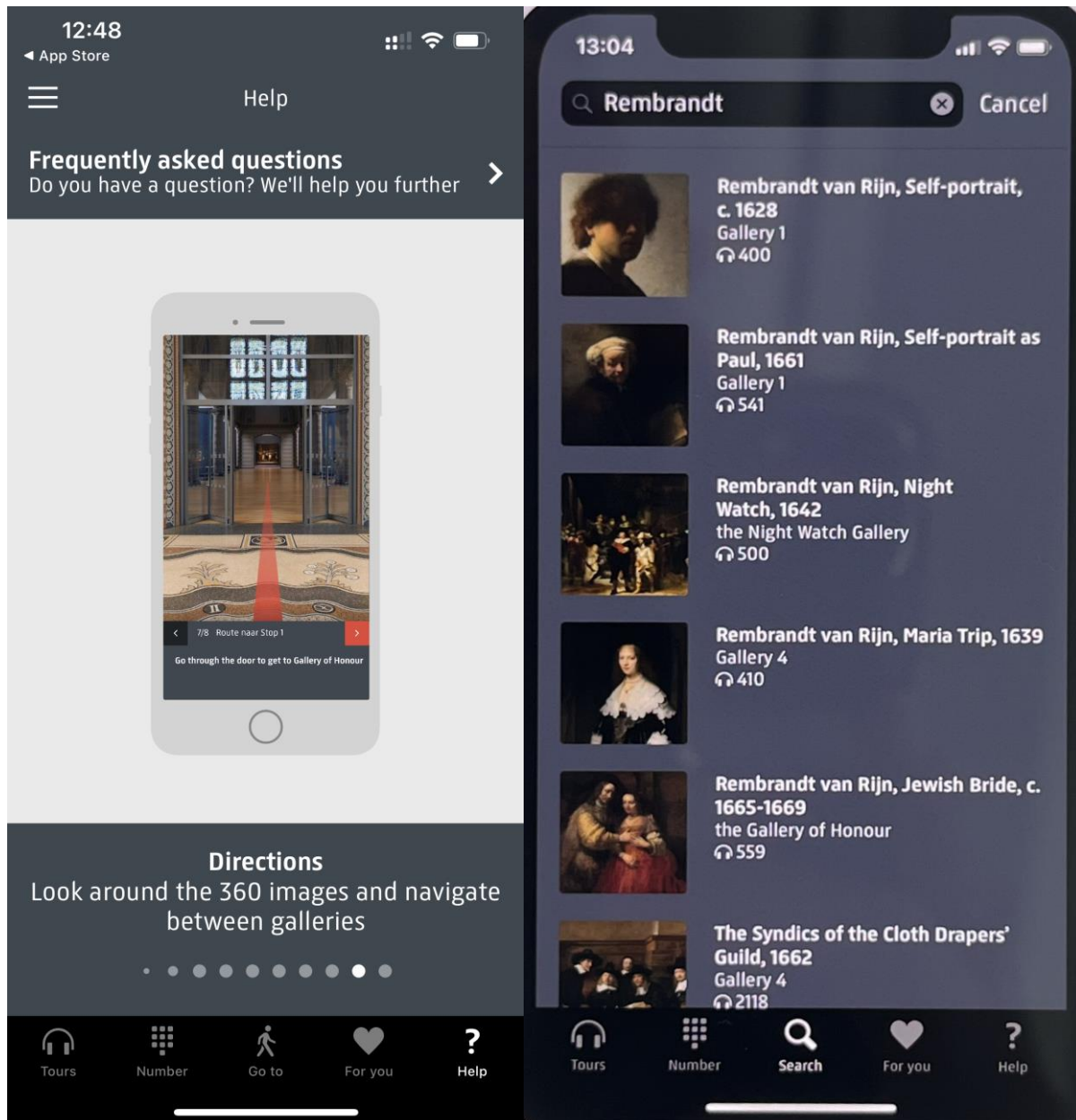
AI Features: Uses augmented reality (AR) and AI to let users explore digital galleries and interact with artworks virtually.



Rijksmuseum – Amsterdam, Netherlands

App: Rijksstudio

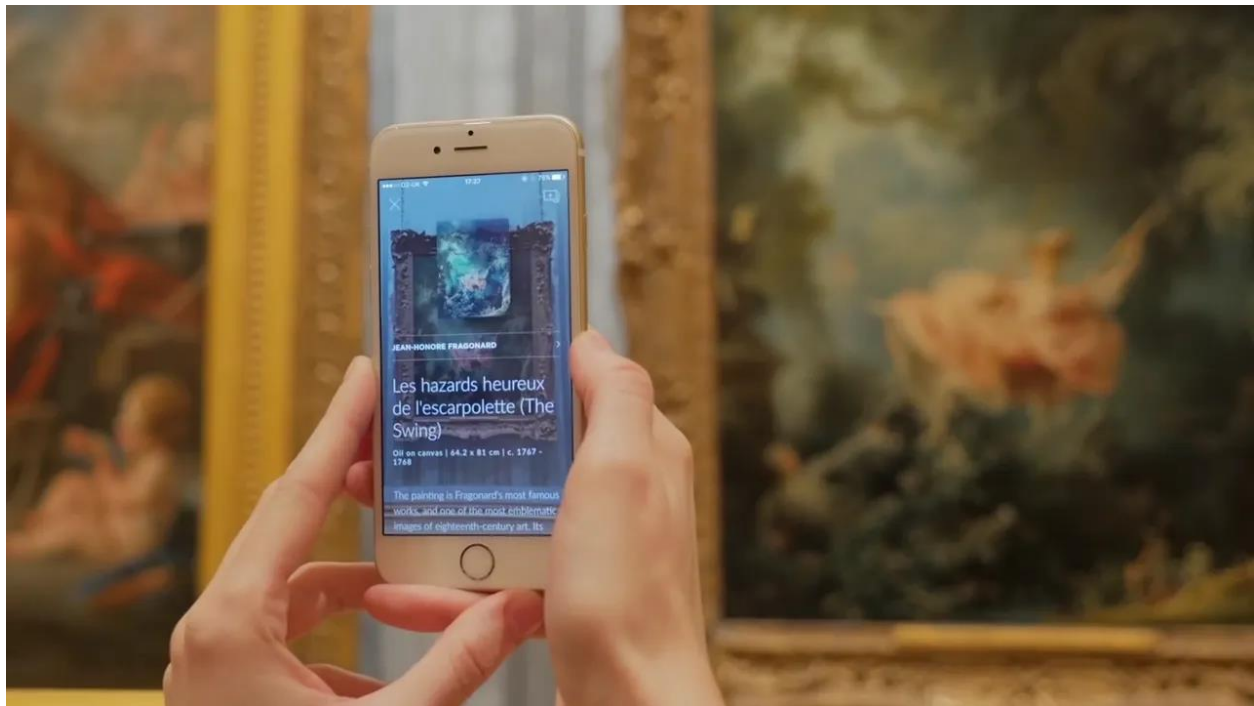
AR Features: 360 view and arrows to lead to the artwork visitor is interested in



Third-Party AI Apps Used Across Museums

Smartify:

Features: “Shazam for Art” with AI image recognition to identify artworks. Used in the Van Gogh Museum, Uffizi Gallery, and others.



Google Arts & Culture:

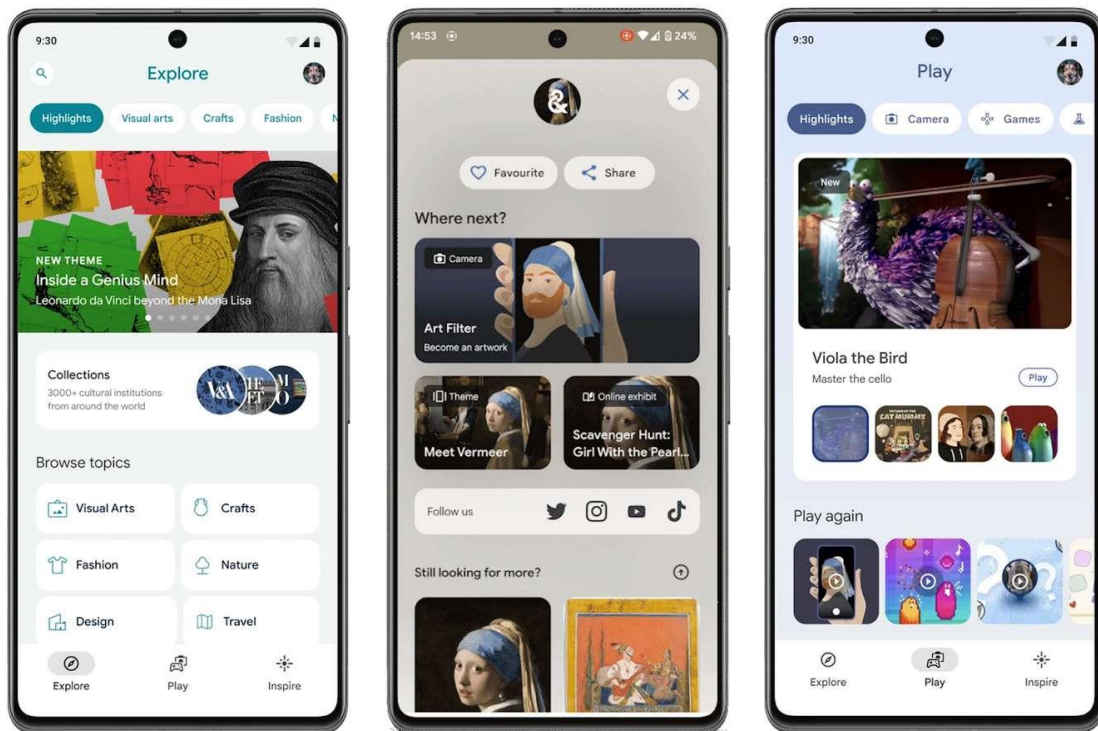
Google art & Culture has multiple engaging games

1. Art Selfie:
AI facial recognition matches users' selfies to historical artworks integrating social sharing (e.g., "Which painting is your twin?"), driving curiosity of other people
2. Art Transfer:
AI style transfer applies famous artwork styles (e.g., Van Gogh) to user photos encouraging users to explore art works they enjoy by hands-on experimentation.
3. Pocket Gallery:
AR-powered virtual exhibitions (e.g., Klimt retrospectives) in immersive 3D. Makes inaccessible exhibits explorable from home, boosting virtual museum traffic.
4. Art Project:

Ultra-high-resolution scans of masterpieces. Zoom-in functionality for deep dives into details, appealing to educators and art enthusiasts.

5. Personalized Recommendations:

Machine learning creates collections based on user preferences.



What are the possibilities?

1. Improve Rijksmuseum artwork searching engine by incorporating image recognition
2. **AI image recognition**

Scan the artwork and give some information about the painting, sculpture or the artwork when it's scanned

3. **Generative AI**

Generate, add filters or expand the painting in different ways, preferred by the user

4. Personalized recommendations

Create a personalized recommendations for a user based on his/hers field of interest