

[News story: Anna Lowe appointed to the Board of the Tate](#)

Anna Lowe is a digital strategist and trained arts educator with extensive experience in devising and delivering arts programmes and digital products for museum audiences. Anna is CoFounder and Director of Partnerships at Smartify, a multi award-winning app which helps people make meaningful connections with art. Described by the New Scientist as ‘the Shazam and Spotify of art’, Smartify uses image recognition technology to instantly identify artworks by scanning them on your smartphone and returns curated information in text, audio, video and AR. Prior to this Anna was an arts officer for the London Borough of Camden where she delivered community-driven arts programmes, and also worked for the UK’s Creative Industries Federation.

During her time in Argentina, Anna was producer of the free late night event series Bellos Jueves at the National Museum of Fine Art (MNBA). As a regular speaker and facilitator Anna’s goal is to encourage young people to develop a creative voice and empower the next generation of creative tech entrepreneurs. Anna has been listed on the Forbes 30 Under 30. She holds a BA in History from the University of York and an MA in the Cultural and Creative Industries from King’s College London.

This role is not remunerated. This appointment has been made in accordance with the [Cabinet Office’s Governance Code on Public Appointments](#). The process is regulated by the Commissioner for Public Appointments. The Government’s Governance Code requires that any significant political activity undertaken by an appointee in the last five years is declared. This is defined as including holding office, public speaking, making a recordable donation or candidature for election. Anna has made no such declaration.