

COSIMO ART COLLECTIVE

Background

Cosimo Art Collective is an innovative online platform dedicated to bridging the gap between emerging and established artists as well as art enthusiasts. Operating from their office in The Exchange, University of Birmingham at Centenary Square, Cosimo Art Collective facilitates seamless interactions between artists and customers through an intuitive online sharing platform. Their mission is to make art more approachable, accessible, and affordable for all, providing artists with a platform to showcase their work and art lovers with a diverse range of artworks to explore and purchase.

CHALLENGES

In their workspace at The Exchange, Cosimo Art Collective aims to cultivate an artistic corporate ambiance that would enhance employee well-being by creating a cheerful and vibrant workspace. They sought a solution that would seamlessly integrate art into their environment, reflecting their mission and inspiring both staff and visitors. Additionally, they wanted a dynamic display that could showcase the diverse range of artworks from their platform, providing exposure for their artists and engaging their audience. No solution in the market did that until Vieunite Pro came along.

SOLUTIONS

The integration of the Vieunite Pro digital canvas into their office space effectively addressed these objectives. The Vieunite Pro digital canvas brought art directly into the workplace, offering a captivating and authentic display. As CEO John Sewell remarked, **"Having a Vieunite Textura Pro in our office makes a huge difference to our co-working space. We can display artworks from dozens of talented emerging artists, and it was so easy to set up and install. We regularly get comments on it, and frequently people don't even realise it's a screen until the artworks shuffle and change in front of their eyes!"** The Vieunite Pro digital canvas features texture-accurate display technology that authentically shows every brush stroke and intricacy of artwork, making it look incredibly realistic. Available in four wooden frame options to match the décor, it also includes a mounting plate for easy flush wall mounting and switching between landscape and portrait orientations.

IMPLEMENTATION

The Vieunite Pro digital canvas was flush-mounted on the wall of their office at The Exchange, Centenary Square. The installation process was straightforward, allowing for both portrait and landscape orientations. Through the accompanying mobile app, Cosimo Art Collective can effortlessly upload internal corporate messaging alongside a diverse array of artworks, seamlessly blending organisational communication with artistic expression. The app is user-friendly, offering access to a variety of artwork ready to be displayed on the Textura



Pro digital canvas. From traditional to modern and static to dynamic, users can find the perfect artwork to fully transform their business spaces.

RESULTS

The addition of the Vieunite Pro digital canvas significantly enhanced the office environment. Visitors frequently expressed amazement, often not realising it was a digital screen until the artwork transitioned before their eyes, capturing their full attention. This innovative display method led to improved audience engagement and reinforced Cosimo Art Collective's commitment to integrating art into everyday spaces. The dynamic display not only showcased the diverse range of artworks from their platform but also provided exposure for their artists and engaged their audience. The seamless integration of art into the workspace created a cheerful and vibrant environment, enhancing employee well-being and reflecting the organisation's mission. Overall, the Vieunite Pro digital canvas truly provided Cosimo Art Collective with a versatile and dynamic solution to enhance their office environment, showcase their artists' work, and engage their audience. The easy installation, user-friendly app, and realistic display quality made it an ideal choice for integrating art into their workspace. The positive feedback from visitors and employees alike attests to the success of the implementation and the value it has added to the organisation.

