



ACCLIAMED ARTIST BRITT FORD SELECTS QWASI TO BUILD SMART GALLERY & ARTWORK

QWASI is excited to partner with Britt Ford to bring art giving customers and fans a window into her process through a unique mobile experience.



QWASI
Innovation Realized™



SOLUTION

Utilizing Smart Spaces technology to enable customers to interact with her artwork on products, in stores, and at her gallery

Smart QR touchpoints across her galleries and on artwork engage customers to learn more about her process, view new art, authenticate art, request custom work, and sign up for events seamlessly on mobile



CLIENT DESCRIPTION

Britt Ford is transforming the industry of modern cartography by utilizing heat-embossing versus the traditional two-dimensional mass-produced maps and illustrations.

Britt Ford is a Tampa, FL based 30-year-old multi-discipline self-taught artist from Hoboken, New Jersey. Britt specializes in thermographic embossed paintings and large-scale hand painted murals. Thermographic embossing is a rare medium and Britt has created thousands of personalized unique treasures for clients. Britt has displayed her work at Britt Ford Pop Up, The Showcase and New Works shows and continues to display her work in group shows today. Britt has gone on to paint vivid retro style murals for the city of Jersey City, as well as private clients in New York City and Southern Florida. She believes art adds beauty and hope to the world and works diligently to spread her positive messages and beautiful artwork.



"I look forward to working with QWASI on the opening of my pop-up gallery in Tampa, FL. QWASI's technology is so helpful for new clients to learn about my business and what services I have to offer. Their team is so hands on and have been more than helpful during the set up and activation."

BRITT FORD
ARTIST

BRITT FORD

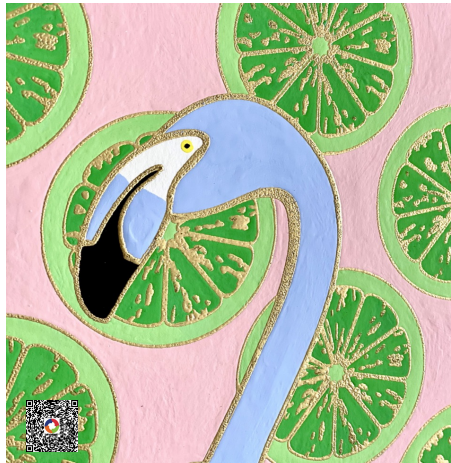


INDUSTRY VALUE



- +Promotion of brand story*
- +Database of customers and increased feedback*
- +Increased customer engagement and connectivity*

Digitizing art spaces allows guests to purchase artwork, register for events, preview gallery and art information, and provide feedback all from their mobile device. The art gallery industry as a whole can provide more amplified visitor experiences by offering touchpoints for individuals to further engage with art content.



63%

of online platforms expect galleries to emerge as big online players when they finally embrace digital technology.

HISCOX

16%

is the interaction rate and growth in engagement seen by adding mobile optimized touch points to galleries and art.

LEVY GORVY

59%

of art collectors stated that the COVID-19 pandemic increased their interest in collecting.

UBS

ABOUT

QWASI is the software leader in Mobile Innovation, creating Smart Spaces and building COVID safe touch free experiences for leading brands across Hospitality, Travel, Sports, Entertainment, Retail, CPG, Healthcare, Pharma, Education, and the Government Sector.

