



Quritica – Fine Art and Business Multi-layer Platform

Introduction

“ 7 out of 9 Emerging Artists interviewed, and **28.57%** of **Luxury Brands** surveyed expressed interest in a digital platform for art collaborations.



Quritica

Project / Art Collaboration Platform
Category / Employment-based social media
By / Mahyar Moshiri

Quritica is a professional networking social media platform designed to connect visual fine artists, luxury brands, and writers. Here we facilitate collaborations that are rooted in emotional and intellectual resonances.

Quritica revolutionizes the art world by connecting visual fine artists, luxury brands, and writers in a vibrant, cultured community. Here, authentic human expressions and shared values resonate deeply, transforming not just transactions but the very fabric of the art



Discover

We analysed the market by Interviewing Emerging Artists, Thematic analysis, and secondary research.

8 Weeks



Design

We seek to facilitate artists, collaborators, and art writers corellate, connect, and collaborate on Quritica.

8 Weeks

Problem



Lack of Visibility and Recognition

Maintaining Artistic Integrity

Professionalism and
Specialization

Networking Opportunities

Effective Collaboration
Management

Platform Diversity and
Inclusivity

Solution



Dual Feeds and Personal
Storytelling Features

Professional Feedback and
Critique Systems

Dedicated Professional Platform
for Art Collaborations

Addition of an Art Writer User
Group

Comprehensive Collaboration
Management Tools

Features Highlighting Cultural
and Regional Diversity



Quritica

For Artists

For Collaborators

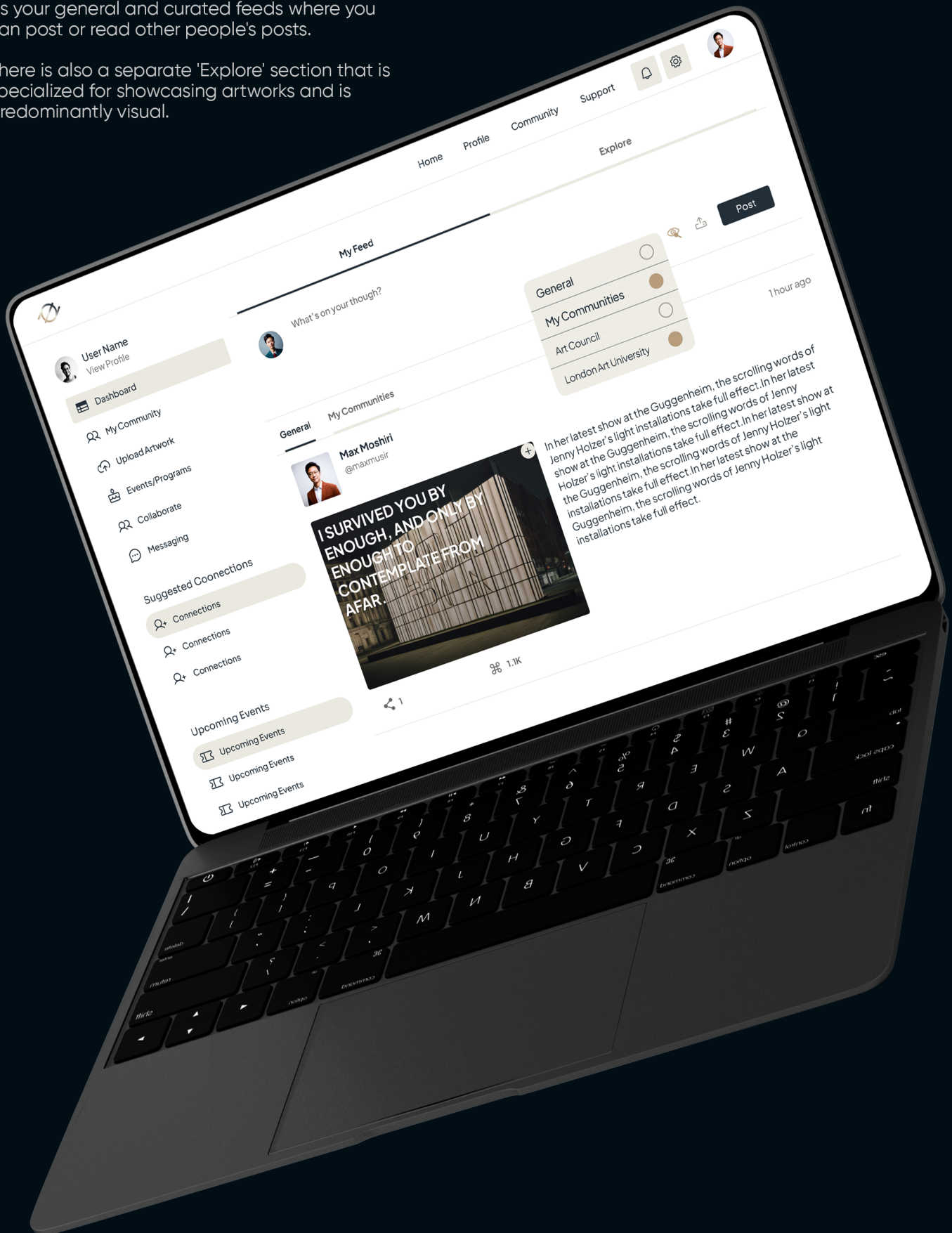
For Writers

Let's Explore Through

Problem & Soloution

This is the Dashboard page, where you can access the main sections of the website, as well as your general and curated feeds where you can post or read other people's posts.

There is also a separate 'Explore' section that is specialized for showcasing artworks and is predominantly visual.



Branding & Logo

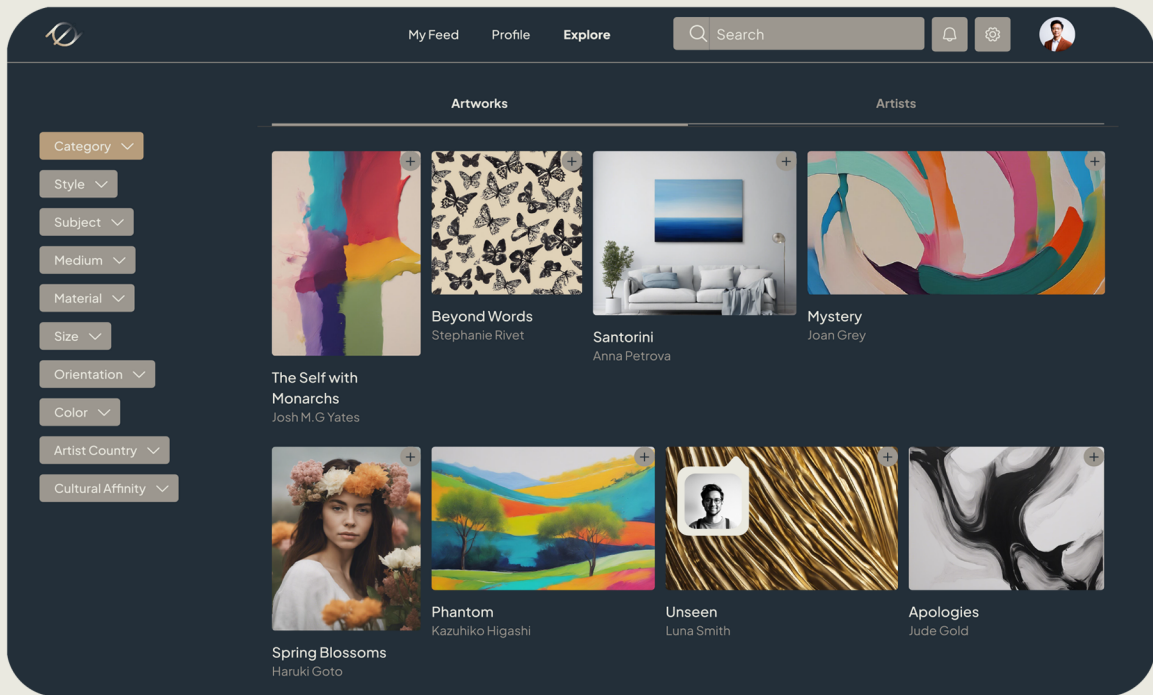
Quritica develops a unique brand identity through its creatively crafted logo. The Quritica logo is used for all visual communications of the brand, reflecting the artistic and collaborative nature of the platform.

Quritica ensures its narrative stays compelling through the distinct visual language it offers as a brand guideline, outlining the color scheme, typography, and imagery.

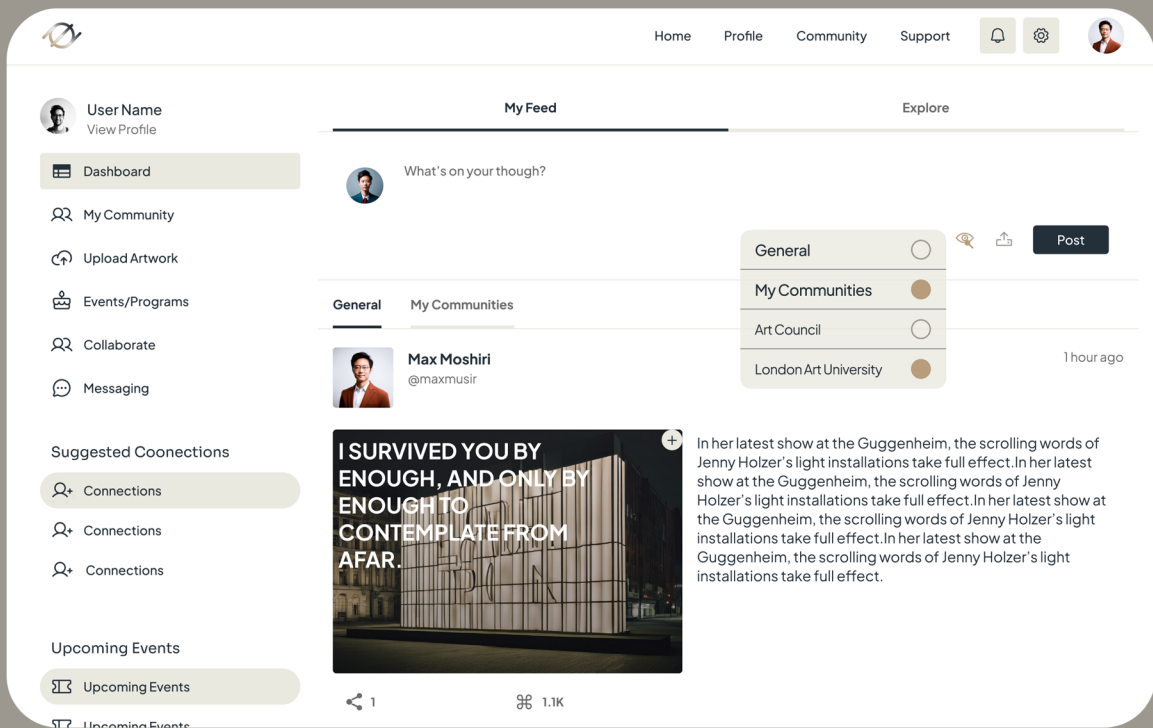


Explore

with Advanced Filters & Access to Artists and Artworks



Dual Feed Dashboard



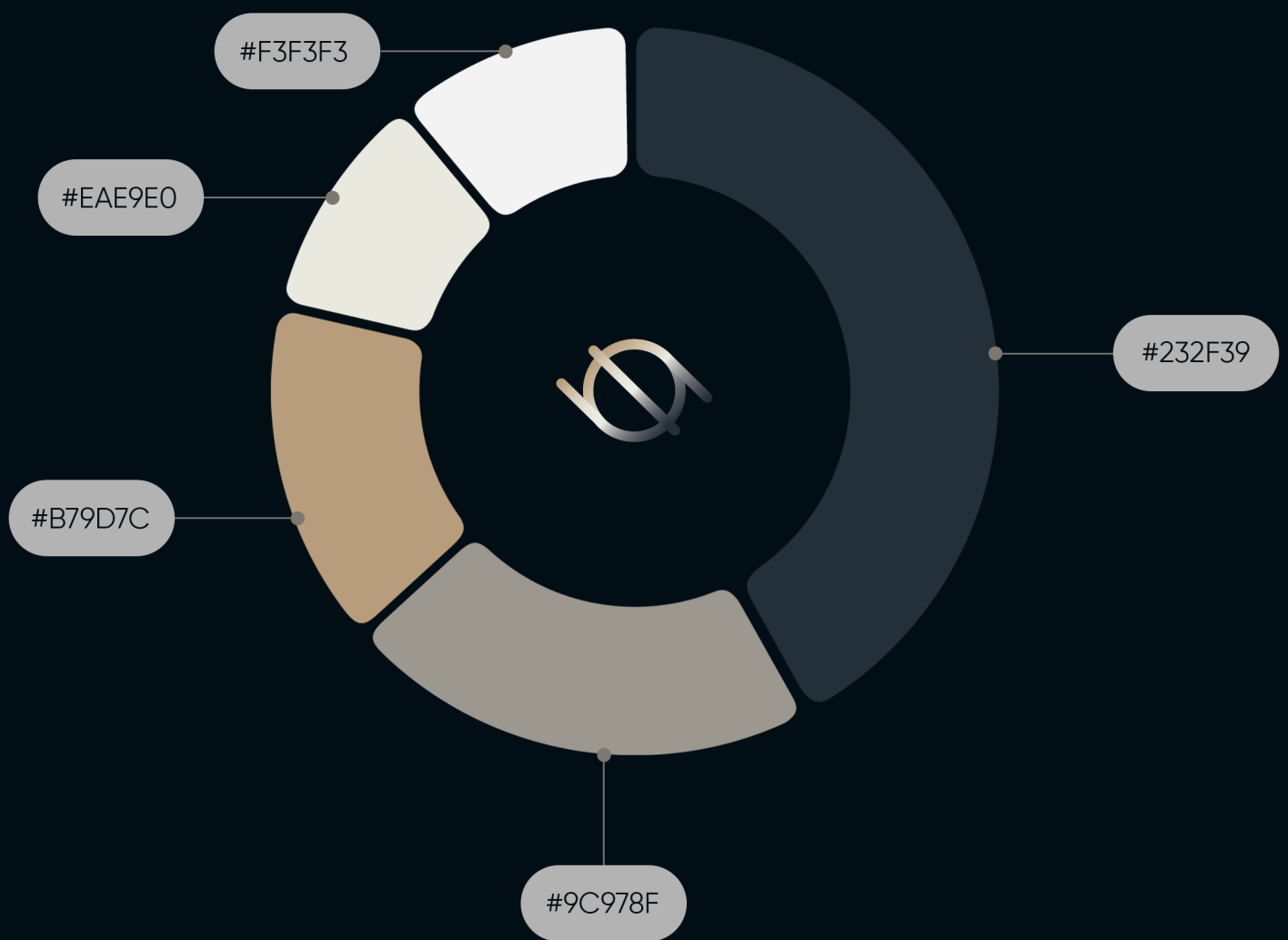
My Feed

with Thread Form Posting Ability & Post Visibility Options

Typography & Colors

Correlate.
Connect.
Collaborate.

Aa1 



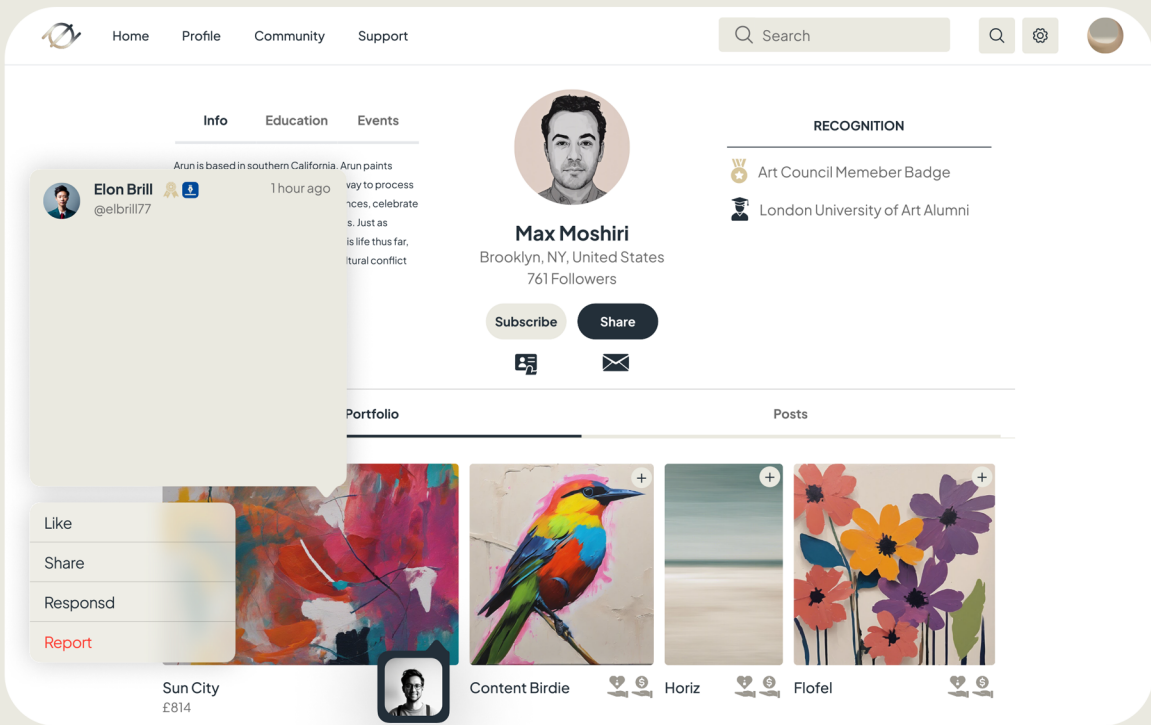
Gilroy

Gilroy

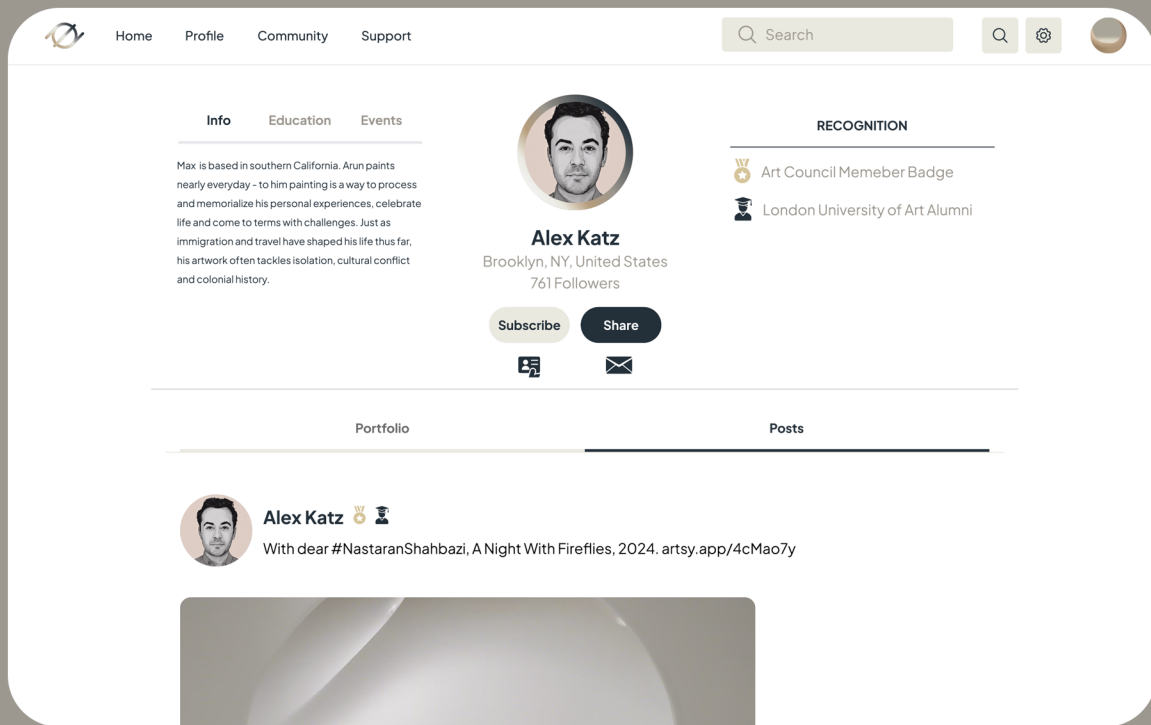
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!/? / ABCabc123 ()

with Interactive Comment on Picture ability, Online Business Card Exchange, and Quick Access to Artists Information

Portfolio



Dual Feed Profile



Posts

with Recognition Board, and Personalised Story-telling features

Task Tracking

with Project and Task Management Toolkit

Task Management Milestones

Gobem programme with Soban Jeremy

Item	Status	Time Tracking	Request Type	First Draft Date	Final Due Date	Publish Date
Artwork 1	Working on it	30 Days	Product & Process	05-APR-2023	15-APR-2023	01-MAY-2023
Artwork 2	Needs Edits	45 Days	Process Only	07-APR-2023	17-APR-2023	03-MAY-2023
Artwork 3	In Review	60 Days	Product & Process	10-APR-2023	20-APR-2023	06-MAY-2023
Artwork 4	Need Assets	15 Days	Process Only	12-APR-2023	22-APR-2023	08-MAY-2023
Artwork 5	Next in queue	0 Days	Product & Process	15-APR-2023	25-APR-2023	11-MAY-2023

Back Add Item

Project Management Tools

Task Management Milestones

Gobem programme with Soban Jeremy Assessment

Milestone	Alignment	Efficiency	Quality	Timeline	Process	Dept	Notes
A	3	4	5	6	7	Marketing	-
B	3	4	5	6	7	Media Ops	-
C	3	4	5	6	7	Marketing	-

Timeline

20-APR-2023 20-APR-2023 20-APR-2023

A B C

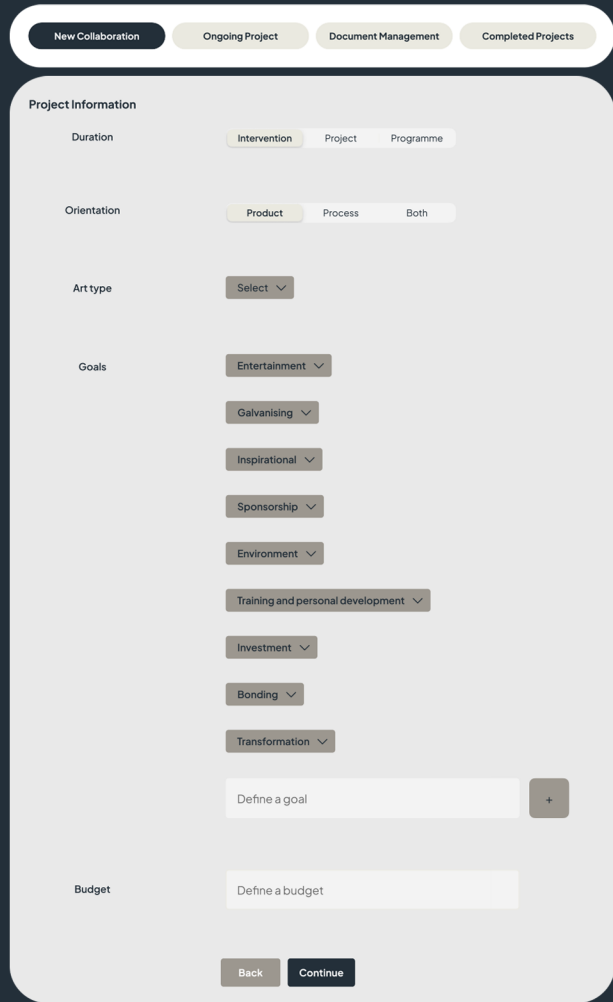
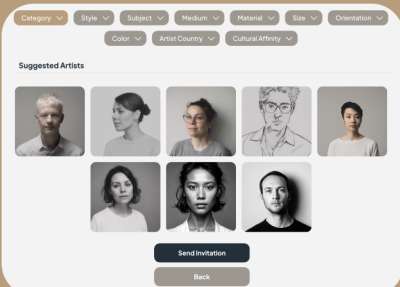
Back Request Change

Feedback & Rating

with ProgressTracking & Flexible Schedule

ABI Project Support

with Adapted Forms and
Guidelines based on Art-based
Initiative Classification.



Clusters

Academics

Movements

Independent Artists

Collaborators

23 Communities found



UCA Fine Art Alumni 19 members
126 followers including @edward_96



London University of Art Contemporary Coalition 35 members
396 followers including @Shibarjioon



Occupy Design Now | CA 46 members
126 followers including @TeReZedgein



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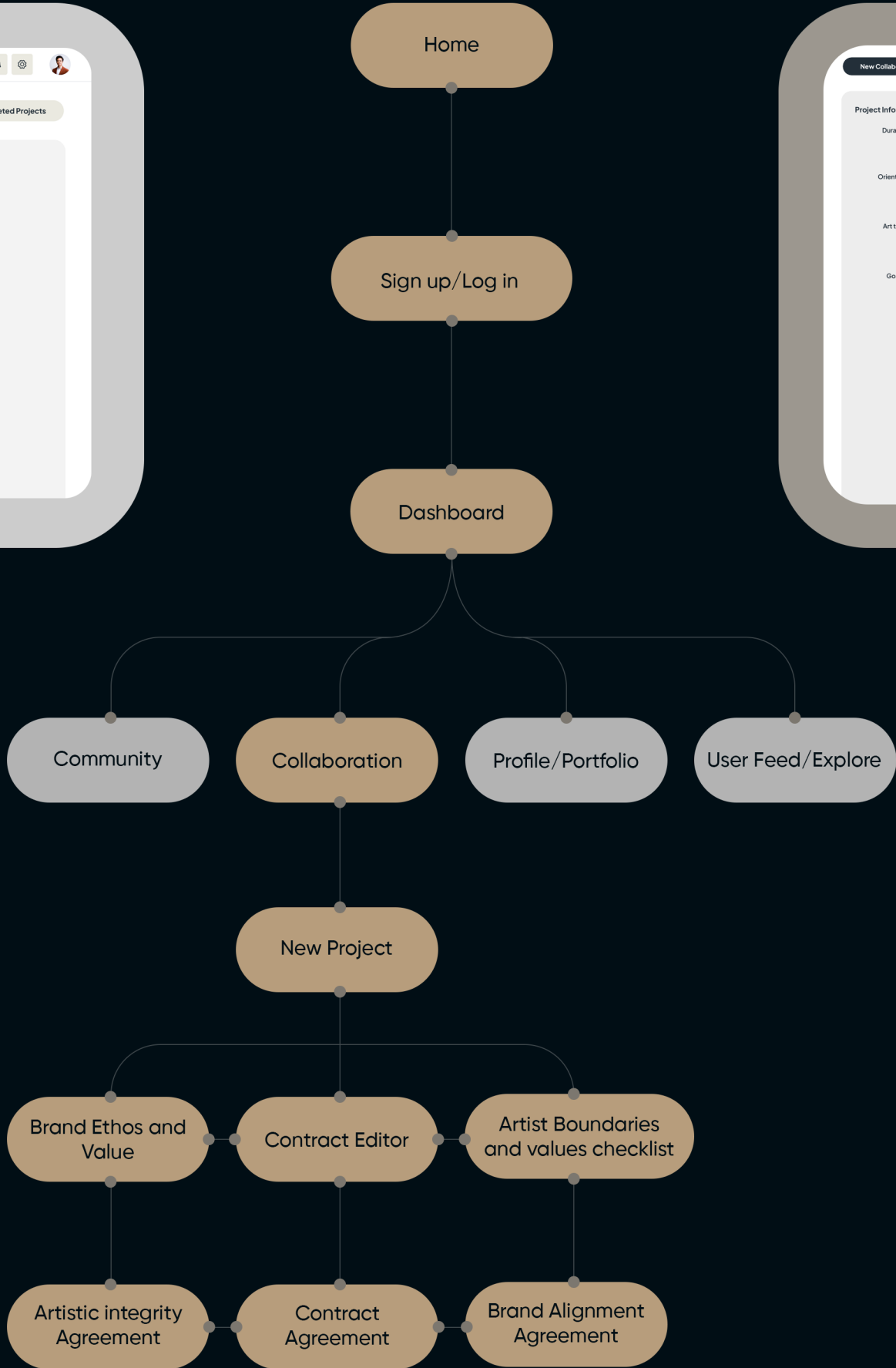
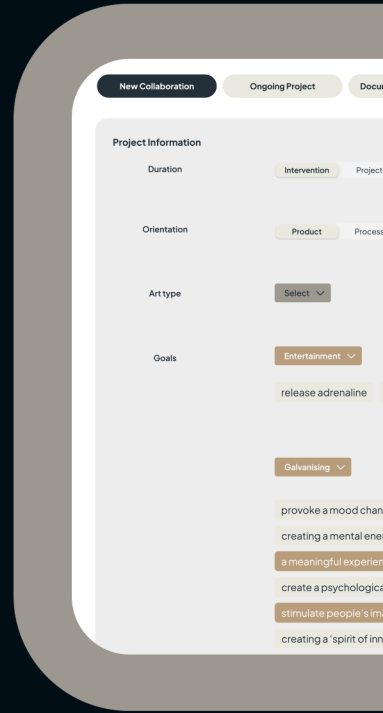
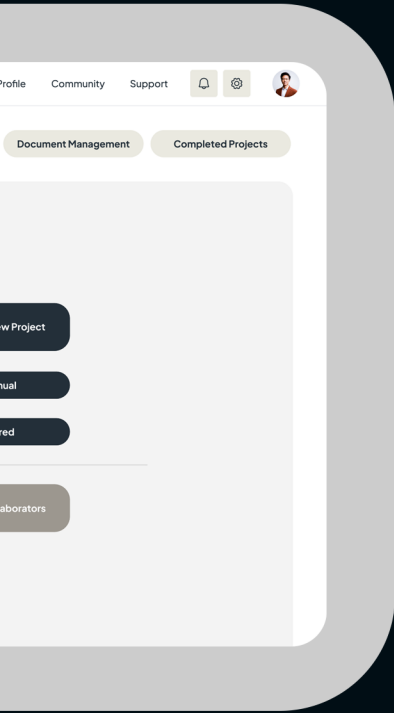
UCA Fine Art Alumni 19 members
126 followers including @edward_96



Community Groups
with private and general memberships

Here is a brief the collaboration userflow in

Platform Architecture





Correlate
Connect
Collaborate

