

Art history & criticism that makes people actually look.

TOTAL AUDIENCE

1.1M+

MONTHLY VIEWS · ALL PLATFORMS

~39M

TIKTOK

334K

FACEBOOK

309K

INSTAGRAM

186K

YOUTUBE

318K

ABOUT

artlust is the art-history-and-criticism channel of Seema Rao — art historian and museum expert with 20+ years in the field, including the Cleveland Museum of Art and the Akron Art Museum. She is principal at Brilliant Idea Studio and author of *Self-Care for Museum Professionals*.

Through artlust, she makes art history, criticism, and visual literacy genuinely accessible — building a combined audience of **1.1 million+** across TikTok, YouTube, Facebook, Instagram, and Substack, with tens of millions of views every month. The voice: smart, fast, and unafraid to connect old pictures to the present.

AS FEATURED IN

Hyperallergic

Named a top-5 museum account to follow

The New York Times

Museum chatbot & digital strategy

Not Sorry Art — Podcast

Interview: art on social media & institutions

ArtLust Podcast

Weekly show on the art worlds

Museums and the Web · AASLH

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