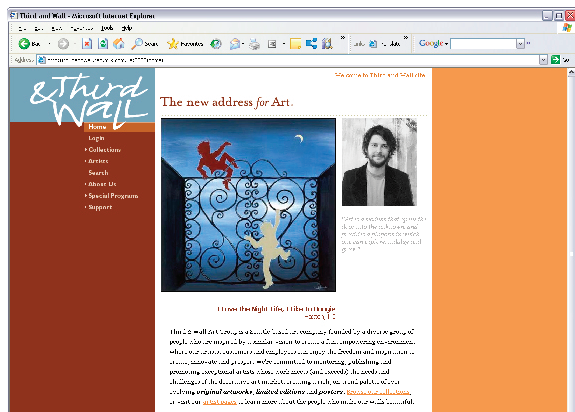


**Third & Wall Art Group is a Seattle-based art company focused on promoting and selling contemporary artists' works through a variety of market channels.**



### Industry

Art Publishing

### Project Size

1,5 months  
2 developers

### Technologies

Java 5/J2EE  
IntelliJ IDEA  
MySQL  
Apache Tomcat  
JSF/JSP  
JAI  
Hibernate  
Spring

## Challenge

Operating in the field of art publishing, Third & Wall intended to promote their business on the Web. With the information on artists and their works traditionally stored by Third & Wall in separate Microsoft Excel files, the client needed a Web site with an ability to quickly upload this data to the site database.

Protection of copyright and intellectual property rights of artists was also an issue to consider, therefore, access to the artworks published on the Web site was to be restricted to Third & Wall customers.

Other features to be implemented included search and user information gathering. Search had to be allowed to only registered customers and be flexible in a way that the user could narrow down search results using various filtering options. Information related to users, such as user name, IP address, login time, viewed images and artists was to be logged.

The client needed a solution with rapid time-to-market and low project costs, including further maintenance of the system.

## Solution

Access to particular areas and functionality of the Web site is controlled by user management system. To add new images and artists to the system, a user with administrator rights can use dedicated Web pages or the bulk upload feature. In the latter case, the user saves Excel files to XML format, and then with just one click, sends them to the database. All images provided for upload are dynamically processed into display images and thumbnails (to be displayed in search results).

Much of the site content and functionality is available to registered customers only. To find an artist or artwork, a user can run a quick keyword search or/and specify the artist name, title, theme, medium, color, type and size from drop-down lists. These can be used as filtering options as their values are not constant but depend on the current search results, thus enabling the user to narrow them down in any possible way. Whatever the customer views, it is recorded to the database.

## Technical Implementation

The choice of technologies used for the development of the Web application was aimed at reducing development time and total cost of ownership. We chose Java 5 from Sun Microsystems because it provides platform independency and essentially simplifies the development process.

The application was built around a three-tier architecture model. As a database server, we used MySQL because of its robustness, speed and free use under Linux. Because the application was supposed to run on the Linux-based Tomcat Web server, no licensing fee for the whole system configuration was required.

The Web UI of the application was developed using JSF technology. By coupling standard JSF components with a rich set of custom components, developed by TeamDev, that support client-side validation, advanced configuration and styling features, we were able to implement client/server functionality really fast without sacrificing quality.

## Results

Third & Wall has now a lightweight, cross-platform and dynamic Web application, capable of supporting a growing number of data. The site content can be easily updated thanks to the convenient data management system incorporated into the Web application. By using filtering options for search, customers are able to quickly find different sorts of artworks. And with user information carefully logged, Third & Wall can get a clearer picture of customers and their preferences. Additionally, the client benefits from low maintenance costs and total cost of ownership associated with the solution.

## Client Feedback

The client was satisfied with the Web site, its overall appearance and functionality. "... the site is THE BOMB. It is FANTASTIC. I cruised through it tonight and don't see any problems. It looks great, it's contemporary and clean, and no other publisher's web site looks like it..."

Third & Wall is planning to engage TeamDev in further development and enhancement of the Web site.