

Where art meets innovation

From the paper-like backgrounds to curated galleries of images, Ionnyk showcases fine art photography with a touch of digital magic



“Ionnyk is the world’s first connected art frame dedicated exclusively to black and white photography,” says CEO and co-founder Mathieu Demeuse. With cutting-edge technology, the company has created “a living gallery that evolves over time”, bringing the timelessness of fine photography into private homes, businesses and hospitality spaces.

Ionnyk’s vision is to change the way people experience photography. The frame displays images digitally by using millions of minute e-paper ink capsules that mimic the appearance of ink on paper, while Ionnyk’s dedicated app enables users to change the display remotely and seamlessly. There is no backlight, meaning the artwork’s quality is seen in natural light, as if printed on fine art paper, while the cordless, battery-powered frame can last up to a year on a single charge.

Founded in Belgium in 2020, Ionnyk is part of Pocketbook Group, a Swiss company renowned for its e-paper innovations. “From the beginning, our ambition was not to replace traditional fine art printing but to offer something different,” says Mathieu. The turning point came when photographers saw the results of Ionnyk’s work – “Their faces lit up, recognising a quality that honoured the codes of traditional fine art photography, while adding a unique touch of magic.” Those artists are at the heart of Ionnyk, which builds long-term partnerships not only with them but also prestigious archives, providing access to historical and iconic images. “Ultimately, it is curation that remains the key, giving coherence, depth and timeless value to everything we do.”

When customers subscribe to Ionnyk, they receive a rotating selection of ten artworks every month. Through further subscription, they have access to a gallery of more than 2,500 artworks from both emerging and renowned photographers. With the Studio Prestige service, members can even turn their own memories into timeless art, while business clients can bring the heritage of their brand to life.

Ionnyk has already delivered art frames to over 20 countries and continues to grow its artist collective, unveil exclusive limited editions and explore new ways to merge art, technology and the emotion of monochrome photography. “Our ambition is to establish Ionnyk as the reference in connected fine art,” says Mathieu, “synonymous with sophistication and innovation worldwide.”

www.ionnyk.com