

Artsy Launches New Augmented Reality Feature Using Apple's Next-Generation AR Technology

New York, April 3, 2018—**Artsy** today announced the launch of a new augmented reality feature that allows art buyers to preview works by virtually “hanging them” on their walls. Artsy’s AR feature will be the first art app using the newly available ARKit 1.5, just released from Apple with the release of iOS 11.3, which can now recognize vertical surfaces like walls and doors, in addition to horizontal surfaces. Apple’s new vertical plane capabilities provided Artsy’s engineers with the technological infrastructure to create the most realistic augmented reality feature possible for the iPhone, for the first time enabling works to attach directly onto walls.

Bringing users the most authentic viewing experience on the market, the AR functionality is a crucial service for art buyers looking to make the most informed and confident decision when purchasing artwork for their homes, offices, or other spaces. The feature functions for all two-dimensional works in Artsy’s over 800,000-artwork inventory, from world-famous artworks like the *Mona Lisa* and *The Scream* to the latest works from emerging artists.

“We consistently hear from prospective and experienced art buyers that one of the key challenges of purchasing art online is not being able to see the work in person,” said Artsy’s CEO and Founder **Carter Cleveland**. “The launch of an unparalleled AR feature marks an important step for Artsy in building the world’s most seamless and enjoyable art buying experience—fostering greater passion for art, encouraging more people to buy art for their living spaces, and in turn, expanding the overall art world.”

The feature is the latest step in bringing Artsy’s buyers, art enthusiasts, and art world partners—galleries, auction houses, museums, and art fairs—industry-leading technology solutions to enhance the experience of buying, selling, and discovering art online.

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ABOUT ARTSY

Artsy is the global platform for discovering and collecting art. Artsy partners with [leading museums](#), [international galleries](#), [auction houses](#), and [art fairs](#) to create the world's largest marketplace for art. Artsy's technology enables the growth of the entire art market by effectively connecting supply and demand at a global scale. With 2,500+ partners across 90+ countries and the [most-read art publication online](#), Artsy empowers a global audience to learn about, discover, and collect art. Launched in 2012, Artsy is headquartered in New York City with offices in London, Berlin, Los Angeles, and Hong Kong.

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