ART SY

Artsy acquires data science startup ArtAdvisor

New York, NY — **Artsy** today announced the acquisition of **ArtAdvisor**, a New York-based art technology startup, bringing co-founder Hugo Liu onto the team as Chief Scientist. ArtAdvisor analyzes large sets of data about artists to provide insight about them within the larger cultural landscape. ArtAdvisor's machine learning and data insights will integrate into Artsy's platform, providing deeper understanding of the current and future art market for aspiring and seasoned collectors alike.

"At Artsy's core has been our dedication to the idea of bringing together art and science, in fact it is one of our five values. There are few people who embody that core value more than Hugo, an MIT Ph.D. specializing in artificial intelligence and data science, who also shares our deep love and appreciation for art and the role it can play in bringing people together across cultural divides," said **Carter Cleveland, Artsy's founder and CEO**. "Data-driven insights and a more personalized experience will become increasingly important as we expand access to a larger universe of art buyers and enthusiasts. And we believe that Hugo is the best person in the world to help us deliver on that experience."

Liu is a leading artificial intelligence technologist. Before co-founding ArtAdvisor with Lucas Zwirner, Liu was the Chief Scientist of trend-prediction app Hunch, where he developed taste-monitoring algorithms before the firm was acquired by eBay. Liu also worked as the Principal Scientist for Merchandising at eBay. He holds a Ph.D. in computer models of taste from the MIT Media Lab.

"Hugo's unique combination of world-class data science expertise, deep art market analytics experience, and his passion for Artsy's larger mission are a perfect fit for this important new position. Given Artsy's recent growth and momentum the timing could not be better for us to double down on our investment in data science," notes **Sebastian Cwilich, Artsy's President and COO**.

As long-term trends of personalization and prediction have transformed other industries, Liu will help Artsy bring similar data-first offerings to Artsy's users, allowing for greater personalization across Artsy's growing marketplace.

"When we started ArtAdvisor, we envisioned the service as a sort of collective art brain, helping consumers better understand the cultural significance of individual artists. With Artsy, the leading destination for learning about and collecting art online, we found a natural collaborator and a shared mission: making access to all the world's art as intuitive as possible, empowering art collectors with better tools, insights, and using data to tell art's story," notes Liu.

ABOUT ARTSY

Artsy is the leading destination for exploring and collecting art from the world's top galleries, museums, art fairs, and auction houses. Artsy partners directly with the most influential players in the art world, providing collectors and enthusiasts a central resource to learn about and purchase artwork from anywhere in the world. Powered by The Art Genome Project, a personalization system that maps the connections between artists and artworks, visitors to Artsy can browse art from the world's leading museums, collect artworks from thousands of top galleries, explore international art fairs before they open to the public, bid in auctions from leading auction houses, and read about the art world in the world's most-read art publication. Our mission is to make all the world's art accessible to anyone with an internet connection.

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