

CAMBRIDGE ART FAIR IS FIRST TO DELIVER GROUNDBREAKING ART TECHNOLOGY

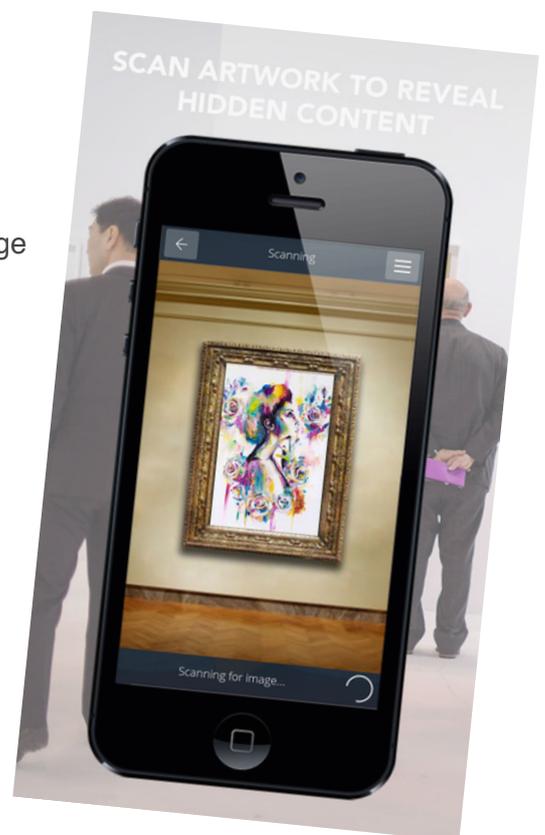
Fine Art Meets Technology

Cambridge, the UK's tech industry hub, will play host to another technology first in October this year when Cambridge Art Fair pioneers the industry's latest art technology.

ActivCanvas promises to delight art buyers by enabling fair goers to access more information about any artwork simply by pointing their phone at it. It's powerful visual recognition technology recognises the artwork and brings it to life, showing the art buyer hidden information about that piece using augmented reality video and a suite of other engaging features.

Buyers will be able to shortlist the artwork to return to it later where they can also view more artwork by that artist and from the art fair. In addition, buyers will continue to get "secret" info about the artworks and artists that interest them and receive special offers only available through the app.

The technology also opens up a range of exciting possibilities for galleries and art fair organisers. These include closer customer engagement, valuable data demonstrating buyer preferences and the ability to directly communicate with buyers before, during and after the event.



The fourth edition of the Cambridge Art Fair, proudly sponsored by Elms Cambridge BMW, will be held from 30th September to 2nd October at the Guildhall in Cambridge. The ticket-only Private View will take place on Thursday 29th September.

Cambridge Art Fair launched in 2013 and has become an established part of the international art fair calendar in the four years since it's creation. The fair brings a fantastic selection of respected UK and international art galleries and dealers to the Guildhall in the heart of Cambridge city centre.

This year we are pleased to be able to bring highly collectible modern art from the 20th century by Modern Masters, as well as contemporary art by some of today's leading international artists at a range of surprisingly affordable prices. Artists from all over the UK will feature, as will artists from all over Europe and beyond.

The combined knowledge and experience of the galleries and dealers participating will ensure that you are able to find the perfect piece of art to suit you, your home and your pocket! And you can rest assured that all of the art available has been selected for its quality and provenance. The Cambridge Art Fair is the perfect place to shop for original works of art whether you are a new buyer or a seasoned collector.

Perhaps you need to source a large, contemporary sculpture for your office reception, a series of classic modern art prints for your conference room or perhaps a beautiful landscape painting for your home. Whatever your requirements, you'll find expert guidance and advice at Cambridge Art Fair.

One of the most famous and prestigious cities in the world, Cambridge is an extremely popular tourism destination, as well as a great shopping destination and a world-renowned centre for learning.

Cambridge Art Fair takes place in the impressive Guildhall building at the very heart of the city centre, surrounded by the buzz from the Market Square and the main shopping area and just a few steps away from many of the most famous university buildings in the world.

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