Beautiful

Smart City

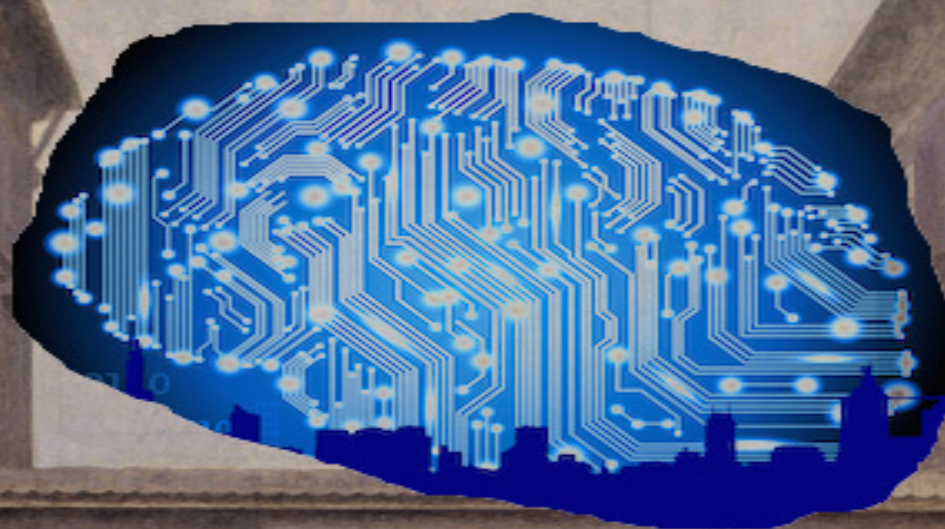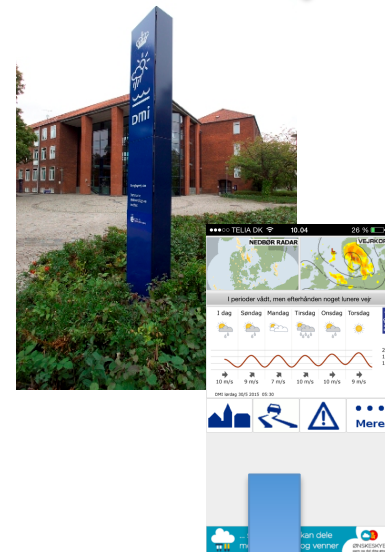| What	Why	How
• Insert paintings in design dynamically	• Boost company brand • Reach new audience • Generate value to static data • Inject forgotten aesthetics to moderne design	• Populate design elements with artobjects picked by user-specific data (location, weather)

How: SMK to DMI

How 2: Live demo "vej"

How II: Sharing is caring (+70)

Why: The value chain

- Company Brand - Supporting culture
- Adding to the customer experience
- Injecting forgotten aesthetics into modern life
    - Land-scape: man & nature
    - Ethics

- Exposing art to nonSMK segment
- onsite visitors
- online visitors
- online contributors