

Introduction

Ketvirta versija invites you to take part in an innovative challenge: to create an intuitive and engaging digital solution that connects people with art and makes discovering, visualising, and purchasing artworks easy and accessible.

This brief outlines the context, challenge, and expected outcomes of the project. Join us in reimagining how people find and experience art in their everyday spaces!

Challenge Title

Smart application **ART FOR SALE**

Context

One of the oldest Lithuanian documentary and TV studios, based in Vilnius. Ketvirta versija has over 20 years of experience in making a content for cinema and TV. Ketvirta Versija is an independent film and television production company based in Vilnius, Lithuania, founded in 2003 by producer Teresa Rožanovska. The company has become a distinctive voice in Lithuanian documentary production since its inception, offering genuine, emotionally charged stories that reflect the depth of our diverse world.

The Challenge

Most people want unique, meaningful art for their homes, but: discovery is difficult – Art platforms are often fragmented, overwhelming, or curated only for elite buyers. Price transparency is poor – Users don't know what's "fair," especially when comparing student artists vs. established professionals.

Emotional connection is missing – Buying art online can feel impersonal; people struggle to find pieces that truly fit their taste, story, or space. Emerging artists lack visibility – Students and lesser-

known creators have limited access to buyers and marketplaces.

Target Audience

Primary: Young adults (20–40) decorating their homes or apartments.

Secondary: Interior design enthusiasts; First-time art buyers; Students and emerging artists looking to sell work.

What type of solution would be most useful to our organisation?

Open to any type of solution.

Constraints & Requirements

Legal & Ethical Considerations; Data privacy; Content moderation; Technical Restrictions.

Possible Directions

Legal & Ethical Considerations

Copyright & ownership: all artworks are uploaded with the artist's consent and proper attribution.

Fair compensation: Artists should receive transparent and fair pricing for their work.

Data privacy: User-uploaded images (e.g., room photos) must be securely stored and not misused.

Content moderation: Prevent inappropriate or plagiarized artwork from being listed.

Target Audience

Primary: Young adults (20–60) decorating their homes or apartments.

Secondary:

- Interior design enthusiasts
- First-time art buyers
- Students and emerging artists looking to sell work

Technical Restrictions

Limited time and resources mean:

Use simple recommendation logic (rule-based instead of complex AI)

Basic image overlay instead of full AR

Platform should ideally be:

A responsive web app or simple mobile app

Dependence on:

Public datasets or manually uploaded sample artworks

Implementation Conditions

The solution should be:

- Easy to use (intuitive UI/UX is critical)
- Visually appealing (since it's art-focused)

Must demonstrate:

- A clear user journey (discover → visualize → save/buy)

Should be scalable to:

- Add payment systems
- Support real artists and real transactions in the future.

Expected Outcomes

The expected outcome is a functional prototype (MVP) of a digital platform that demonstrates how users can easily discover and select artworks tailored to their personal preferences and living spaces.