

Project Title:

AfriArt: AI-Powered Local Artist Discovery Platform

Problem Statement:

Africa's cultural and creative industries are rich in talent but lack international visibility. Local artists remain unrecognized due to their limited exposure to international markets, constrained finance, and poor digital infrastructure. This restricts their economic potential and cultural influence.

Solution:

AfriArt is an online marketplace powered by artificial intelligence that exposes local African artists to the world by intelligently connecting their artworks with prospective buyers and enthusiasts globally. Artists do not have to do anything except upload work, and users receive personalized suggestions as per their preferred style.

Key Features:

Artist Portal: Simple interface to upload, tag, and organize artwork.

AI Recommendation Engine: Azure AI analyzes user behavior and art styles to suggest relevant artworks.

Marketplace Integration: Allows users worldwide to view, explore, and buy original African artwork.

Analytics Dashboard (via Microsoft Fabric): Tracks views, interest, and sales metrics to give artists data-informed insights.

Built using: Microsoft Fabric, Azure AI, Power Apps, and Power BI.

Effect: AfriArt connects local talent to the world's demand. Through AI and digital technology, it facilitates economic empowerment, cross-cultural exchange, and sustainable growth in Africa's creative industry.