

Press release

ARTE Generali App now integrates AI-technology to deliver unique insights on contemporary art

- **With the launch of the new version of ARTE Generali App, the art insurer is setting new digital standards for the art market together with the partner Wondeur.**

08/12/2022 - From now on, users of the ARTE Generali app will have the opportunity to learn more about the developments of contemporary artists with the function "My Art Market Trends". The aim is to offer art collectors and art enthusiasts an innovative tool to expand their knowledge around contemporary art.

"My Art Market Trends" is based on AI technology from Wondeur, a game-changing company based in Canada, that provides the art community with information they need to better understand the contemporary art world. This feature gives instant access to data that cover an artist's career, such as exhibitions, collections, acquisitions and publications. The tool also analyses how those events are connected to make predictions about possible future perspectives on artists and their works.

Jean Gazançon, CEO of ARTE Generali: *„With the new version of the ARTE Generali App, we are expanding our digital services in the art market. With My Art Market Trends we provide a unique tool in the market based on the latest technological innovations. As a Lifetime partner to our clients, we have created another specialized solution for art collectors, enabling them to expand their art knowledge with the support of digital tools.“*

What makes My Art Market Trends unique is its ability to overcome traditional biases in the art world by looking at more than just market behavior usually used to determine value. This is important for artists, collectors and art professionals as sales don't necessarily determine future value nor success.

How to use My Art Market Trends? The user can just type in the name of any contemporary artist in the search bar and will immediately receive AI information on several forms of data in real time, including:

- intrinsic value
- liquidity value
- most recent dealer transaction
- risk of change in value
- museum dynamics and future prospects



Besides My Art Market Trends, the ARTE Generali App provides access to the following additional features:

- "MyEvaluation" is an online evaluation service provided by an art expert from Pablo Collection
- "MyCollection", which enables the user to create a virtual gallery to gain immediate access to all their artworks"
- "MyConcierge" allows ARTE Generali clients to request a professional concierge service for their art.
- "MyDocuments" the filing system for all relevant insurance documents of ARTE Generali clients
- "MyClaims" enables ARTE Generali clients to file a digital damage report with photos and documents.

The ARTE Generali app is available on the iOS App Store and for Android in Google Play for registered accounts in Germany, Italy and France. ARTE Generali clients are provided unlimited access to all functions in the app. Other users can create a free account to test the main features for a trial period of 180 days.

The ARTE Generali App is constantly being updated to incorporate new features.

ARTE GENERALI

ARTE Generali is the Generali Group's international unit specializing in art for the protection of art collections (private and institutional). ARTE Generali's offering is as holistic and tailored as the unique needs of its customers. As a lifetime partner for art collectors, it offers innovative, personalized solutions and services that help clients protect, preserve, value their collection while sharing their relationships of passion for art with other collectors. ARTE Generali's offering is available in Germany, France, Italy, Austria and the Middle East and is continuously expanding to other countries.

Wondeur

Wondeur is a game-changing company that uses cutting edge AI technology to provide risk analysis on bias and price developments in the art industry. The Wondeur team is made up of MIT and University of Toronto senior researchers in AI working collaboratively with art experts to help art professionals, insurers and fiduciary advisors access reliable and professional information on the global art market. The transformative power of this technology is leveraged by global leaders in the insurance and financial industry in Europe and North America since 2019.

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