

IONNYK

A magical piece of art



The first connected digital frame
which is revolutionising
the world of photographic art.

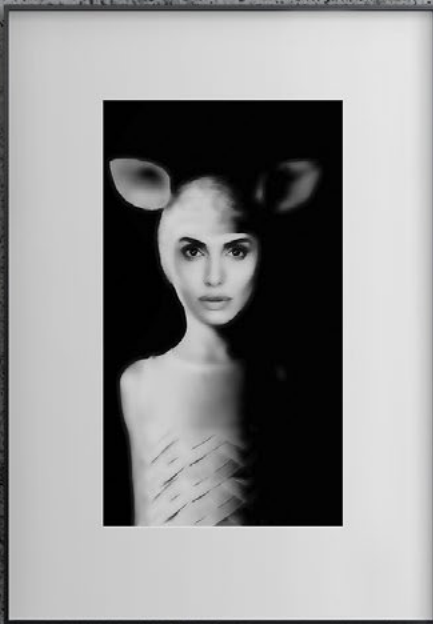


With its connected art frame based on electronic paper technology, lonnyk is a world first, offering a unique and astonishing artistic experience.

Art now becomes versatile, photographic artwork comes to life. A new way of consuming art at home, with the luxury of the ability to change at any time.

An artistic innovation

On close inspection, the illusion is a perfect one. Except that the photographic artwork is not silver halide, but digital. lonnyk is not just an active frame that scrolls images as we know them. lonnyk is the world's first connected art frame made up of millions of black and white ink capsules that move in time and space. Just like a silver halide photograph, the frame offers high quality rendering, does not emit any light, does not heat up, and works without a cable (with an autonomy of up to 12 months on a single battery charge). The lonnyk frame is available in two sizes; each model can be hung in portrait or landscape orientation.



The Spotify of art

As the essence of this artistic medium is change, clients receive 5 to 10 works per month as soon as they acquire their frame. But the experience does not stop there. The lonnyk frame is controlled from a mobile application that contains an exclusive, and constantly evolving catalogue of photographic art (more than 1000 works by a hundred established

and emerging artists). lonnyk offers a Discovery subscription giving unlimited access to its catalogue for €12.99 a month. In addition to this subscription formula, it is also possible to buy works in digitally limited edition with a certificate of authenticity (NFT) in order to become the owner of the work, and a signed version by the artist in addition to their digital certificate.



A tailor-made artistic experience

Whether you are an art connoisseur, an enthusiast, or a novice, lonnyk has something for everyone who can appreciate the beauty of a photograph. This e-paper technology frame provides a variety of experiences where art, amazement, and wonder are all waiting to be discovered.



In addition to its catalogue, which enables its clients to change works according to their tastes, interests, and desires at a given moment, lonnyk offers the possibility of creating playlists, programming the viewing order, the time of the change of artwork, and the ability to schedule the photographs to be exhibited in advance.

lonnyk also arranges «appointments» with art through its Themes and Collections. Through these, subscribers can allow themselves to be surprised and regularly discover new works and artists.

To make the experience even more astonishing and innovative, lonnyk offers its clients its Smart Art collection: works in which artists express their art by taking control of their photographs and making them evolve over time. The Story concept is the latest experience conceived by lonnyk. This formula combines art and culture, and offers the possibility of following a collection of iconic and historical photographs, and receiving information about the history behind each work, via the application. For example, over 7 days, lonnyk provides the possibility of discovering an exclusive collection of 7 photographs showing man's first steps on the moon. 7 photographs in 7 days !

lonnyk is the perfect symbiosis of art, culture, and contemporary events.

lonnyk's reactivity enables it to react to news or important dates in history, and to offer its subscribers even more relevant artistic experiences. Thus, the day after the death of Elizabeth II, an iconic photograph of the late sovereign was provided. A way of bringing current events into one's home by means of an instantaneous artwork.



An art form in its own right

lonnyk is not only a connected frame, it is also, and above all, the work of a gallery owner and curator in search of talent to expand their catalogue and artists' collective. Several collaborations with Belgian, French and international artists are planned in the coming months.

lonnyk is also an open door to the art world, offering many advantages (VIP entry to fairs and exhibitions, home viewings, quarterly newspapers, live events...) to its community of subscribers. lonnyk is art beyond the bounds of the frame, to be shared and enjoyed, for an immersive encounter with photography.

From Belgian to international

Over 1000 works by over 100 artists from 20 different countries, and frames delivered to more than 15 countries around the world: Ionnyk is the embodiment of a Belgian success on an international scale. This world first, entirely made in Belgium, was conceived and created by Mathieu Demeuse and his wife Charlotte Dubois, a couple with a lifelong passion for art, alongside Christophe Courcelle and Antoine Baudoux.

The Ionnyk frame is priced at 1350 euros for the smaller «Jane» format, and 3250 euros for the large format «Linn». The Ionnyk showroom in La Hulpe can be visited by appointment.



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