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ARTMYN, (re)discover Art

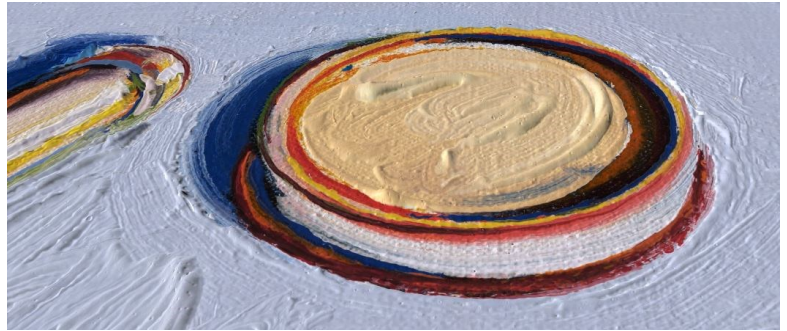
A demonstration of how art can meet technology with Ms Oceane Nevesny, Client Manager

ARTMYN was founded in Lausanne in 2016. The EFPL spin-off has created an amazing scanning tool for art pieces. Thanks to a highly sophisticated scanner and powered with their own software, ARTMYN can create an interactive digital twin of a painting, a coin, or a nearly flat art piece (up to 3cm). The company kindly welcomed us for a demonstration in their office within the Freeport of Geneva.

A highly sophisticated scanner

We begin the visit with a demonstration of the scanner. The painting is on a flat table. The scanner is hanging over it on an articulate arm which allows it to scan small surfaces of 8cm x 8cm one by one. The maximal size to be scanned is 200x200 cm. The scanner is equipped with a single camera that will take thousands of pictures of the painting using different light frequencies, including ultraviolet (UV) and near infrared (NIR). The scanner also varies the intensity and source of the light. This is why ARTMYN speaks about 5D. In total, 67 lights will capture every detail of the painting with an ultra-high definition (3.5 billion pixels / m²).

The process itself is remarkably fast. We asked if there was any



“Art like you’ve never seen before!” a screenshot from a [video](#) explaining ARTMYN’s technology and added-value.

risk for the painting. None, answered Ms. Nevesny, showing us a scan of the Gospel of Saint John, one of the oldest papyruses ever found (2nd century, Bodmer Foundation).

The cost of a scan is 99 francs.

And an incredible software

Once the scan was completed, we moved to another room equipped with a huge touch screen. Thanks to it, Ms. Nevesny can show us the exceptional added value of ARTMYN’s technology. The digital twin of the painting appears on the screen. Browsing the picture like on a smartphone, Ms. Nevesny could show us every detail of the painting. She zoomed several times, changed the light source and the viewpoint. What was just a UHD copy looks like a lunar landscape from the side. Every layer of the painting, every mark of the brush is now visible. It is a dream come

true for art students and amateurs. Several services can be provided thanks to this technology, says Ms. Nevesny, who used scans of world-known masterpieces to illustrate her explanation.

An interactive and comprehensive experience

One of the possible uses of ARTMYN’s technology is for museums to offer an additional experience to their visitors, either remotely for visitors who cannot travel, or directly on site to see details that would not have been perceived otherwise. With ARTMYN it is possible for cultural institutions to provide digital and educational guided tours. We strongly recommend visiting its [website](#), where you can find many impressive examples of what the technology can do.

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ARTMYN, (re)discover Art

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INTERVIEW

Building trust and increasing security

Aside from the obvious didactic interest for art amateurs, the digital twin is a useful tool to secure the original painting. Once the original painting is scanned, a biometric art passport is created. The scan is so accurate that it is impossible to mistake the original for a copy, she said.

Thanks to the conservation monitoring tool, it is possible to keep track of every alteration on the original, no matter how minor it is. For instance, a Japanese owner who agrees to lend a painting for a temporary exhibition can scan it before and after the exhibition. By comparing the two scans, the monitoring tool will immediately identify any alterations.

To prove her point, she showed us



ARTMYN's scanner

a comparison between a before and after scan of a test sample they used for demonstration purposes. While some alterations were not visible to the eye, the software immediately recognized every single one of them.

This technology is also much appreciated by art sellers and auction

houses. It is possible, for instance, to create an interactive catalogue for potential customers. No doubt that the company found a perfect location in Geneva inside the Freeport. The company also recently opened a scanning center in Paris and renting or buying a scanner is possible upon request.

For enquires check their [website](#)

The Freeport of Geneva: a key role in the Geneva art ecosystem

分析

ANALYSIS

The [Freeport of Geneva](#) is the oldest in the world. It recently celebrated its 133 anniversary. Initially used to store agricultural products, the specificities of the Freeport of Geneva has progressively turned it into the largest storage area for art pieces. Among the advantage of the place, it allows one to store goods in transit, under customs' control granting temporary postponement of VAT and customs duty pay-

ments. As there is no limit in time for storage and the rent per square meter is low, storage and trade for art piece is convenient.

The Freeport has certainly strongly contributed to the development of Geneva as a world-wide known art dealing centre.

The major shareholder is the canton of Geneva and inbound and outbound flows are under the control of the federal customs administra-

tion.

Freeport is not unique to Switzerland; they exist in several countries including Japan. However, they are often meant for transiting goods only and the storage is therefore limited in time.

The management is dedicated to bring more transparency in the Freeport's activities.

Switzerland-Japan trade in goods 2020

Regarding global trade, 2020 has been a very special year. The pandemic had a substantial impact. Whether because of the virus itself or the sanitary measures taken to cope with it.

Switzerland's foreign trade has significantly decreased in 2020. Swiss exports have decreased by -7.1% (CHF 225.2 bn) and imports even more with -11.1% (CHF 182.3 bn). Switzerland's bilateral trade with Japan has also been affected by the COVID which reflects into the trade statistics.

Exports to Japan have plummeted twice the average (-14%) with CHF 6,948 bn worth of goods. Going into the details of the main categories, pharma and chemical products resisted better than the rest of the exports with a -6.3% decrease. This category alone weights for more than half of exports. Among

the other main exports category, Watches (-26%), machines, appliances, electronics (-8.5%), Jewelry (-46.7%), and food, beverage and tobacco (-22.9%) decreased more than average. The strong decrease of watches and jewelry is typical of crisis periods during which people postpone unnecessary acquisitions. The category precision instruments and equipment resisted well (0.6%). It represents nearly 10% of the Swiss exports to Japan.

Imports from Japan are a different story. They grew strongly (9.9%) reaching CHF 3,688 bn despite the general negative trend. The reason is to be found in pharma and chemical products which imports from Japan increased by 62.9% (CHF 1,832 bn). The subcategory "vitamins, diagnostic devices and active ingredients" accounts for the greater part with a 101.2% increase

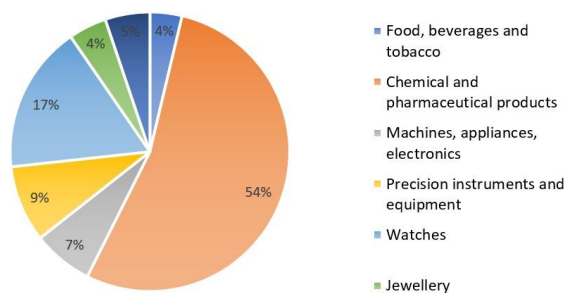
(CHF 1,532 bn).

The massive increase of the Swiss demand for Japanese pharmaceutical goods is hiding the otherwise strong decrease in the other main categories. Machines, appliances, electronics (-19.8%), vehicles (-11%), and precisions instruments and equipment (-18.3%) do reflect the drop of demand in equipment goods for companies in a period of uncertainty. Customers have also postponed the acquisition of new cars either because of telework or because of financial concerns.

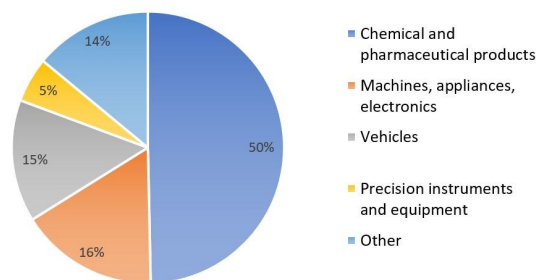
Month by month, trade in both direction fluctuates according to the local epidemiological situation. As a positive news, March 2021 was by far the best month in more than one year reaching the volumes of 2019.

Source: [Swiss Customs](#)

CH Exports to JP



CH Imports from JP



We are on LinkedIn!

JETRO Geneva is pleased to introduce its new [LinkedIn corporate page](#). We will use it to share information on Japanese products, investment in Japan, open innovation with Japanese companies, and events we organize related to these topics.

This new communication channel is also an opportunity for us to share relevant research activities from our office or JETRO headquarters in Japan.

Of course, we will continue to share relevant information on our website and through our newsletter.

The content will be published mainly in English. Should you have any question related to a publication, a product, or a company we shared, please contact us directly on LinkedIn or per email SWG@jetro.go.jp.



TREND



ACTIVITY

革新

INNOVATION

Five IoT and infrastructure promising companies

We continue our series on Japanese start-ups who were part of the J-Startup program attending the last [CES 2021 Japan Showcase](#). This time we introduce five companies in the field of Internet of Things (IoT) and Infrastructure.

Idein Inc. has developed a IoT platform service called [Actcast](#) which links events and data in the physical world to the Web. Using edge computing, Actcast reduces significantly the cost of data transfer and the risk of leakage.

[Takano](#), from DG Takano Co., Ltd. Is nozzle able to save up to 95% of the water. It requires no electricity and does not affect the comfort of

use. Takano won several prizes in Japan.

[Global Mobility Service Inc.](#) has developed the MCCS (Mobility-Cloud Connecting System) a IoT device that can communicate with various mobility and data. MCCS can provide all sorts of services including activation of engines. MCCS has been used for revolutionary auto loan service.

[Bocco](#), from Yukai Engineering Inc., is a communication robot to keep you connected to your loved ones while you are away from home. Behind a friendly appearance, Bocco is a top of the art robots offering multiple features.

[Ball Wave Inc.](#) realized a high-performance gas chromatograph in the size of a lunch box. It represents an incredible expanding of mankind odour perception able to measure food freshness or warn you against toxic threats.



The BOCCO emo from Yuka Engineering Inc.

Agenda

活動

AGENDA

- ✓ Save the date:
Drone Tech and Agri Tech in Western Switzerland
May 27, 9-10am
Online
Joint event between JETRO and the Greater Geneva Bern area (GGBa)

JETRO is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world. Originally established in 1958 to promote Japanese exports abroad, JETRO's core focus in the 21st century has shifted toward promoting foreign direct investment into Japan and helping small to medium size Japanese firms maximize their global export potential.

The JETRO Switzerland Newsletter can also be viewed and/or downloaded online:
<http://www.jetro.go.jp/switzerland/newsletter>

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