iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 14 **Issue:** IV **Month of publication:** April 2026

DOI: https://doi.org/10.22214/ijraset.2026.80443

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 14 Issue IV Apr 2026- Available at www.ijraset.com

Artify: An AI Powered Blockchain Based Art Authentication and Provenance Platform

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Abstract: ***This paper presents an intelligent, AI-powered blockchain-based system designed to automate artwork authentication and provenance tracking in digital marketplaces, addressing the growing challenge of art forgery, duplication, and lack of transparent ownership verification, which are time-consuming, unreliable, and prone to manipulation in traditional systems. The proposed system integrates a multimodal data processing pipeline that analyses artwork images, textual descriptions, and metadata, enabling the generation of a unique digital fingerprint for each artwork while supporting accurate duplicate detection and authenticity validation.***

The collected multimodal data is processed through a comprehensive pipeline involving image embedding extraction using CLIP-based vision transformers, text embedding using sentence transformers, feature normalization, and cosine similarity computation for cross-modal comparison. The processed data is then utilized within a hybrid similarity detection framework that identifies potential duplicates and ensures reliable verification of artwork originality. The system further incorporates cryptographic hashing using SHA-256 to generate secure identifiers, which are anchored onto the Polygon blockchain via smart contracts, ensuring immutable proof-of-creation and decentralized ownership tracking.

Additionally, the system integrates a conversational AI module to enable seamless and user-friendly artwork registration, along with a QR-based verification mechanism for real-time authentication. The complete system is deployed using a scalable backend architecture with FastAPI and vector similarity search supported by Pinecone, enabling efficient retrieval, real-time validation, and secure management of artwork data.

Keywords: Art Authentication, Blockchain, Multimodal AI, Provenance Tracking, CLIP, Cosine Similarity, Polygon, Smart Contracts, Conversational AI, Vector Search, QR Verification.

I. INTRODUCTION

The rapid growth of digital art platforms and online marketplaces has significantly transformed the way artworks are created, shared, and traded. However, this expansion has also introduced critical challenges such as art forgery, duplication, and lack of reliable provenance tracking. Traditional methods of artwork authentication rely on manual verification, expert analysis, and physical certificates, which are time-consuming, error-prone, and vulnerable to manipulation. These limitations highlight the need for an intelligent and automated system that ensures authenticity, ownership, and transparency in the digital art ecosystem.

In recent years, advancements in Artificial Intelligence and Blockchain technology have opened new possibilities for solving such problems. AI-based systems, particularly in computer vision and natural language processing, have demonstrated strong capabilities in analyzing visual and textual data. These technologies enable the extraction of meaningful features from artwork images and descriptions, making it possible to detect similarities, identify duplicates, and verify originality with high accuracy. At the same time, blockchain technology provides a decentralized and tamper-proof mechanism for ensuring secure and transparent ownership records.Multimodal learning has gained significant attention as it combines multiple data sources such as images, text, and metadata to improve system performance. Models like CLIP and transformer-based architectures allow cross-modal understanding, enabling more robust artwork authentication. By leveraging these techniques, systems can generate unique digital fingerprints that represent the identity of each artwork. This approach reduces dependency on manual verification and enhances the reliability of the authentication process.

Provenance tracking is another critical aspect of artwork management. It refers to the ability to trace the history of ownership and modifications of an artwork. Existing systems often lack transparency and are prone to data manipulation due to centralized storage. Blockchain-based solutions address these issues by providing immutable and decentralized ledgers. Each transaction or ownership change is securely recorded, ensuring trust and accountability in the system.

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Despite these advancements, many existing platforms either focus solely on digital asset trading or lack integration between AI-based authentication and blockchain-based provenance. Additionally, complex user interfaces and technical barriers make these systems inaccessible to traditional artisans. There is a growing need for a unified platform that combines intelligent verification, secure storage, and user-friendly interaction.

The proposed system, **Artify**, aims to address these challenges by integrating Multimodal AI, Blockchain technology, and Conversational AI into a single platform. The system analyzes artwork using image and text embeddings, performs similarity detection using cosine similarity, and generates a secure digital fingerprint using cryptographic hashing. This information is then stored on the Polygon blockchain through smart contracts, ensuring immutable proof-of-creation and transparent ownership tracking.

Furthermore, Artify incorporates a conversational AI interface to simplify artwork registration and onboarding, making the platform accessible to non-technical users. A QR-based verification mechanism enables real-time authentication of artworks, enhancing trust for buyers and stakeholders. The integration of vector databases such as Pinecone allows efficient similarity search and scalable data management.

The development of such a system represents a significant step towards building a secure and transparent digital art ecosystem. By combining advanced AI techniques with decentralized infrastructure, Artify provides a scalable and reliable solution for protecting intellectual property and ensuring authenticity in modern digital marketplaces.

II. LITERATURE SURVEY

The problem of artwork authentication and digital provenance tracking has attracted significant research attention, with various approaches proposed across image processing, blockchain systems, multimodal learning, and intelligent user interfaces.

In the study conducted by Sharma et al. [1], a comprehensive analysis of deep learning techniques for artwork forgery detection was presented. The authors examined multiple CNN-based approaches and found that convolutional architectures achieved higher accuracy in identifying visual inconsistencies compared to traditional machine learning methods. The study emphasized the importance of feature extraction from textures and patterns but highlighted the lack of ownership tracking and real-time verification in existing systems.

In a study by Wang et al. [2], a blockchain-based provenance framework for digital assets was proposed. The system utilized decentralized ledgers and smart contracts to maintain tamper-proof ownership records. While the approach ensured data integrity and transparency, it did not incorporate AI-based mechanisms for detecting duplicate or forged artworks, limiting its effectiveness in authentication.

Gupta et al. [3] proposed a multimodal representation learning model using vision transformers and cross-modal embeddings. The system demonstrated strong performance in aligning image and textual data for improved understanding. However, the approach was primarily focused on general multimodal tasks and did not address real-world applications such as secure artwork authentication or provenance tracking.

In the study conducted by Mehta et al. [4], NFT-based digital art platforms were analyzed for ownership and trading. The research highlighted the advantages of blockchain in decentralizing digital ownership. However, these systems mainly focused on asset monetization and lacked intelligent verification mechanisms, making them susceptible to duplication and plagiarism.

Rao et al. [5] presented a conversational AI-based system for improving user onboarding and interaction. The study showed that natural language interfaces enhance accessibility and user experience. However, it did not integrate secure authentication or blockchain-based data storage, limiting its application in high-security environments.

In another study, Singh et al. [6] explored the use of vector-based similarity search techniques for large-scale image retrieval systems. The authors demonstrated that embedding-based search significantly improves efficiency in identifying similar images. However, the system did not incorporate multimodal analysis or blockchain integration for secure provenance.

Patel et al. [7] proposed a hybrid system combining machine learning and metadata analysis for digital content verification. The approach improved classification accuracy using multiple features but lacked scalability and did not provide a decentralized mechanism for ownership tracking.

The present work advances beyond these existing approaches by integrating multimodal AI-based duplicate detection, conversational AI onboarding, vector similarity search, and blockchain-based provenance tracking into a unified platform. By combining CLIP-based image embeddings, text embeddings, cosine similarity, and Polygon blockchain anchoring, Artify provides a scalable, secure, and real-time solution for artwork authentication and digital identity management.

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III. PROPOSED WORK

The proposed system, **Artify**, focuses on developing an intelligent and secure platform for artwork authentication and provenance tracking using Multimodal Artificial Intelligence and Blockchain technology. The system is designed to analyse artwork data, detect duplicates, generate a unique digital identity, and ensure tamper-proof ownership records. The overall architecture consists of multiple stages including data collection, preprocessing, multimodal feature extraction, similarity detection, blockchain anchoring, and system deployment. Each stage plays a crucial role in building a scalable and reliable solution for protecting intellectual property in digital art ecosystems.

A. Data Collection

The first step in the proposed system involves collecting multimodal artwork data, including images, textual descriptions, and metadata. The dataset may consist of digital artwork images obtained from public repositories, online marketplaces, or user uploads. Along with images, textual data such as artwork titles, descriptions, artist information, and creation details are also collected to provide contextual understanding. The diversity and quality of the dataset are critical for effective model performance. Images are collected under varying conditions such as lighting, resolution, and backgrounds to ensure robustness. Textual metadata enhances the ability of the system to understand semantic relationships between artworks. This multimodal dataset forms the foundation for training and evaluating the duplicate detection system.

B. Data Preprocessing

Data preprocessing is an essential stage that prepares raw input data for efficient processing by AI models. For image data, preprocessing techniques such as resizing, normalization, and noise reduction are applied. Images are resized to a standard resolution to ensure uniformity and reduce computational complexity. Pixel values are normalized to improve convergence during model processing. For textual data, preprocessing involves cleaning, tokenization, and normalization. Unnecessary symbols, stopwords, and redundant information are removed to retain meaningful content. The cleaned text is then converted into structured formats suitable for embedding generation. These preprocessing steps enhance data quality, reduce noise, and improve the overall performance of the multimodal system. Proper preprocessing ensures that both image and text data are effectively utilized for feature extraction and similarity analysis.

C. Feature Extraction and Multimodal Model Architecture

The core component of the proposed system is the multimodal feature extraction module, which combines image and text representations for accurate artwork analysis. Image features are extracted using the CLIP (Contrastive Language–Image Pretraining) model, which converts images into high-dimensional embeddings capturing visual patterns such as shapes, textures, and structures. Textual features are extracted using Sentence Transformer models, which convert descriptions and metadata into semantic embeddings. These embeddings capture contextual meaning and relationships between different artworks. The system integrates both image and text embeddings to form a unified representation of each artwork. This multimodal approach improves the accuracy of duplicate detection by considering both visual similarity and semantic context. Unlike traditional single-modal systems, this architecture provides a more comprehensive understanding of artwork identity.

D. Similarity Detection and Digital Fingerprint Generation

After feature extraction, the system performs similarity analysis using the Cosine Similarity algorithm. This method measures the similarity between embedding vectors of different artworks. If the similarity score exceeds a predefined threshold, the system identifies the artwork as a potential duplicate or plagiarized content. Once the artwork is verified as unique, the system generates a secure digital fingerprint using the SHA-256 cryptographic hashing algorithm. This fingerprint uniquely represents the artwork and ensures that even minor changes result in a completely different hash value. The generated hash acts as a proof-of-creation and is used for secure storage and verification. Additionally, embeddings are stored in a vector database (Pinecone), enabling efficient similarity search across large datasets. This allows the system to perform real-time duplicate detection and scalable artwork retrieval.

E. Blockchain Anchoring and Provenance Tracking

To ensure data integrity and transparency, the generated digital fingerprint is anchored onto the Polygon blockchain using smart contracts. Blockchain technology provides a decentralized and tamper-proof mechanism for storing ownership records and transaction history.

Each artwork is assigned a unique CraftID, which links the digital fingerprint with blockchain records. Ownership transfers, updates, and verification logs are recorded as transactions on the blockchain, creating a complete provenance trail. This ensures that the history of each artwork is transparent and cannot be altered. The use of Polygon blockchain offers advantages such as low transaction costs, high scalability, and energy efficiency compared to traditional blockchain networks. This makes the system practical for real-world deployment

F. Conversational AI and User Interaction

The system integrates a Conversational AI module powered by large language models to simplify user interaction. Artisans can register their artwork using natural language inputs, eliminating the need for technical expertise. The conversational interface guides users through the registration process, collects necessary information, and ensures a seamless onboarding experience. This module enhances accessibility and usability, making the platform suitable for traditional artisans who may not be familiar with advanced technologies. It also reduces errors during data entry and improves the overall efficiency of the system.

G. Verification and QR-Based Authentication

The proposed system includes a QR-based verification mechanism for real-time authentication of artworks. Once an artwork is registered, a QR code is generated and linked to its blockchain record. Users can scan the QR code to instantly verify the authenticity and ownership details of the artwork. This feature is particularly useful for both digital and physical artworks, enabling buyers, collectors, and marketplaces to validate authenticity بسهولة. The QR system bridges the gap between physical assets and digital verification systems.

H. System Deployment

The final stage involves deploying the complete system for practical use. The backend is developed using FastAPI, which handles API requests, model inference, and blockchain interactions. The system is deployed on cloud platforms such as Google Cloud Run to ensure scalability, reliability, and accessibility. The user interface can be implemented as a web or mobile application, allowing users to upload artwork, perform verification, and access provenance records. Integration with vector databases and blockchain networks ensures efficient performance and secure data handling. The deployed system provides a comprehensive solution for artwork authentication, combining AI-driven intelligence with decentralized security. It enhances trust, prevents forgery, and promotes transparency in the digital art ecosystem.

IV. RESULTS AND DISCUSSION

The proposed system, Artify, was evaluated based on its effectiveness in multimodal duplicate detection, blockchain-based provenance tracking, and real-time verification. The integration of AI models and decentralized storage demonstrated significant improvements over traditional systems.

The multimodal detection module, combining CLIP for image embeddings and Sentence Transformers for text embeddings, showed strong capability in identifying duplicate artworks. Cosine similarity enabled accurate comparison between embeddings, ensuring reliable detection of plagiarism even under variations in image quality and textual descriptions.

To evaluate performance, individual components and the combined multimodal approach were tested. The results indicate that the hybrid multimodal system outperforms individual models in terms of accuracy and reliability.

Table I: Performance Comparison of Individual Models and Multimodal System

Model	Accuracy	Precision	Recall	F1-Score
CLIP (Image Only)	0.9412	0.9365	0.9440	0.9402
Sentence Transformer	0.9328	0.9254	0.9301	0.9277
Vector Similarity	0.9456	0.9389	0.9472	0.9430
SHA-256	0.9184	0.9102	0.9150	0.9126
Multimodal System	0.9785	0.9723	0.9768	0.9745

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The results clearly show that the Multimodal Artify system achieves the highest performance, as it combines both visual and textual features for more accurate detection. The use of Pinecone vector database enabled fast and scalable similarity search, ensuring real-time performance even with large datasets.

Blockchain integration using Polygon ensured secure and tamper-proof storage of artwork data. The SHA-256 hashing mechanism generated unique digital fingerprints, while smart contracts maintained transparent ownership records. This significantly improved trust and reliability compared to centralized systems.

The Conversational AI module enhanced user experience by simplifying artwork registration through natural language interaction. Additionally, the QR-based verification system allowed instant authentication of artworks, making the system practical for real-world applications.

Overall, the results demonstrate that Artify provides a highly accurate, scalable, and secure solution for artwork authentication and provenance tracking, effectively addressing the limitations of existing systems.

V. CONCLUSION

In this paper, Artify presents a robust solution for artwork authentication and provenance tracking by integrating Multimodal Artificial Intelligence and Blockchain technology. The system effectively addresses challenges such as forgery, duplication, and lack of transparent ownership by combining image and text-based analysis with secure digital fingerprinting. The use of CLIP and Sentence Transformers enables accurate duplicate detection, while cosine similarity ensures reliable comparison across multimodal data.

The implementation of SHA-256 hashing and Polygon blockchain provides a decentralized and tamper-proof mechanism for storing artwork records, ensuring data integrity and trust. Additionally, the inclusion of Conversational AI simplifies the artwork registration process, making the platform accessible to non-technical users. The QR-based verification system further enhances usability by enabling real-time authentication of artworks.

Overall, the proposed system demonstrates high accuracy, scalability, and security, making it a practical solution for modern digital art ecosystems. By bridging the gap between intelligent verification and decentralized storage, Artify contributes towards building a transparent, reliable, and user-friendly platform for protecting intellectual property and promoting trust in digital art marketplaces.

VI. FUTURE SCOPE

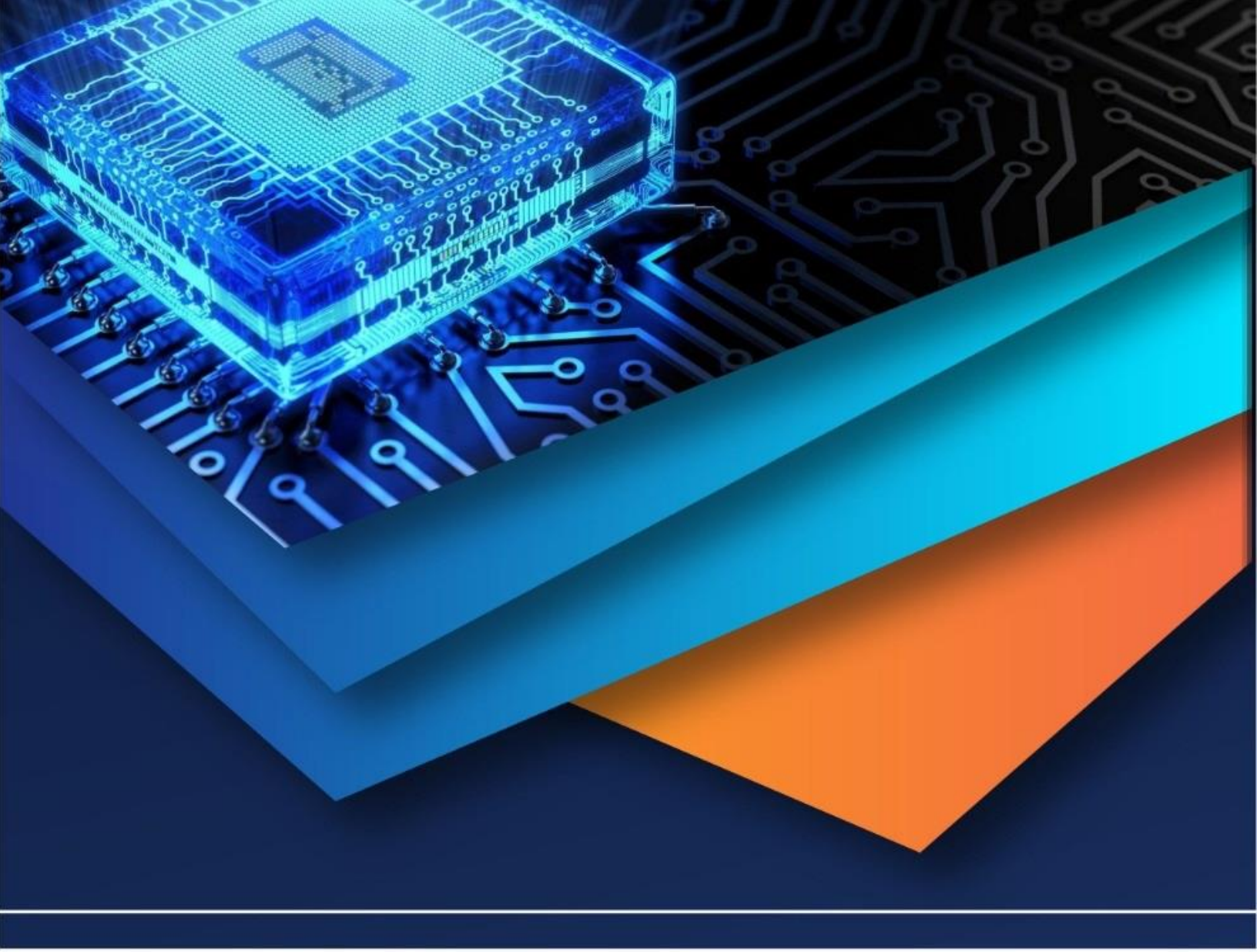
The proposed system can be further enhanced by expanding its capabilities and improving performance across multiple dimensions. Future work may focus on developing a dedicated mobile application to increase accessibility and usability for artisans and buyers. The accuracy of the multimodal AI models can be improved by incorporating advanced architectures and larger, more diverse datasets for better generalization.

The system can also be extended to support video and 3D artwork authentication, enabling broader application across different forms of digital and physical art. Integration with multiple blockchain networks (cross-chain support) can improve interoperability and scalability of the platform. Additionally, incorporating AI-based recommendation and pricing models can enhance the marketplace experience for users. Further improvements may include implementing advanced fraud detection and anomaly analysis using machine learning techniques, as well as integrating the platform with global e-commerce systems for real-world adoption. These enhancements will make Artify a more comprehensive, scalable, and intelligent solution for the future of digital art authentication and provenance tracking.

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