

Talking Paintings

AI-Powered digital
humans your visitors
can talk to.
For culture, education,
entertainment,
and brands.

KNOWN FROM THE MEDIA

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Frankfurter Allgemeine
ZEITUNG FÜR DEUTSCHLAND



Make every interaction feel **personal**

REACHING A CHANGING **AUDIENCE**

Your space already has strong stories: objects, characters, products, or a brand history worth telling. The challenge is giving every visitor, guest or client an individual way to connect with them.

Wall texts only offer **limited space**.



Audio guides follow a **fixed narrative**.



Touchscreens can quickly appear cluttered **with too much text**.



Personal guidance **cannot reach everyone at every given moment**.



Children, first time visitors and international audiences **often need a different entry point**.



Some people hesitate to ask questions even when they are curious.



Talking Paintings does not replace existing ways of presenting content.
- It adds a dialogue-based layer to selected exhibits, giving people the chance to explore them through their own questions.

The Moment

Instead of giving all visitors the same fixed explanation, you offer them a character that can respond to their individual curiosity:
a visitor in a gallery, a guest at an attraction, a student in a classroom, or a client in a showroom.

Talking Paintings for every Space

AI-powered digital humans for exhibitions, brand experiences, and visitor interaction, built in Germany, on-premise or online.



Where stories become real-time conversations.

Talking Paintings turns selected characters, personalities, products, objects, and stories into digital humans that interact with visitors in real time, with voice, movement, personality, and fact-checked knowledge.

"Visitors do not merely read a story, they engage in a conversation with it."

Available as simple animated installations, guided interactive experiences, full AI-powered dialogue systems, or custom-built interactive hardware.



Real-time character interaction



GDPR-compliant implementation



Local or hybrid system deployment



Established cultural projects



How visitors experience Talking Paintings



Result:

Talking Paintings gives audiences a memorable and engaging interaction, while the host benefits in multiple ways.

Depending on their age, background, and interests, visitors can ask simple, personal, multilingual, or detailed questions.

1. A clear invitation

People receive a clear invitation, for example a question: "What would you like to know about me?"

2. Greeting

The digital avatar greets them with voice, presence and subtle movement.

3. Asking questions

Visitors ask questions via voice or text input.

4. Real-time response

The character responds in real time, based on the approved knowledge base and with its defined personality and tone.

5. Going deeper

They can ask follow-up questions, switch languages, or explore related topics.

6. Evaluation

Your team can review frequently asked questions and use these insights to improve interpretation, signage, education material or brand messaging.



Not a Chatbot on Screen

Talking Paintings is a character experience developed specifically for physical spaces: exhibitions, attractions, showrooms and public installations.

What it is not

Not a pre-produced video loop.

Not an ordinary chatbot.

Not cheap crowd entertainment.

Not a AI voice, but real voice direction.

What Talking Paintings is

A digital 3D avatar that reacts and responds in real time.

A character with a real voice, movement, personality and fact-checked, curated knowledge.

Custom-trained knowledge enables the AI to provide accurate, fact-based answers while remaining convincing and consistent as a character.

A content-controlled interpretation format your team approves before launch.

An exhibit or installation with regular feature updates and product improvements.

Unique features

-  Curated knowledge
-  Real-time dialogue
-  Animated avatar
-  Voice control
-  GDPR compliance





Full feature overview

Overview of all features and functions

Features

Variable knowledge base: The character's knowledge base can be flexibly adapted to the exhibition, theme, target audience, and curatorial requirements, ensuring that Talking Paintings conveys precisely the content relevant to the specific application.

Multilingualism: Multiple language options can be integrated for an international audience.

Individual voice-cloning-training: Do you want your character to sound like a famous personality? We can create a custom voice clone upon request.

Computer vision: Expanded to include eye contact and reactive behaviors based on the movement and proximity of visitors. Can optionally be deactivated.

Analysis system: Visitors questions can be analyzed upon request.

Custom Features: Additional features specifically tailor the Talking Paintings to the requirements of your exhibition.

Operational functions

Natural conversational behavior:

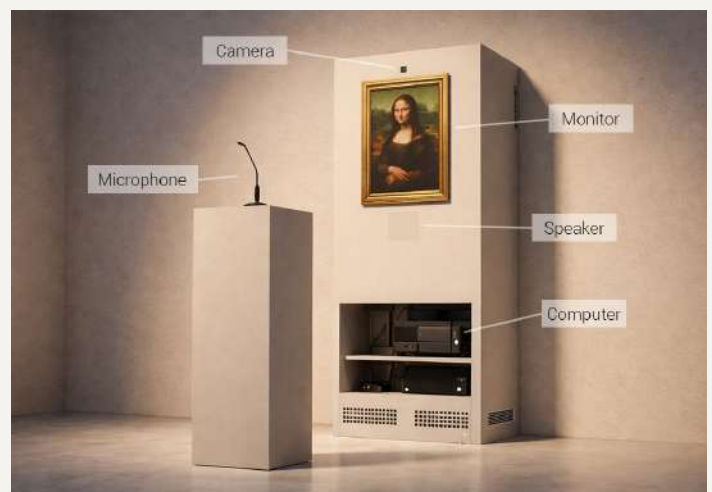
Visitors can interrupt the avatar while it is responding, creating a more natural flow of conversation.

Realistic animations:

The character moves in sync with the speech, facial expressions, and situation, appearing lifelike and credible.

Offline & online operations: Depending on requirements, the Talking Painting can be operated locally on-premise or online via cloud/API services.

API-feature: The knowledge base of existing chatbots you already have in operation (e.g. ChatGPT, Claude, etc.) can be connected to our Talking Paintings.





Run **offline** or **online**? Both are possible.

Offline (On-Premise)

✓ **Privacy & GDPR compliance:** All data is processed exclusively locally.

✓ **No ongoing token costs:** One-time investment in hardware and software.

✓ **High on-site performance:** Local hardware enables real-time interaction with low latency.

✓ **Customizable:** Content (characters, knowledge) can be flexibly adapted.

✓ **Stable operation:** Independent of internet connection or cloud services.

Conclusion: Best suited for organizations focused on on-site visitors, events, and strict data-protection requirements.

Online (with API interface)

✓ **Connection to the latest AI platforms:** e.g. integration with Custom GPTs or Copilot systems via API.

✓ **Continuously updated knowledge:** The digital character can access current information.

✓ **Worldwide accessibility:** Usable beyond a single venue or location.

✓ **Multiple languages available:** Automatic multilingual support in up to 32 languages for international visitor groups.

✓ **Management & updates:** Central management; content can be expanded independently.

Conclusion: Best suited for organizations with a digital strategy building hybrid offerings on-site and online.



Renowned projects across sectors

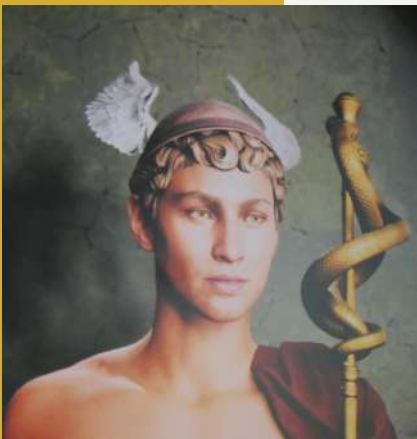
Talking Paintings has been deployed, tested and developed further across museum, cultural, entertainment and corporate contexts. A few examples show the range of characters, sectors and formats.



Mona Lisa

The world's first interactively speaking Mona Lisa, developed with more than €200,000 in public R&D funding. Rented for exhibits at **Frankfurt Airport, Stadthof Hanau, "Prompt – Dein KI-Event"** and more.

[TV Segment ZDF](#)



God Mercury

Built around a nearly 2,000-year-old Roman deity head discovered in 2025, connecting culture, trade and public communication. Client: **Heilbronn Municipal Museums, Museum im Deutschhof, IPAI SPACES**, and the **IPAI Foundation**.

[Use-Case-Video](#)



[Press Release IPAI](#)



Vincent van Gogh

Visitors talk with a virtual Van Gogh inside the immersive exhibition "Vincent: Between Madness and Wonder" in **Berlin, Munich and Cologne**. Client: **Alegria Exhibition Munich**.

[Landingpage](#)



[Instagram-Reel](#)





Kraka

A digital AI avatar at the centre of "VIKINGS – Explorers and Conquerors" in London and Hamburg. Client: **Alegria Exhibitions Munich**.



Alan Turing

A historical digital human conveying technology, science and education, part of the permanent exhibition at the **Museum of Communication Frankfurt**, shortlisted for the DigAMus Award 2026.

[Exhibition Opening Video](#)



Joseph Haydn

The composer of the Viennese Classical era brought to life as a Talking Painting Lite character. Client: **Esterházy Castle and Forchtenstein Castle**.



Girl with a Pearl Earring

One of Vermeer's most famous works, brought to life as a Talking Painting in "Vermeer Immersive – Master of Light," Stuttgart. Client: **Alegria Exhibitions Munich**.

[Exhibition Opening Video](#)



Alfred

A digital human for corporate information, event communication and real-time interaction, used in Darmstadt and South Korea. Client: **MERCK Group AG**.

[Use Case Video Alfred](#)





Our package offers

The exact scope of services depends on character design, content volume, languages, hardware, deployment location, and data requirements. The package overview helps your team choose the right starting point.

Package	Ideal for	Scope of services	Complexity
Lite	Atmospheric effect of a living character.	Pre-produced video animation loop with subtle movement and presence.	Low
Lite Plus	Guided interaction with full content control.	Predefined questions; button, touchscreen, sensor, or menu-driven responses.	Medium
AI	Real-time conversations with a Digital Human	Open questions, approved knowledge base, defined personality, voice, and real-time animation. Customization such as character design, languages, sensors, staging, or full-body representation can be added as required.	Medium - High
Rental	Temporary exhibitions, events, and pop-ups	Rental of an existing character, including software, standard hardware, and setup. From €999 per installation, per day.	Ready to deploy

Typical timeframe: Pilot projects can be implemented in stages—ranging from source research and conceptualization through prototyping, testing, and installation to launch and support. Larger, custom installations require additional time for hardware, design, approvals, and on-site testing.

Risk-tolerant entry

Start with a central object, a character, and a clear visitor journey—and expand the concept after evaluating visitor reactions.



Where Organisations use Talking Paintings

Museums & Cultural Institutions

Give central objects a **stronger anchor**, for permanent collections, special exhibitions and historical storytelling.

Attractions & Entertainment

Create a **character guests want to meet**, as a standalone installation or part of a larger visitor experience.

Learning & Education

Students can ask their own questions and receive answers that **match their age and level of knowledge**.

Brands & Corporate

Let people interact **directly with your brand**: welcoming guests, explain products, present research and much more.

International visitors

Make content **accessible in multiple languages** without needing separate materials for each one.

Historical Storytelling

Let a **historical personality tell stories** about their life, their time, and the objects connected to them.

Conversations with Creators

Create a Digital Human based on approved **biographical and historical sources**.

Visitor centers and foyers

Welcome people, help them find their way, and give them an **overview of what they can explore**.

Brand Storytelling

Turn a **key object, character, or story** into content that is easy to share, film, and remember.





What every Department gains

Leadership:

A visible, curated visitor experience, a strong public story, and a format that supports funding, press, partnerships and audience development.

Curatorial & Content

Control over sources, tone, knowledge boundaries, sensitive topics, and final approval before anything goes live.

Education & Outreach Team:

Age-appropriate explanations, use for school groups, and a dialogue format that invites questions.

IT & Data Protection:

On-premise or hybrid operation, documented data flows, processing and deletion policies, optional omission of camera functions.

Exhibition & Space Design:

Flexible hardware: framed displays, kiosks, pedestals, push-to-talk, signage, audio planning and integration into visitor flow.

Communications & Marketing:

A clear message for campaigns: people can talk in real time with an artwork, a brand character, or a historical character.



Data Protection and Control

Every space needs a clear, secure approach to data. Technical, organisational and legal requirements can be addressed early, together with your data protection and IT team.



On-Premise-Option: Voice and interaction data can be processed locally and offline, removing dependence on external cloud services entirely.



Hybrid-Option: If you already work with a chatbot, your Talking Painting can be connected to its knowledge base, with data flows and responsibilities documented in the project.



Optional Sensors: Camera (computer vision) and sensor functions can be fully omitted if needed.



Clear Rules: Data retention, analytics, logging and access rights are jointly defined before launch.



Verified Knowledge Base: Answers are based on a closed and/or approved knowledge source rather than the open internet.



Defined Fallback Behavior: Clear response rules can be set for uncertain, sensitive or off-topic questions.

Fact-check

You define what the character knows, which sources they may use, which topics should be avoided, and how they communicate with different target audiences.





How we work with you

01 Source material

Role, voice, personality, tone, target audiences, languages, and rules for sensitive topics.

Identifying data: object texts, catalogs, archives, books, letters, biographies, research, images, timelines, FAQs and educational or brand material.

02 Character concept

03 Knowledge base & boundaries

An initial test version to check facts, tone, dialogue quality and visitor comprehension.

Approved content, fallback responses, restricted topics and approval processes.

04 Prototype

05 Hypercare Phase

Testing speech recognition, response speed, voice, animation, hardware, signage, audio and visitor flow.

Maintenance, software updates, content updates, language expansions and new characters.

06 Launch & Support

Why Organisations choose us



Cultural & experience technology expertise: Over 10 years of experience with immersive media, real-time 3D, XR, virtual reality and interactive storytelling.



Proven creative projects: Delivery of award-winning projects such as Mona Lisa's Secret and The Garden of Earthly Delights VR.



Real-world experience: 100+ large and small projects and workshops delivered in museums, attractions and companies across Europe and Asia.



Funded research & development: Supported by the Hessian Distr@l program for the development and testing of Talking Paintings technology.

Clients:



Partners:



Brands:



Awards:





Contact & Next Steps

Would you like to find out whether Talking Paintings is a good fit for your exhibition? In an initial discussion, we will explore the curatorial context, the most suitable artwork or historical character, the desired form of interaction, and the technical requirements on site.

We are also happy to provide information for internal discussions, funding applications, or technical approvals.



Get in touch with us. We would be happy to advise you and show you how Talking Paintings can be used in your space.

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