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## Digital Art Gallery – Gallery Am Fluss

**Name & Industry:** Gallery Am Fluss, Art Exhibitions

**Size:** 3 staff, 20 artists

**Founded:** 2010

### Background

The gallery focuses on contemporary art. Visitor numbers dropped during the pandemic, and the website lacks digital experiences. Artists want greater online visibility, and visitors expect immersive options.

### Project Rationale

A digital gallery will include virtual tours, high-res artworks, artist profiles, and online purchase options.

### Special Features / Challenges

- Optimized image handling (zoom, watermarks)
- Copyright/licensing for online sales
- Integration of payment services

### Implementation Note (Skills)

CMS for exhibitions; responsive frontend; Symfony backend for gallery/sales; databases (works, artists); API integration (payment, CDN); Security; SEO; CI/CD.