

WindowSight partners with LG to bring art into millions of TVs worldwide through the new LG Gallery+

The Barcelona-based startup becomes the largest content provider for LG's new global art experience on TVs

Barcelona, August 25, 2025. WindowSight today announced a strategic partnership with LG Electronics to power the majority of the art content for LG Gallery+, LG's new digital gallery available worldwide on LG TVs. LG Gallery+ will roll out first on new 2025 models and then to existing active devices, reaching a potential base of more than 240 million units.

As the largest content provider for LG Gallery+, WindowSight brings a curated selection of photography, painting, illustration and video art, featuring internationally renowned photographers and artists, including contributors associated with National Geographic, leading illustrators, painters and video artists.

WindowSight's vision is to make art as accessible as music, since it has the power to spark emotions and contribute to both mental and physical well-being. For this reason, the company believes it should be part of everyone's daily experience.

The startup works with +300 artists globally and supports a model that fairly compensates creators for the display of their work across digital environments, in homes and professional spaces.

"This collaboration with LG is a meaningful step for WindowSight and for our artist ecosystem. Bringing curated, high-quality art to millions of screens moves us closer to a simple idea, making art part of everyday life," said Pol Rosset, CEO and cofounder of WindowSight.

Availability and access

LG Gallery+ will be available globally on compatible LG TVs. The rollout will begin with the 2025 models and will gradually expand through software updates to the rest of the active TVs during the end of the year, with the potential to exceed 240 million devices. The service includes a free experience with 100 images and a Premium option for only €5/month with more than 4,000 artworks, including video and stills.

About WindowSight

[WindowSight](#) is a Barcelona-based startup that created the leading platform that turns TV screens into windows of visual inspiration. It brings photography, painting, illustration and video art from artists worldwide into homes and professional spaces with high-quality display standards. Its mission is to make art as accessible as music while ensuring fair compensation for creators.

Make sure to not publish the press contact nor the media folder on the publication.

Media assets

You can download the media assets and logos on the following link:

<https://drive.google.com/drive/folders/18EDMAwaW0z5kgziVw5nEeloU0WWXcs9z>

Press contact

Maria – press@windowsight.com +34660237827
windowsight.com