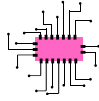




Industry:
Contemporary Art



New Tech:

- Artificial Intelligence
- Blockchain
- Internet of Things
- Crypto-activity



Achievements:

- Pre-Seed Grant 2021
- Industrial Patent 2022
- America Innovation Award 2025
- Smart&Start Grant 2025

Mission

ARTup is the decentralized digital registry of artists, artworks, and art professionals. Founded as an innovative start-up and spin-off of the research carried out by Atelier Montez over the past thirteen years, ARTup filed in 2022 an industrial patent entitled "System for physical and digital art and method for the evaluation and authentication of a work of art," earning multiple institutional recognitions. Its mission is to digitize and automate the processes of art and cultural fruition — such as the tokenization of physical and digital artworks, the disintermediation of sales contracts, the traceability of artworks, and the automated generation of condition reports, facility reports, and expertises — by integrating Blockchain, Artificial Intelligence, and the Internet of Things.



Business

ARTup offers digital services, products, and crypto-assets (SaaS and PaaS) with a freemium model for all segments of the art market: producers, promoters, custodians, and collectors. The so-called "ARTup Suite" is a set of integrated phygital tools designed to revolutionize key processes such as the production, management, and trade of artworks. Through the implementation of AI, IoT, and blockchain technologies, ARTup disintermediates, digitizes, and automates the processes of art fruition, offering business clients the ARTup Manager system — an innovative phygital 5.0 management platform that industrializes storage and exhibition spaces for artworks and integrates payments across physical and digital sales points.



Products and Services

SaaS:

- Pseudonymous digital identities for the art value chain
- Disintermediation of artwork sales and loan contracts
- A.I. BART: Data-Driven Art Consultancy
- Crypto-Assets: ARTup Coin (D1A), ARTup Counter (D2A), ARTup Currency (D0A)
- Artwork tokenization
- Producer Kit
- TecaKoten



PaaS:

- ARTup Manager management system (CRM, CMS, IoT, ART Radar, ART Gallery, etc.)
- ARTup Hosting Server
- F.A.Ro.-Kit

ARTup Company

 Giorgio Capogrossi Art Director C.E.O. Chief Executive Officer	 Marcella Magaletti Art Historian C.A.O. Chief Advisory Officer	 Lorenzo Saverio D'Attilia Attorney C.L.O. Chief Legal Officer	 Tomasz Waraksa Full Stack Developer C.T.O. Chief Technology Officer
 Giacomo Capogrossi C.O.O. Chief Operative Officer	 Marco Galletti C.G.O. Chief Graphical Officer	 Simone Sassetti PhD Accountant C.F.O. Chief Financial Officer	 Luca Motolese C.U.X./U.I. O. Front End Development
 Elisabetta Zeni Art Historian & Cultural Outreach	 D.S. Marketing Agent C.C.O. Chief Commercial Officer	 Emiliano Fonzi Accountant C.F.O. Chief Fiscal Officer	 Kazik Waraksa Junior Full Stack Developer
 Martina Alicia Setti U.I./U.X. Designer	 Valentina Carracino Product Designer	 Manuel Grillo 3D Designer	 A.A. DevOps

ARTup Community

B Art Advisory Team
Freelance promoter pool

ARTup Producers
Independent Artist pool

ARTup Developers
Freelance developer and contributors pool



Contacts

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Institutional partners

Commercial partners

Camera Dei Deputati Innovazione	Lado Innoova Innovazione	Fondazione Italia USA relazioni	Prati I.P. Intellectual Property	Tenenga srl IoT Solutions	ATC Legal Advisory	PTSCAS s.p.a. Financial Advisory	Affinity s.p.a. Blockchain Provider
EUROPEAN UNION	REGIONE LAZIO	MILANO	EMMADE-IN IoT software integration	LIEU Virtual tour provider	Floral Marketing agency	A-Tono Group Banking	Atelier Montez Art Factory