



FOR IMMEDIATE RELEASE

Artlogic and ArtCloud Merge to Shape the Future of Art Technology

London (UK) and Atlanta (US), July 29, 2025 — Artlogic and ArtCloud, two of the art world's most trusted and leading technology providers, today announce their merger. This strategic partnership brings together decades of expertise and a passionate global team. The complementary platforms deliver a unified vision for more than 6,000 galleries, artists, and collectors, and support the secure management, marketing and sales of over 15 million artworks across both companies.

This merger brings together Artlogic's industry-leading inventory and website solutions with ArtCloud's fast-growing platform, including advancements in collector engagement, AI-powered tools, and integrated payments. Rooted in a shared legacy of innovation and service, both companies are united by a single mission: to drive the long-term success of the art world through dependable, forward-thinking technology. Together, they form a stronger foundation to meet the evolving needs of the global art market, providing the tools and support art businesses need to adapt, grow, and thrive.

*"This is a monumental step forward, not just for our companies, but for the entire art community," said **Mike Profit, CEO of Artlogic**. "We began conversations with Alex and the ArtCloud team over a year ago, knowing this merger could unlock real benefits for the art market. I'm excited we can now move forward with building a future that helps galleries flourish, supports important artist careers, and brings more collectors into the fold."*

*"We're thrilled to join forces with Artlogic. This partnership reflects our shared belief in customer-first innovation and in building technology that simplifies and elevates how art is managed, sold and bought," said **Alex West, CEO of ArtCloud**. "Since founding an arts non-profit in 2004 and launching ArtCloud in 2015 with CTO Andrew Smith, our mission has been to empower galleries, artists, and the broader art world. Joining Artlogic is a natural evolution, allowing our 700+ customers and more than 2,200 daily active users to continue using ArtCloud while accelerating the kind of meaningful change that once felt like it would take much longer to achieve."*

Importantly, there will be no service interruptions for clients of either company. Artlogic and ArtCloud will continue to operate independently for now, while our teams begin sharing knowledge, integrating processes, and exploring new opportunities for cross-platform innovation. Clients will keep using the tools they know and trust, and soon they'll begin seeing new features and improvements as we work together to build even better solutions.

With over 40 years of combined operational experience and a global team of more than 140 experts, the merged company stands as the technology partner of choice for the art industry in North America, and the most comprehensive provider globally. Alex West, CEO of ArtCloud, will join the Artlogic executive team as Chief Innovation Officer, contributing to the company's product roadmap and long-term strategy. By aligning deep industry knowledge, best-in-class talent, and complementary platforms, Artlogic and ArtCloud are uniquely positioned to accelerate innovation and strengthen the digital backbone of the art world.

About Artlogic

Artlogic is the leading technology platform for the art world, working with over 5,500 galleries, artists, advisors, and dealers in more than 70 countries. Its integrated approach combines inventory, accounting, CRM, website, sales, marketing, and payment tools, everything needed to run a modern, successful art business. Founded in 1994, Artlogic has teams in London and New York.

More information at artlogic.net

About ArtCloud

ArtCloud is a fast growing platform for managing gallery operations, trusted by thousands of art professionals every day. Its powerful tools support inventory, CRM, marketing, sales, integrated websites, and analytics—helping galleries strengthen relationships, grow visibility, and boost revenue. Focused on serving the art community, ArtCloud simplifies the day-to-day so users can focus on what they do best: curating and selling art. Founded in 2015, ArtCloud is headquartered in Atlanta, GA.

Learn more at artcloud.com

Press Contact

Natasha Whiffin

Head of Brand Marketing & Communications, Artlogic

natasha.whiffin@artlogic.net

+44 7375 058854