

INNOVATION AND SUSTAINABLE PROGRESS

CSEM is a Swiss private, non-profit research and technology organization with +35 years of Deep Tech development and transfer to industry.

The CSEM offers an Internship position (100%) to one of UniNE master student.

Period : From mid June (ideally) to mid September 2021.

Summary of the project:

Market research – Opportunity identification and business model development

This project focuses on analysing the market opportunities for a user-friendly camera for art experts, who use the camera to assist them in the art authentication process. It is a **hand-held camera** (infrared and multispectral), easy to use, for the **visualization of underdrawings and the characterization of pigments** (mapping and identification, including the suggestion of origin, date). Coupled with a simple display interface this device aims to **assist experts, restorers, artworld actors in their assessments**. It will give suggestions of used materials of the surface paint layers, enhanced visualization of underdrawings, and erased signatures. Based on a robust comparison procedure with a thorough reference database system (information coming from different secured sources in partnership with institutions, auction houses, academics) it will **provide experts a report on provenance suggestions, material identification suggestions, comparative study with archives and catalog raisonnés**, etc... This device aims to highlight the experts and restorers' work, not replacing them, as professional connoisseurship, knowledge, experience, and eye are the key factors in the whole art market ecosystem. They will be able to access a larger market with a more tangible approach and making MATIS the indispensable art experts' tool towards smart and robust authentication.

The internship focuses on understanding the market, the opportunity and also to design a new business model for the camera.

Required skills and background: Marketing/Management master student

Desired skills: Interest in arts and technology, digital skills

Languages required: French/English

Candidates should apply to Dr. Bahaa Roustom from the CSEM (bahaa.roustom@csem.ch) and copy Prof. Claudia Jonczyk Sédès (claudia.jonczyk@unine.ch) with a CV and short letter of motivation as soon as possible.

Neuchâtel, 2nd June 2021