

Artiship

— An app that to schedule the artist's exhibition and reduce the exhibition carbon footprint

Yan Yuet Jasmine Lam



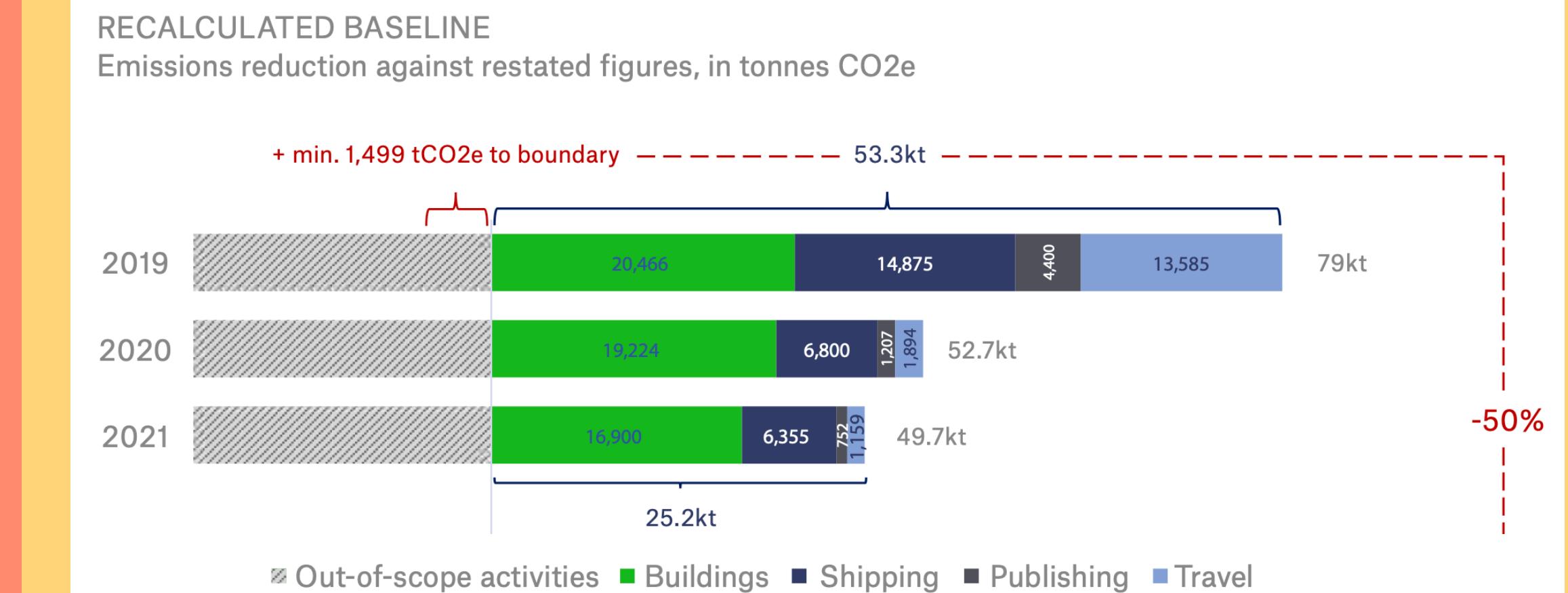
Why Art Industry?

In addition to my passion for technology, I am also a freelance illustrator.

When organising an exhibition, various preparatory tasks such as shipping, packaging, and printing are involved. Moreover, a significant number of visitors travel from around the world to attend these exhibitions. It is crucial to recognise that, with the inclusion of advertising efforts and energy consumption during the event, a single exhibition can generate a surprisingly large carbon footprint.

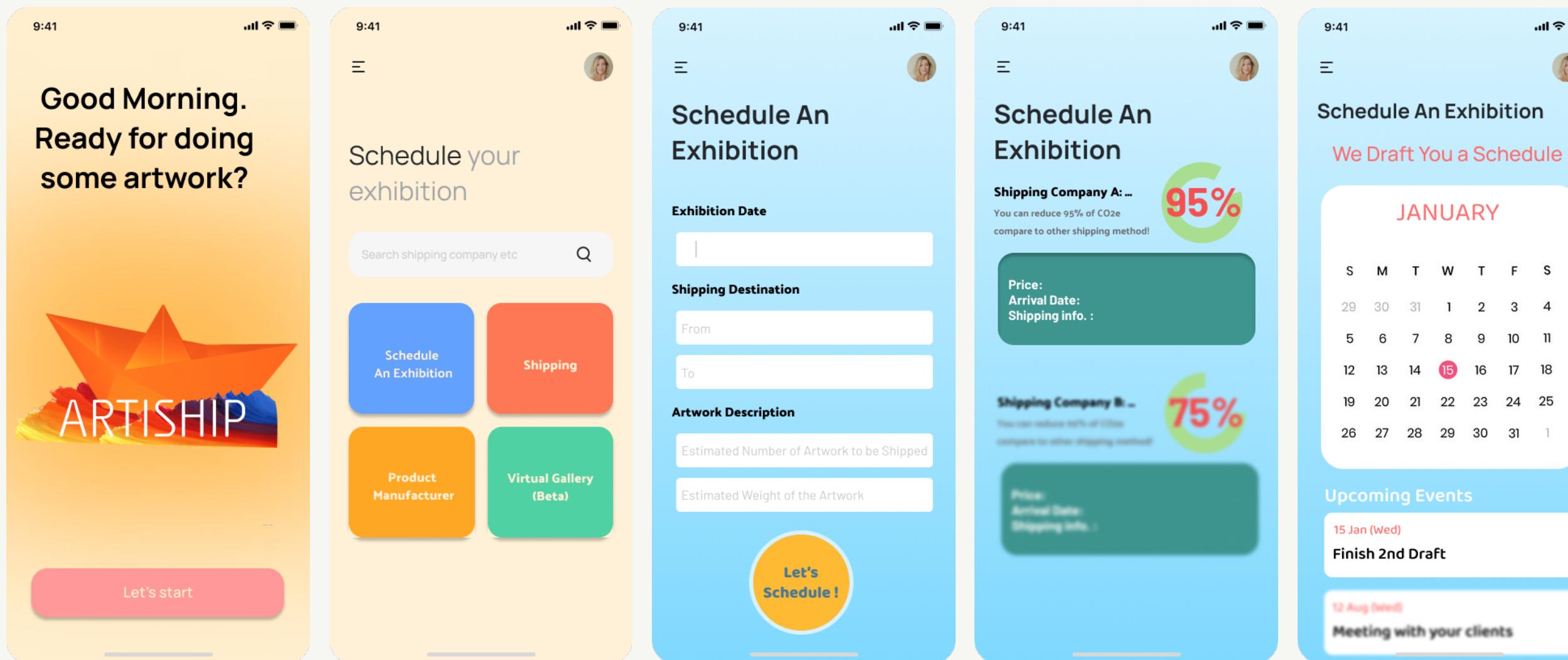
This is why it is imperative that we address and tackle CO₂ emissions in the art industry.

Case Study: Christie's Bidding Gallery Event



Before considering carbon footprint reduction, the total CO₂ emissions amount to 79,000 tonnes. It is evident that by focusing on achieving Net Zero, we have the potential to make substantial reductions in both shipping and travel-related emissions.

Artiship App Mockup



**Beat Procrastination Beat CO2 Emission
Beat wastage**

Schedule an Exhibition/ Shipping

- 1. Compare the shipping price and CO2 Emission**
 - Fill in your exhibition date, shipping destination and artwork description
 - Help you find the lowest carbon footprint + lowest price route

- 2. Help planning your exhibition schedule beforehand**

- Prevent procrastination
- Help planning your shipping schedule (group shipping instead of individual shipping)

Product Manufacturer

- Partnership with eco-friendly printing company
- Provide discount code if you use us as an agency to contact the partnered

Virtual Gallery (Beta)

- Provide a virtual gallery website as a platform for overseas visitor to join the exhibition
- The artwork can also showcase in the NFT platform

Mockup Link:

<https://www.figma.com/file/1HCCwkuTCmJ10jsfZmXe5P/Artiship?type=design&node-id=0%3A1&mode=design&t=IPhMiNr5SXMtDfY-1>

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Potential Partnership



<https://galleryclimatecoalition.org/>

GCC offers a Carbon Calculator designed specifically for artists, providing valuable insights into CO₂ emissions and effective methods to reduce their carbon footprint. While GCC's existing tools are beneficial, there is currently a gap in the market when it comes to a convenient app that assists artists in planning their exhibitions. This is where our app comes in.

By collaborating with GCC, our app combines their data collection capabilities and carbon calculator with AI technology to empower artists in planning their exhibitions in advance. Our app facilitates comparisons of the best eco-friendly shipping and manufacturing options, ensuring artists can make sustainable choices. Moreover, it helps prevent procrastination by providing artists with a structured timeline and reminders.

Together, our app and GCC's resources offer a comprehensive solution to help artists not only reduce their carbon footprint but also streamline their exhibition planning process.

Client Story

"Then I looked at my own practice and realised the main carbon-producing part of my business is in shipping. I had never taken any notice of it—just handed it over to the galleries." — Gary Hume

"Obviously, going by land is the best way of doing things—or not travelling at all and doing a Zoom call. But I think the most important thing is to be conscious. It's a really simple matter of just organising your year well." — Tino Sehgal

<https://www.theartnewspaper.com/2021/10/13/a-greener-way-of-working-how-artists-are-changing-their-practice>

Challenges and Solutions

"I am not sure my shipping by air may cause a lot of CO₂ emission"

– You can calculate the CO₂ emission in the Shipping section

"How can I plan my exhibition to prevent shipping by air due to lack of time?"

– We apply AI to plan your schedule. You can edit the calendar after our drafted schedule.

"I want to compare different shipping plan in a quick way"

"I am not sure which printing companies are more eco-friendly"

– We compare shipping and printing plans for you. There are charts to show you how many % of CO₂ emission reduced compare to other plans.

"I want to reduce my exhibition budget in a eco-friendly way"

– We provide Virtual Gallery (beta). You can showcase your artwork in a virtual gallery platform. Bidding option will be added in upcoming version.