Vision

In the future, art will be a meaningful part of everyday life, the art market will be exponentially bigger, and artists everywhere will thrive.

Mission

To build a bigger, healthier, and more inclusive art ecosystem.

Positioning

spring.art is the only art platform creating a social end-to-end experience beginning from simple, casual, fun initial interactions and guiding people to more deeply engage with art and artist while simultaneously building the biggest and best art database ever.

We use a 3 prong strategy to get people engaging with art, help them find what they're looking for, and promote participation in fan communities around artists:

- **Games** provide ease of entry into the world of art. Gamified interactions allow players to interact frequently on their own time. All interactions help players progress their personas through leveling and reaching certain achievements, generating ongoing cycles of engagement and progression alongside opportunities to share experiences with others.

- **The Graph** is fed by every player's spring.art interactions and forms the world's most comprehensive understanding of art and how it is experienced throughout the world. As the graph grows and improves, so do players' daily experiences helping them find what inspires them and keeping them coming back for more.

- **Fandom** provides those who create art ways to monetize easily and successfully. The graph and games combine to help players discover communities that reflect their personal, genuine interests and enable them to engage in any way that is best for them. Fandom interactions also feed the graph, and foster new game ideas and experiences.

Unlike other traditional art businesses such as Christie's, Gagosian, Platform and Art Basel that cater to a small audience, and are driven by individual relationships, spring.art is accessible to anyone at any level and any point in their journey. Enabling them to develop a love for art and artists while being rewarded for competing with their friends and providing new data to the graph.

Unlike online art marketplaces such as 1stDibs, Artsy, Artnet and Artspace that fail to solve the discovery problem, don't nurture new engagement, and focus exclusively on selling

artworks to the few people who are ready to collect spring.art guides people from curiosity into deeper engagement while allowing artists to monetize their audiences at every step from small dollar contributions to funding projects and ultimately buying unique works.

Unlike visual social networks such as Instagram, Deviant Art, TikTok, Reddit and Facebook that do not cater to artists specifically, do not provide clear paths for discovery or monetization, and heavily favor video/abbreviated content. Spring.art is building systems that allow players to deeply engage with and communicate around artworks.

Unlike creator economy platforms such as Patreon, OnlyFans, YouTube and Kickstarter that do not provide ways for artists to get discovered or build a community of fans, spring.art internalizes the process of discovery, community building, and monetization so players can consolidate their experience under a single journey and persona.