

Beyond a Traditional Art Collection

1. Collection

A family-driven collection of Chinese contemporary works, built on artistic disruption, cultural dialogue, and technological exploration, with pieces exhibited worldwide

2. Vision

DSLCollection is a living laboratory, merging art, technology, and collecting to redefine what a private collection can be in the digital age.

3. Technology

DSLCollection pushes art beyond physical limits, using VR, AI, and gaming to create immersive, interactive experiences

4. Documentation

DSLCollection archives its evolution, treating documentation as an active, living part of the collection

5. Aika

Aika turns artistic experiments into sustainable ventures, balancing innovation with financial viability

6. Community

Through social media, VR, and exhibitions, DSLCollection builds a global, engaged art community

Content



"We are not just collecting art; we are creating ecosystems where creativity, technology, and culture merge to shape the future."

— Sylvain Lévy

Beyond a Traditional Art Collection



Photo by Nicolas Krief

DSLCollection began in 2005, founded by Sylvain and Dominique Lévy as a deeply personal yet forward-thinking project. What started as a passion for collecting quickly evolved into a family-driven cultural brand, dedicated to Chinese contemporary art and committed to pushing the boundaries of what an art collection can be. Today, the collection continues as a family project, with Raphaël and Karen Lévy joining Sylvain and Dominique in shaping its future.

The collection now holds 350 works, with approximately 5% of the collection refreshed annually, maintaining its relevance and vitality. Recognized as one of the most important collections of Chinese contemporary art among Western collectors.

"We seek artworks that challenge conventional narratives by questioning dominant ideologies, disrupting historical perspectives, and redefining cultural boundaries—particularly in the context of China's rapid transformation."



DSLCollection's focus on Chinese contemporary art stems from a commitment to cultural dialogue rather than market trends. The founders were drawn to the dynamic transformations within China and how its artists responded to rapid societal, economic, and cultural shifts. As domestic art infrastructures grew, Chinese art emerged as a central force in the global market—an evolution DSLCollection sought to explore and document. The collection reflects the complexities of China's modernization and its profound impact on artistic expression, fostering deeper understanding of cultural transformation.

Collection

pic: Sylvain Lévy, Dominique Lévy, Karen Lévy, Raphaël Lévy



Zheng Guozi, Me and My Teacher, 1999, 100x100cm, photographic mural.

Notable artists featured in the collection include Ai Weiwei, Zeng Fanzhi, Zhang Huan, Cao Fei, Liu Jianhua, Liu Wei, Sun Yuan & Peng Yu, Yang Fudong, Yang Jiechang, and Zhang Dali. These artists have significantly contributed to the evolution of Chinese contemporary art, each bringing a unique perspective and artistic language.

"Every piece we collected wasn't just an object—it was a key to understanding a rapidly changing world".

Proactive in sharing its works, DSLCollection has been exhibited both physically and virtually. In 2017, it presented a multi-dimensional exhibition at Photo London, featuring its Virtual Reality museum alongside seminal video works by artists like Chen Chieh Jen. In 2018, it collaborated with Artland Magazine, where Sylvain Lévy discussed key art industry topics. Embracing digital innovation, DSLCollection launched virtual museums in Second Life and a VR museum in 2016, unveiled at the FIAC Art Fair in Paris—an approach that earned it the "Digital Collection of the Year" award from Larry's List.

The collection has been showcased globally, including at the Jewish Museum of Tolerance in Moscow and across seven interconnected metaverse spaces on Sansar, in partnership with institutions like Shenzhen's Pingshan Art Museum and NYU Tisch School of Art.

Groundbreaking projects, such as AI-curated exhibitions and the interactive Forgetter video game, continue to push the boundaries of traditional collecting, reinforcing DSLCollection's role as a pioneer in reimagining how art is experienced in the digital age.

DSLCollection functions as a living laboratory, constantly experimenting with how art is collected, shared, and experienced, making contemporary Chinese art accessible to a global audience.



"We wanted to create a project that was open, accessible, and reflective of our times."



Sun Yuan, The Dinosaur's Egg. A Kinder surprise, accessible by glass figures, Chinese map



"The value of art in DSLCollection is defined by its cultural resonance, intellectual depth, and ability to provoke thought beyond market trends. We see art as a living dialogue—between history and the future, the physical and the digital, the individual and the collective. Its significance lies in its power to challenge perceptions, engage with technological shifts, and foster new narratives. We focus on how art captures the spirit of its time and reshapes our understanding of the world. In this way, DSLCollection remains a laboratory where art's meaning is continuously redefined."

DSLCollection stands as a pioneering cultural brand, positioned at the crossroads of art, technology, and luxury. From its inception, the vision was clear: to create a platform that blends personal passion with global innovation, making art not only accessible but also transformative.

Innovation lies at the core of DSLCollection's identity. Thriving on disruption and experimentation, the collection constantly redefines what an art collection can be. By merging art with cutting-edge technology, DSLCollection offers multi-sensory, immersive experiences that challenge traditional art-viewing conventions.

The collection also reimagines what it means to be a luxury brand. Rather than focusing on exclusivity, DSLCollection defines luxury through accessibility, authenticity, and meaningful engagement. Leveraging digital platforms—from VR museums to the metaverse—DSLCollection offers the luxury of access to rare artworks and global conversations, without the barriers of geography or status.

Looking ahead, DSLCollection envisions itself as an agile, ever-evolving entity—like a startup, yet grounded in a rich cultural legacy. It continues to push boundaries, exploring AI-generated art, participatory curation, and expanding its digital footprint, all while staying true to its mission: to be a platform where art, technology, and human connection converge.

"A collection should not be a trophy case but a place for experimentation and dialogue,"

Vision



Li Wei: 真相 The truth 59x39x109cm 玻璃钢着色 painted fiber glass 2009

For DSLCollection, technology is more than a tool—it's a medium that democratizes art, blurring the lines between the physical and digital worlds. By merging VR, gaming, AI, and the metaverse, the collection reshapes how art is accessed and experienced, staying true to its mission of fostering dialogue and innovation.

DSLCollection has been a pioneer in using technology to expand how art is experienced, collected, and shared. Since 2006, the collection has continuously explored digital tools, pushing beyond the confines of traditional art spaces. This journey began with the creation of a Second Life museum in 2012, followed by the launch of its Virtual Reality Museum at the FIAC Art Fair in 2016, which allowed global audiences to explore the collection in an immersive digital environment.

In 2021, the collection ventured deeper into the metaverse, establishing seven interconnected spaces on Sansar in collaboration with institutions like Shenzhen's Pingshan Art Museum and NYU Tisch School of Art. These digital realms offer interactive exhibitions and events, blending the boundaries between art and technology while maintaining a strong cultural narrative.

Pushing the limits of audience engagement, DSLCollection introduced *Forgetter*, a video game that transforms the art-viewing experience into an interactive journey. Players explore rooms filled with artworks, making the act of engaging with art dynamic and participatory.

"We see digital platforms not as threats, but as opportunities—new ways of telling stories and expanding the human experience."



The collection also experiments with AI-driven curation, where artificial intelligence plays a role in creating exhibitions, challenging traditional curatorial methods and opening new possibilities for how art can be presented and experienced.

Technology

Projects:

1. Second Life Museum (2012)

DSLCollection pioneered a digital museum on the Second Life platform, marking one of the first major steps into virtual environments.

2. Virtual Reality Museum (2016)

Launched during the FIAC Art Fair in Paris, this VR museum allowed global audiences to explore the collection in an immersive digital space. It earned DSLCollection the "Digital Collection of the Year" award from Larry's List.

3. Metaverse Spaces on Sansar (2021)

DSLCollection expanded into the metaverse with seven interconnected spaces on Sansar, in collaboration with institutions like Shenzhen's Pingshan Art Museum, NYU Tisch School of Art, and even a Leonardo da Vinci church reconstruction.

4. Forgetter Video Game (2021)

An innovative project where users explore rooms filled with artworks, turning art engagement into an interactive and gamified experience.

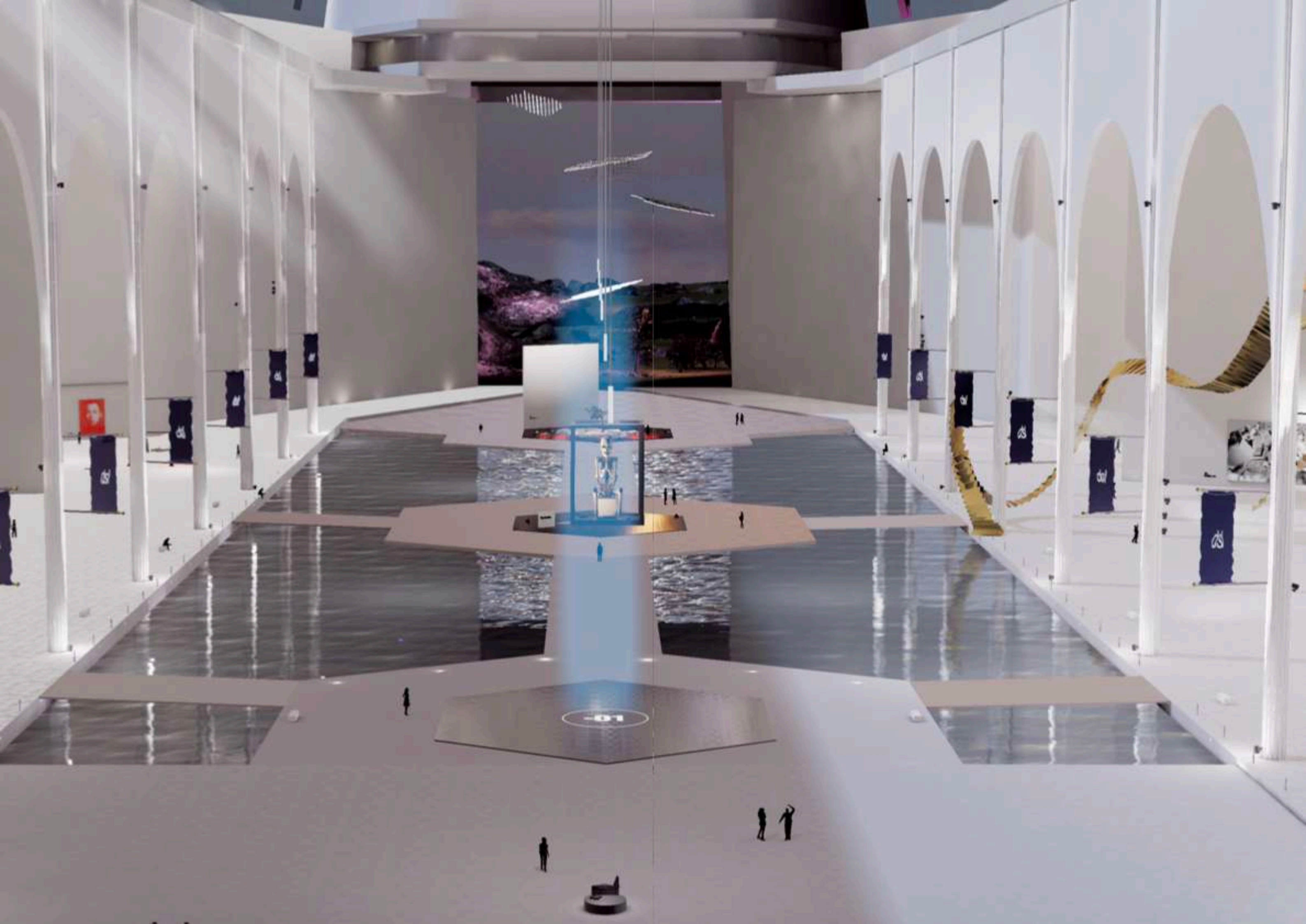
5. AI-Curated Exhibitions

DSLCollection experiments with AI-driven curation, using artificial intelligence to design exhibitions, challenging traditional curatorial methods and expanding the possibilities of art presentation.

6. The DSLMuseum on ANASAEA

A recent project providing an art-centered, multi-platform viewing experience. It includes 3D representations of the collection, available on web, VR, and mobile platforms.

"In a world where art is threatened by oblivion, mass storage, and standardization, digital technology offers an alternative: a living memory, a platform where artworks continue to exist in new forms, accessible to all."



For DSLCollection, documentation isn't just about preservation—it's about storytelling. By capturing both artistic and technological evolution, the collection creates a layered narrative that highlights cultural, social, and digital transformations, ensuring DSLCollection remains a dynamic force.

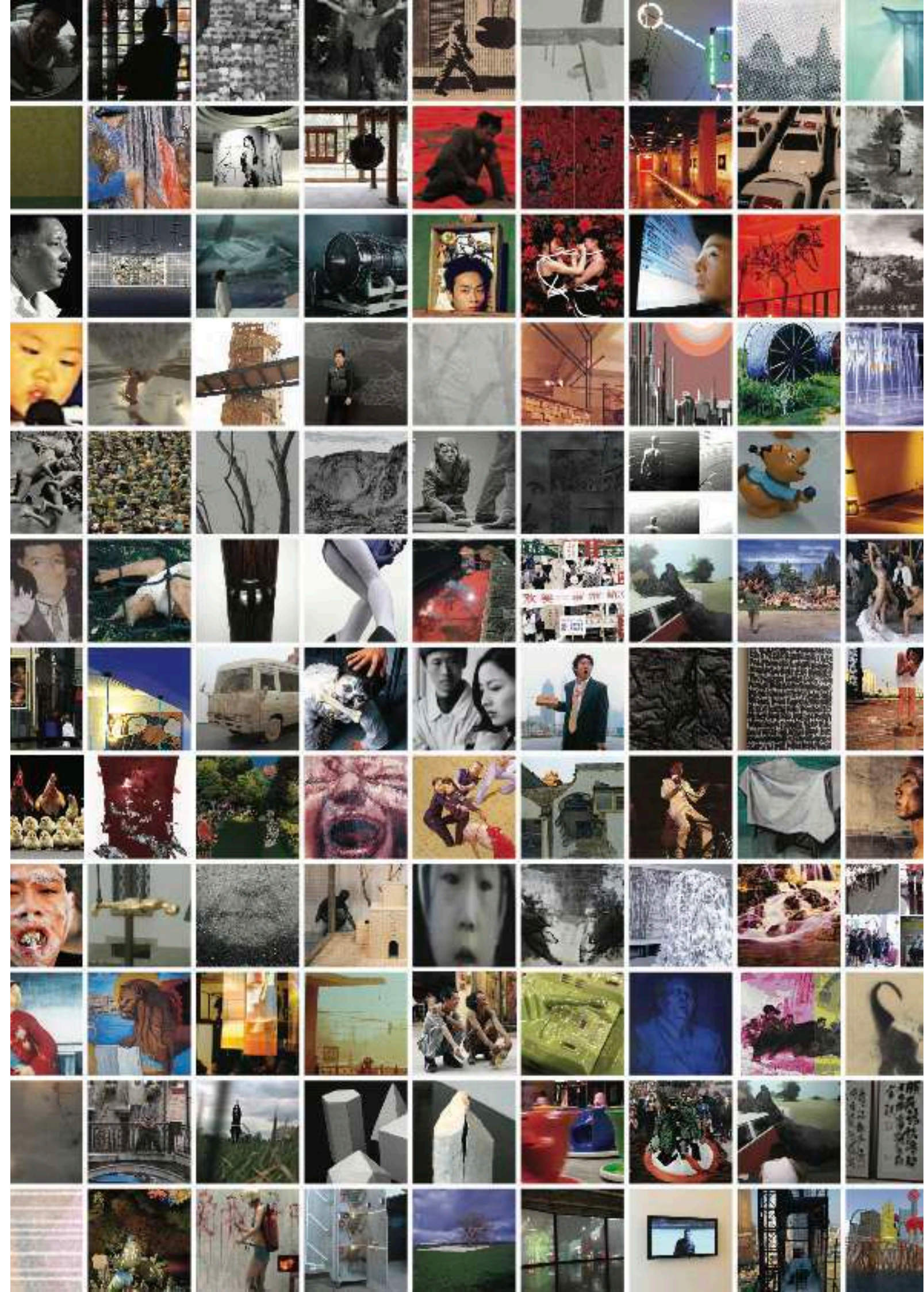
Over the past two decades, more than 15,000 photographs have chronicled the collection's growth and the changing landscape of Chinese contemporary art.

Projects like the DSLCollection Book, a compendium of 200 Chinese contemporary artists, serve as both an archive and a dialogue platform, where artists reflect on their work and creative processes, adding depth to the collection's evolving narrative.



Scan QR code to access the DSLCollection Book

Documentation



Aika serves as the commercial arm of DSLCollection, transforming its artistic and technological innovations into scalable, sustainable ventures. Founded in 2019 by Karen Levy and Aimee Ferry-Sauvalre, Aika operates at the intersection of art, technology, and education, bridging the gap between cultural experimentation and commercial success.

This strategic division allows DSLCollection to explore boundary-pushing concepts while Aika identifies commercial pathways to scale these ideas. The Ukrainian Pavilion project is a prime example of this synergy—initiated by DSLCollection to sustain artistic engagement during the closure of the VR immersive room in Kyiv, and brought to a broader audience through Aika's support and outreach.

“Through Aika, DSLCollection transforms experimental ideas into impactful, financially sustainable projects, extending the collection’s influence far beyond the art world.”

Aika specializes in helping companies integrate art and emerging technologies—such as VR, AR, NFTs, and the metaverse—into their strategies and projects. Aika curates and manages unique collaborations, connecting brands with renowned artists and digital creators to develop immersive exhibitions, interactive installations, and branded digital art campaigns. It also advises clients on Web3 strategies, NFT projects, and metaverse integrations, ensuring a seamless blend of creativity and technology.

With strong ties to both Eastern and Western art markets, Aika facilitates cross-cultural collaborations, helping brands reach new audiences and foster deeper engagement. Through its expertise, Aika empowers companies to create innovative, meaningful experiences that push the boundaries of art and technology.

Aika





策展人:
李振华
Curator:
Li Zhenhua

又是故人来

Nice to See You Again

DSL Collection
坪山美术馆特展

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DSL Collection

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“We want to use our socials to be a source of expression and empowerment for our community.”

Beyond technology, DSLCollection serves as a platform for cultural dialogue, using art as a tool for global conversation. Community is at its core, with a mission to break down barriers between art and audiences. It fosters interactive and participatory experiences, leveraging technology to connect people worldwide.

With a diverse audience—from Gen Z art enthusiasts to seasoned collectors—DSLCollection tailors its approach. Gamified experiences engage younger users, while talks and presentations attract traditional collectors.

Social media plays a crucial role, especially LinkedIn, where Sylvain Lévy's posts reach over 1.7 million views annually, building a community of 38,000+ followers. These platforms spark dialogue and create a sense of shared identity, strengthening the connection between art, technology, and people.

Community





Jia Aili: We are from our century, 2007-2011, Oil on canvas, 8x15 meters

“This is not just evolution—it’s a revolution. And it’s only the beginning”.

DSLCollection is entering a new era of virtual transformation, moving beyond simple digital replication to focus on the uniqueness of digital objects and the originality of virtual spaces. This shift redefines how we experience, preserve, and connect with art, ensuring that its timeless values endure even in a rapidly evolving digital world. DSLCollection will continue pioneering new models of art experience through VR, AI, and blockchain, while embracing AI-generated art, participatory curation, and evolving digital archives. Under the leadership of Raphaël and Karen Lévy, the collection will expand its focus on cultural innovation and digital transformation, deepening its role in global conversations around art, technology, and society.

Through Aika, the collection will explore new monetization models while preserving its experimental core, addressing the financial challenges many museums face in the digital age. By fostering East-West dialogue, particularly highlighting China's cultural transformation, DSLCollection will continue bridging cultures in both physical and virtual spaces.

In a world where art and AI are becoming increasingly dynamic and interactive, DSLCollection remains at the forefront of this transformation—redefining what art can be and how it connects us. As Sylvain Lévy puts it,

“We are not just collecting art or building technology; we are engineering ecosystems where creativity and intelligence converge to shape the world to come.”

dslcollection

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