If you've been collecting **30 years of content**, how do you organize it?

How the James Beard Foundation organizes 380 *thousand* assets in *Air*
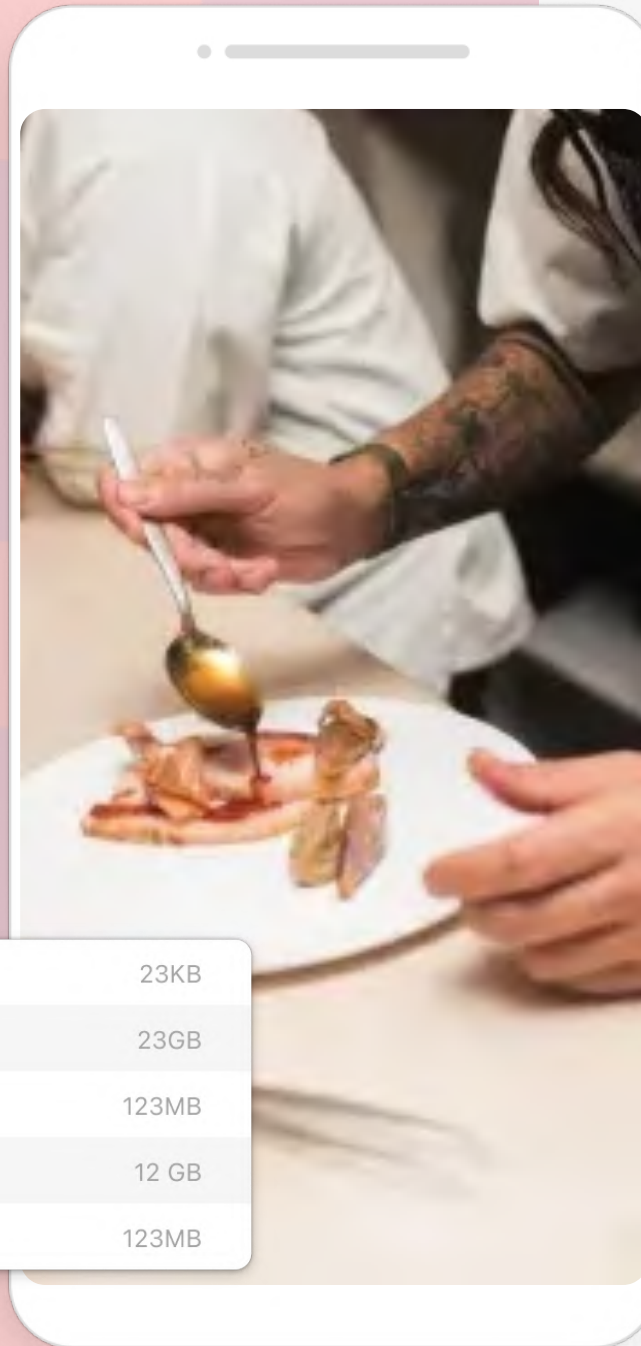
James Beard
Foundation

The problem

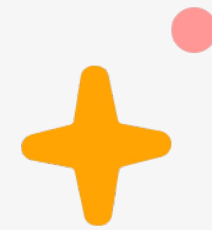## Legacy DAMs were too clunky and technical for their creative team

With poor search functionality and unnecessary complications, James Beard Foundation's legacy DAM became a drag on their media production process.

JBF needed to find a tool that accelerated the media team's work, instead of dragging it down.

The solution

A faster, lighter storage tool

James Beard found everything they needed in Air without needing massive technical trainings for their team.

With Air, the team no longer had to rely on institutional knowledge to remember where in their system assets lived.

Find food fast

AI-powered search sped up their processes

Powerful search functionality allowed assets to move quickly from approval to publishing.

Easy access for everyone

Freelancers and user-specific permissions

JBF gave freelance photographers their own place to upload and manage each event's photos.

Visual layouts

A Pintrest-style board made scrolling easy

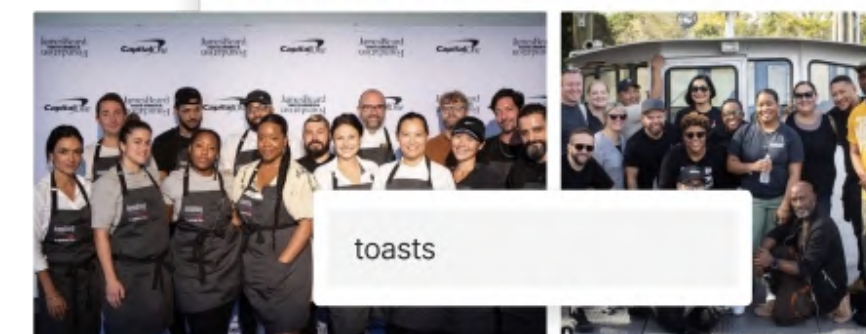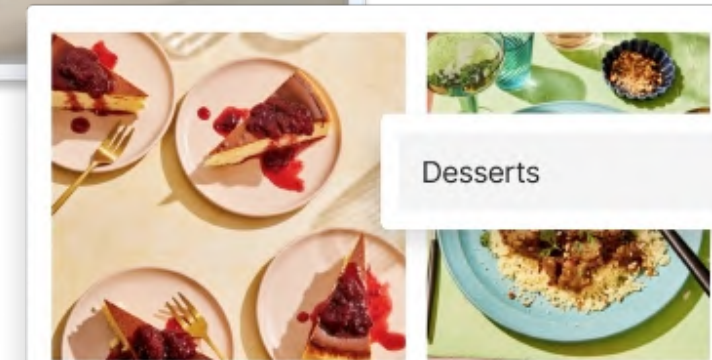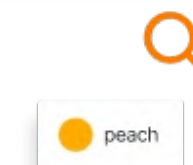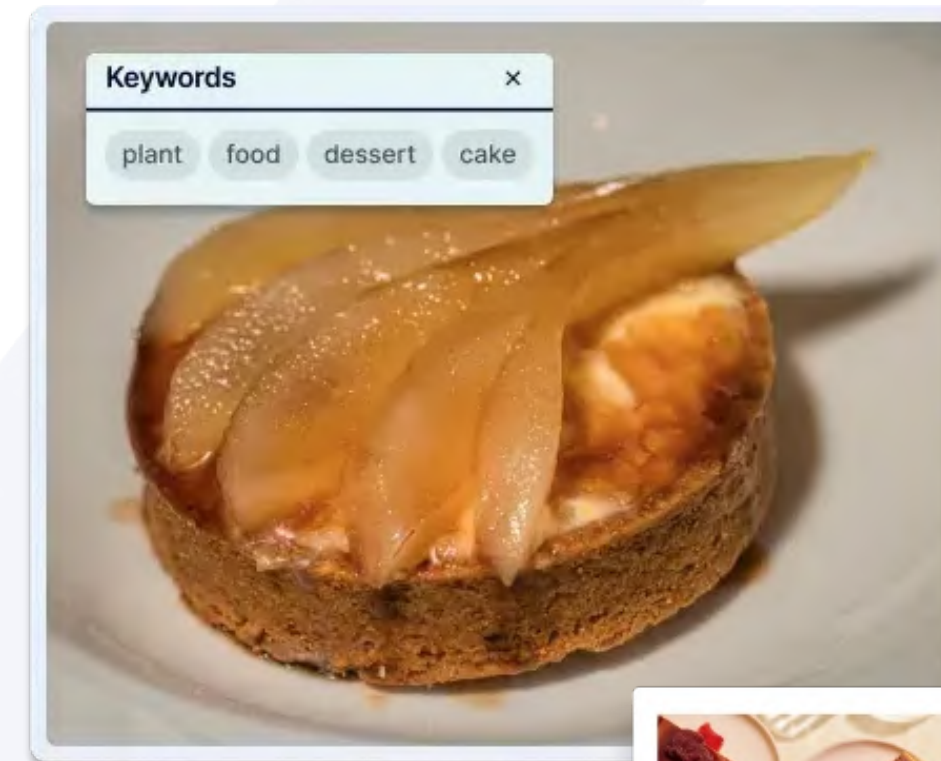Using Air's visual workspace, anyone could log in and find what they needed quickly.

AI-POWERED SEARCH

Find what you need

Quickly search by meal or ingredient

With automatic AI-enabled content tagging, the JBF team could search "peach cobbler" or "charity event" and quickly find what they needed.
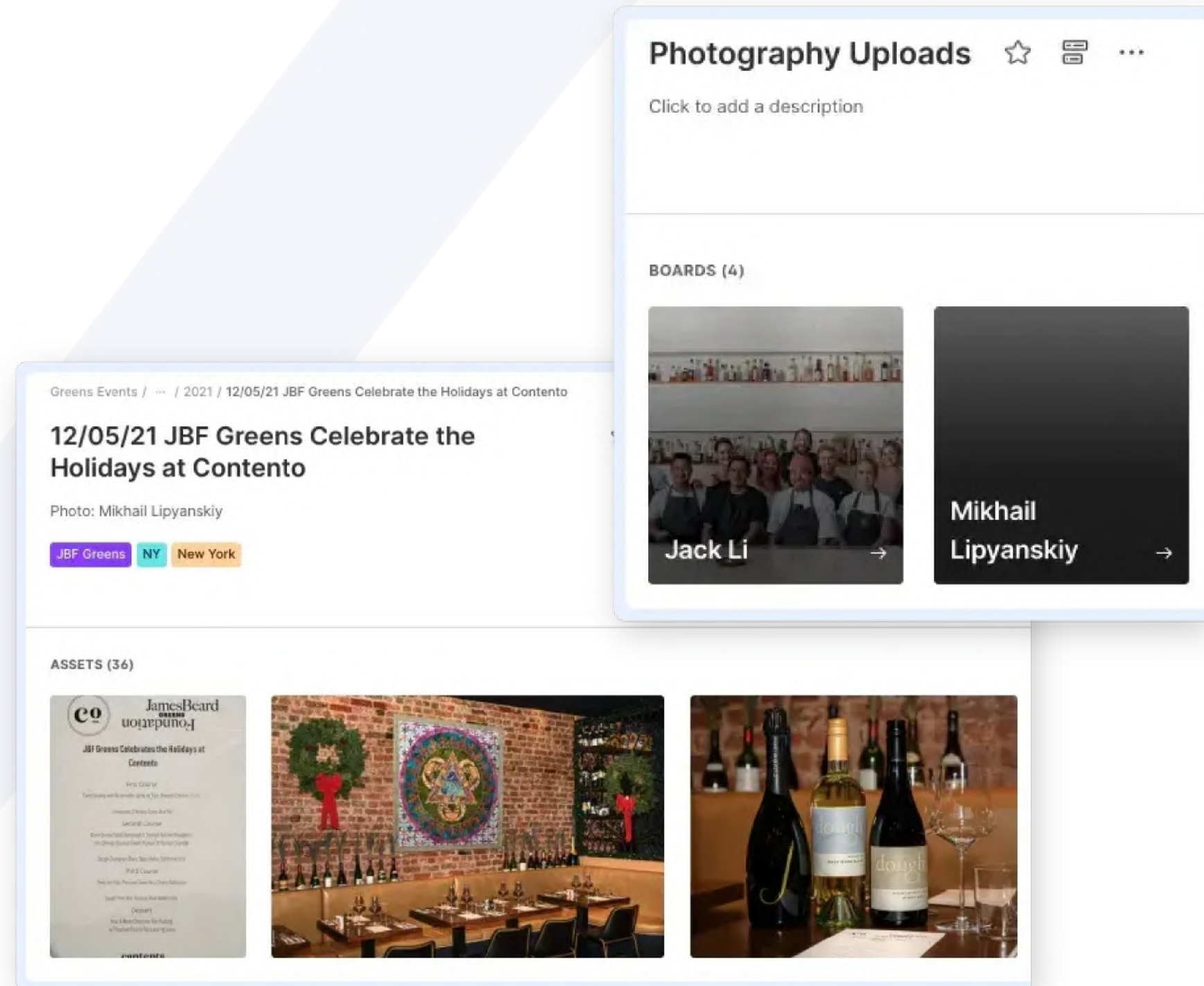
COLLABORATION AND ACCESS

Freelancer food photos, fast

Contributors have their own spaces

With a team of freelance photographers working their events, JBF used separate Air boards to collect and organize the massive photo library.
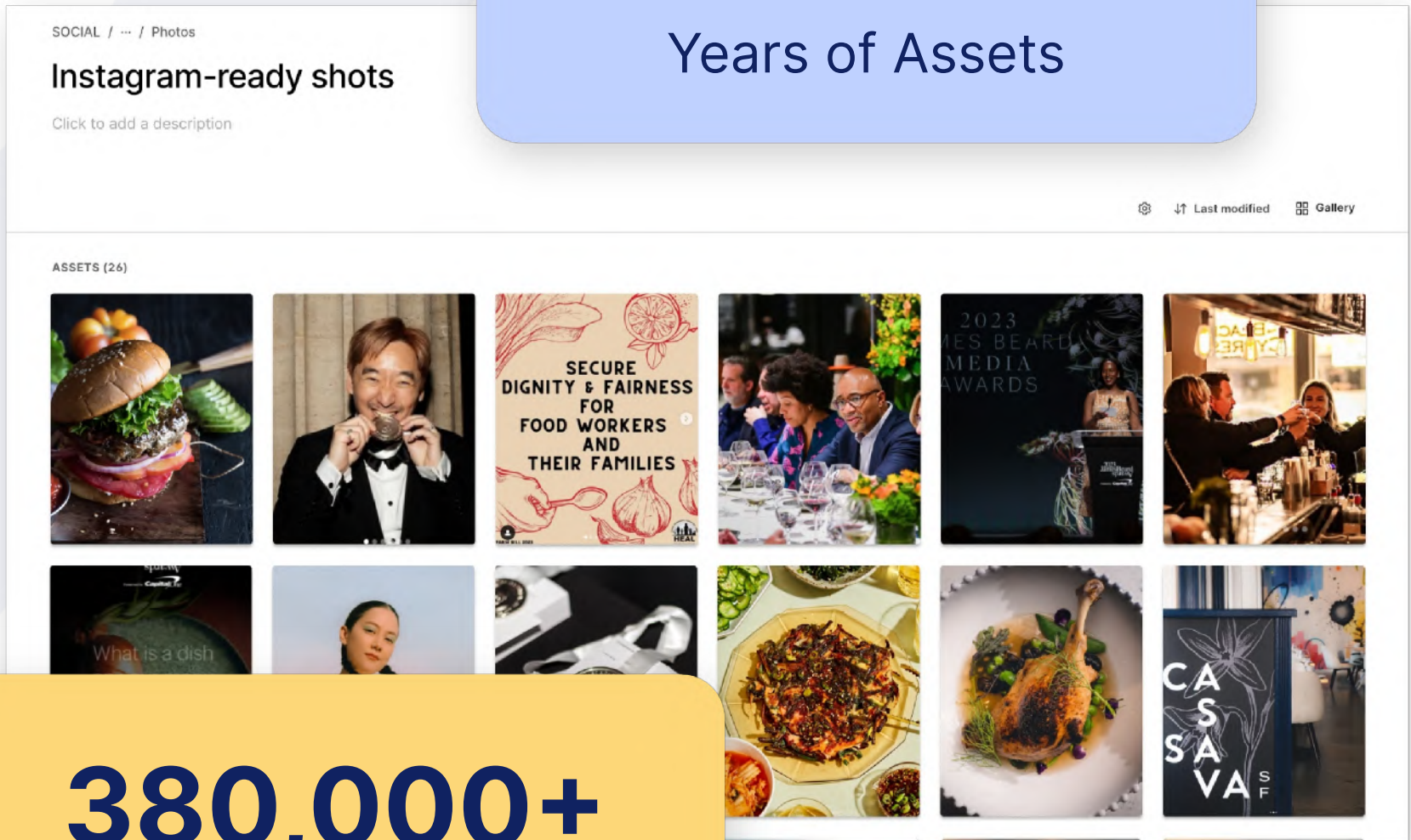
Air

VISUAL ORGANIZATION

Clean plate club

Visual boards make organization easy

Whether a user is in Air every day, or they just
need to find a quick phot, users can quickly find
what they're looking for and compare shots.

SOCIAL / ⋯ / Photos

Instagram-ready shots

Click to add a description

Last modified | Gallery

ASSETS (26)

SECURE
DIGNITY & FAIRNESS
FOR
FOOD WORKERS
AND
THEIR FAMILIES

What is a dish

CASSAVA SF

30+
Years of Assets

380,000+
Creative Assets

Air

NEED SPACE FOR ALL THE COOKS IN THE KITCHEN?

Import your assets **with one click** from your cloud storage provider.

Or get a **personalized demo**!