

Painting Findings

(Singapore Art Edition)

Art Mobile Application
for Iphone and Andriod

Presentation for participating artists:
Singapore Artists of different generations

A 2010 collaboration project by oluss studio and arthappen.com:



Background

- Painting Findings is a “spot the difference” mobile game application which features a special function of a “Virtual Gallery”, in which the images which are “won” will be entered into the mobile holder gallery section, where he can scroll-view and read information and important facts about the art works.

- Painting Findings’ first edition contains all Classical art works and is available for downloading for iPhones and Android mobile devices.

- Painting Findings is developing its second edition based on the theme of Singapore Art.



Art Works Entry

We are receiving entries of art works from Singaporean artists of all generations to be featured in this Singapore Art edition of Paintings Findings. Kindly submit the following to info@arthappen.com with subject "Painting Findings Singapore"

- 1) 10 proposed art works.
- 2) Caption/description for all art works submitted.
- 3) Contact number, Mailing address and email.
- 4) State any specific request of section of art works that are not encouraged to be edited for the duplicated image.

Parties involved in creating this mobile application will be entitled to the copyrights of the images for developing this Painting Findings Singapore project **only**.

There is no entry charges to Painting Findings.

There is no fee paid to artists for this project.

Brief explanation: Our mobile application team will produce a duplicate image with 5 different spots where the art work will be edited for "spot the difference" gaming purpose. After which, when an image is "won", it goes into the Gallery section where the original image will be shown with caption/description. Screen of Gallery viewing (right).

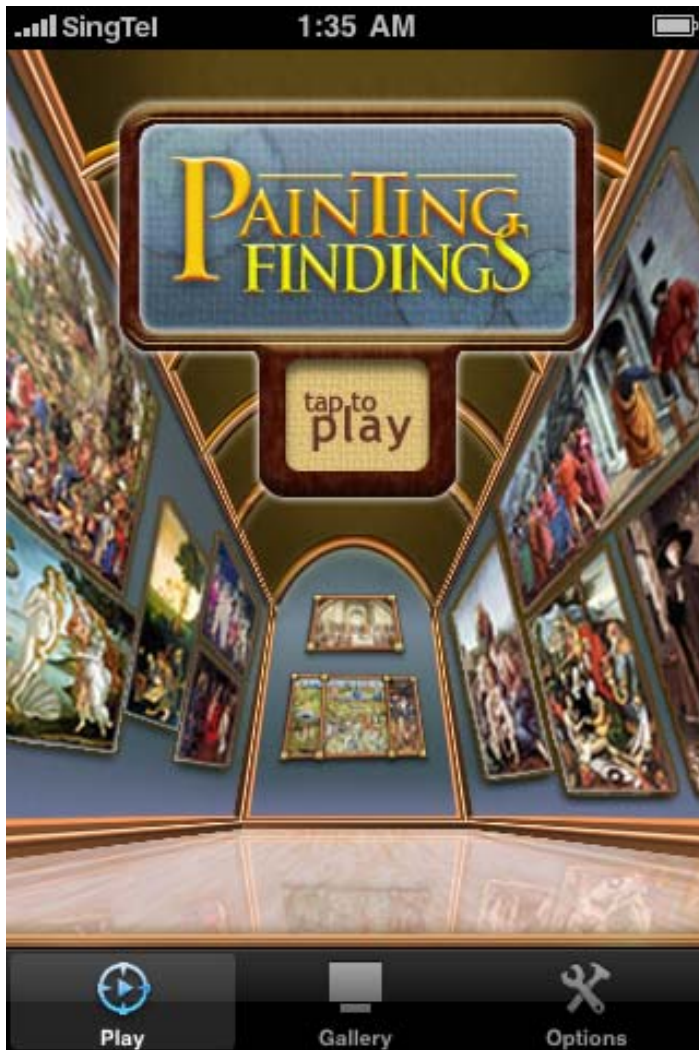
Potential for exposure of your art works through this application to device users

- It is running on the iPod Touch, iPhones, iPads and all Android based handsets.
- The total of devices activated until July 2010 is more than 40 million units and still counting.
- Average of newly activated units is almost 200,000/day.

Reaching to people

- Potential art lovers among mobile application users.
- They do not have the chance to be exposed to your art or know more about your art.
- This application is another channel of reaching them other than galleries and museums.
- This game is distributed worldwide

Screenshot 1 – Title Page



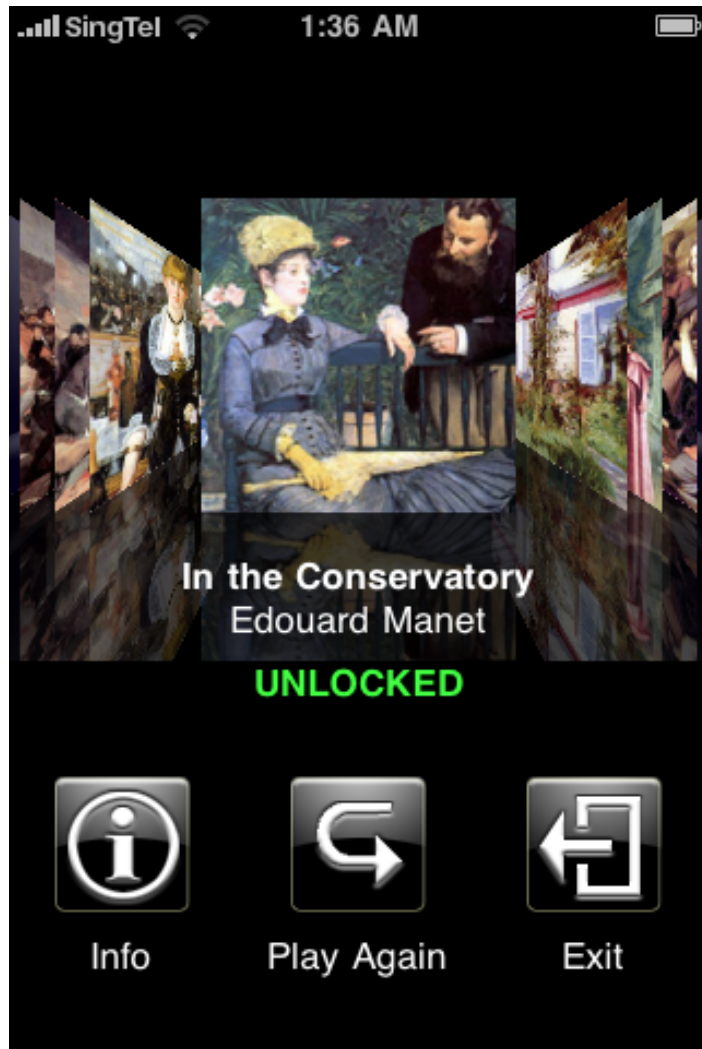
Original edition title page. (Singapore Art edition will introduce a customised title page.)

Screenshot 2 - Gameplay



Example of Gameplay.
The original image is
always on top, while the
edited image is below.

Screenshot 3 - Gallery



Example of the Gallery where the application users will be able to scroll through their art works collected through “winning” the spot the difference game.

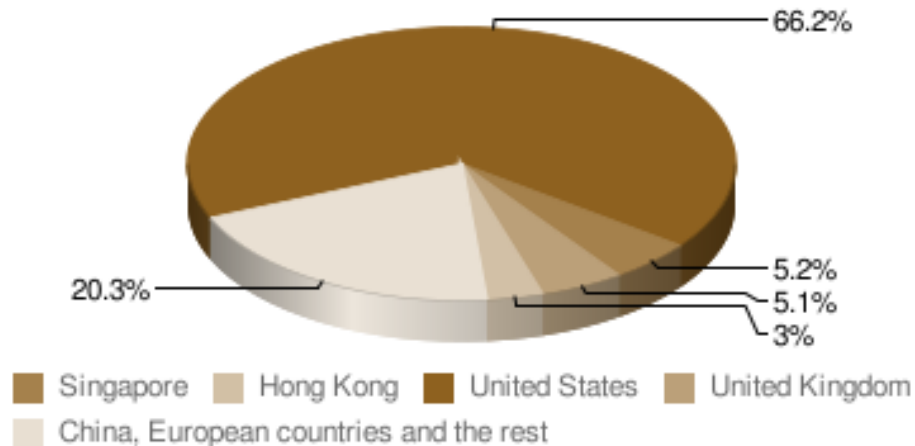
Screenshot 4 – Zoom View



Description of art works for reading while art work image in Vitual Gallery is being selected.

Painting Finding Original Edition Reaches around the world.

Painting Findings Distribution Around The World



- It has an average of 471 new users per day.
- It is rated 4.37 stars out of 5 globally.
- Singapore is the second largest user base despite its low population ratio.