

Artup — The Art Experience Management Platform

Redefining how cultural institutions catalogue, curate, narrate, and deliver art and design experiences.

Executive Overview — February 2026

Executive Summary

The global art collection software market is projected to exceed USD 1.2 billion by 2033, growing at a compound annual growth rate of 12–15%, driven by the accelerating digitisation of collections, AI-powered personalisation, and evolving visitor expectations[1][2]. Institutions worldwide — from flagship national museums to independent galleries and heritage foundations — face a dual imperative: preserving the integrity and provenance of their collections while delivering immersive, multilingual, and universally accessible visitor experiences.

Artup is an end-to-end art experience management platform engineered to bridge the operational backbone of collection stewardship with the creative frontier of audience engagement. By unifying asset cataloguing, AI-assisted audio narration, curatorial pathway design, and proximity-triggered visitor guidance within a single ecosystem, Artup empowers cultural professionals to orchestrate the full lifecycle of an exhibition — from accession to audience.

The Institutional Challenge

Cultural institutions operate at the intersection of scholarship, conservation, and public engagement. Yet the toolsets available to professionals have historically been fragmented: collection management systems that ignore the visitor layer, audio guide

vendors disconnected from the catalogue, and wayfinding solutions bolted on as afterthoughts.

The result is operational friction, duplicated metadata, inconsistent narratives across touchpoints, and a visitor experience that falls short of the immersive, personalised encounters that contemporary audiences increasingly expect[3][4].

Artup eliminates this fragmentation by treating the **catalogued asset as the single source of truth** from which every downstream experience — narration, pathway, visitor interaction, social sharing — is derived.

Platform Capabilities

Collection Cataloguing and Asset Governance

Artup provides a comprehensive, standards-aligned digital catalogue designed for the rigour demanded by registrars, conservators, and curatorial teams. Institutions can create records natively within the platform or import existing inventories via structured data ingestion.

Each asset record encompasses the full spectrum of professional documentation fields:

- **Core Identification** — Title, inventory number, classification, object type, and unique identifiers.
- **Physical and Technical Attributes** — Dimensions, materials, techniques, medium, support, condition, and conservation notes.
- **Visual and Semantic Description** — Iconographic analysis, subject matter, stylistic period, movement affiliation, and thematic tags.
- **Authorship and Attribution** — Artist or maker, workshop, school, attribution qualifiers, and biographical cross-references.
- **Rights and Reproduction** — Copyright status, licence type, reproduction restrictions, and rights holder information.
- **Provenance and Ownership History** — Chain of custody, exhibition history, auction records, and bibliographic references.
- **Administrative and Cataloguing Metadata** — Accession date, catalogue raisonné references, loan history, insurance

- valuation, and storage location.
- **Optional Contextual Datapoints** — Socio-historical context, related works, conservation campaigns, and digital asset links.

This architecture ensures interoperability with international documentation standards and supports the granularity required for scholarly, legal, and insurance purposes.

AI-Powered Audio Description Generation

For every catalogued asset, Artup's integrated AI engine generates rich, publication-quality audio descriptions. Curators and collection managers retain full editorial control, with the ability to:

1. Select from multiple **narrative styles** — academic, conversational, storytelling, poetic, or accessibility-focused (for visually impaired audiences).
2. Choose among a palette of **synthetic and natural voices**, calibrated for tonal warmth, clarity, and cultural appropriateness.
3. Generate descriptions in **multiple languages**, enabling institutions to serve diverse and international audiences without commissioning separate translation workflows.

Research from the Rijksmuseum's collaboration with Microsoft on Azure AI-powered audio descriptions, as well as broader studies on multisensory museum engagement, confirms that AI-generated audio narration significantly deepens visitor connection with artworks — benefiting not only visually impaired audiences but all visitors seeking richer interpretive layers[5][6].

Curatorial Pathway Design

Assets within the catalogue can be assembled into **visitor pathways** — thematic, chronological, didactic, or experiential itineraries that guide audiences through the physical or conceptual landscape of a venue.

Each pathway is complemented by a **curatorial narration layer**: a cohesive audio narrative that contextualises the sequence of works,

articulates thematic throughlines, and provides transitions between stops. Pathway narrations are available in:

- Multiple **narrative styles** — from scholarly commentary to immersive storytelling.
- A selection of **voices and languages**, ensuring inclusive access for global audiences.

Curators may leverage AI-generated draft narrations as a creative starting point and refine them editorially, or they may author the entire narration independently, maintaining full curatorial authority over voice, tone, and interpretive perspective.

Proximity-Triggered Visitor Guidance

Artup supports two complementary delivery mechanisms for in-venue experiences:

1. **QR Code Activation** — Dynamically generated QR codes are assigned to each catalogued item. Visitors scan a code with their mobile device to instantly access the corresponding audio description, visual metadata, and contextual information.
2. **BLE Beacon Integration** — Bluetooth Low Energy beacons installed throughout the venue enable automatic, location-aware content delivery. As visitors move through the space, narration follows them seamlessly, triggered by proximity rather than requiring manual interaction[7][8].

This dual-mode architecture accommodates diverse venue typologies — from intimate gallery rooms where QR codes offer a discreet, self-directed experience, to expansive museum campuses where beacon-driven guidance ensures continuity and wayfinding support.

The Visitor Experience

Artup transforms the audience encounter from passive observation into an **augmented, participatory experience**. Using their personal mobile device, visitors can:

- **Listen to item-level audio narration** by scanning the associated QR code or by using visual recognition — simply

- pointing their device camera at a work to trigger its description.
- **Select and follow curated pathways**, choosing from multiple thematic itineraries tailored to different interests, time constraints, and accessibility needs.
 - **Experience continuous guided narration** via BLE beacons, which deliver contextual audio as visitors naturally traverse the venue — no manual interaction required.
 - **Build a personal collection** by bookmarking items and their descriptions, including audio narrations, for future reference and continued engagement beyond the visit.
 - **Share discoveries** on social media and messaging platforms, amplifying the institution's reach through organic, visitor-driven content dissemination.

This visitor-centric model aligns with the broader industry shift toward AI-driven personalisation and hybrid engagement. The market for AI-powered museum tours is projected to reach USD 2.15 billion by 2033, underscoring the demand for technology that makes cultural experiences more interactive, inclusive, and memorable[9].

Strategic Value Proposition

Dimension	Artup Value
Operational Efficiency	Unified catalogue-to-experience pipeline eliminates redundant workflows across collection management, audio production, and visitor delivery.
Curatorial Sovereignty	AI augments — never replaces — human expertise. Curators retain full editorial authority over narratives, pathways, and interpretive voice.
Multilingual Accessibility	AI-powered narration in multiple languages removes barriers for international and diverse audiences without multiplying production costs.
Universal Inclusivity	Audio descriptions in accessibility-focused styles serve visually impaired visitors while enriching the experience for all audiences.
Visitor Engagement	Proximity-triggered guidance, visual recognition, and social sharing transform passive spectators into active, connected participants.
Institutional Reach	Visitor-generated social sharing extends the cultural conversation beyond the venue, driving awareness and return visits.
Scalability	Modular architecture supports institutions of any scale — from a single-room gallery to a multi-building heritage campus.

Table 1: Artup's strategic value across key institutional dimensions.

Who Is Artup For

Artup is designed for the full spectrum of cultural stewardship and creative practice:

- **Museums and public galleries** seeking to modernise visitor engagement while maintaining scholarly catalogue integrity.
- **National heritage foundations and cultural ministries** requiring scalable, multilingual solutions across distributed sites

and collections.

- **Private collectors and corporate collections** managing high-value inventories with provenance, insurance, and exhibition requirements.
 - **Curatorial professionals and exhibition designers** assembling temporary or travelling exhibitions with integrated narrative and wayfinding layers.
 - **Cultural points of interest** — historical sites, architectural landmarks, sculpture parks, design districts — expanding interpretive access for diverse audiences.
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Market Context

The cultural sector is undergoing a structural digital transformation. Institutions face shifting visitor behaviours, heightened competition for leisure time, and increasing pressure to diversify revenue streams and demonstrate public value[3]. Key market dynamics shaping the opportunity include:

- The global art collection software market, estimated at USD 250–500 million in 2025, is growing at a CAGR of 12–15%, propelled by digitisation mandates, AI integration, and mobile-first audience expectations[1][2][10].
- AI-driven personalisation, including customised audio tours and adaptive storytelling based on visitor preferences, is emerging as a strategic priority for institutions worldwide[4][9].
- BLE beacon technology and QR-based activation are becoming established infrastructure in cultural venues, enabling location-aware content delivery and visitor analytics[7][8].
- Accessibility is no longer a peripheral concern but a core design principle — audio descriptions and multisensory AI experiences benefit all audiences, not only those with specific access needs[5][6].

Artup is positioned at the convergence of these forces: a platform purpose-built for the cultural sector that unifies collection governance, AI-assisted narration, curatorial design, and immersive visitor delivery in a single, integrated environment.

Next Steps

We welcome the opportunity to discuss how Artup can serve the specific needs of your institution, collection, or curatorial project. Whether you are modernising an established museum's infrastructure, launching a new exhibition programme, or building a digital-first cultural experience from the ground up, Artup provides the platform to catalogue with precision, narrate with intelligence, and engage with impact.

To arrange a platform demonstration or strategic consultation, please contact us at [\[info@artup.com\]](mailto:info@artup.com).

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