

Talking Paintings

for
museums

AI-powered digital
humans for
exhibitions,
visitor engagement
and
Cultural Heritage
Interpretation

Known from the Media

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Frankfurter Allgemeine
ZEITUNG FÜR DEUTSCHLAND



New approaches to engagement for a changing audience

Your museum already possesses compelling stories. The challenge lies in enabling every visitor to **access these stories in their own way.**

Wall texts offer only **limited space.**



Audio guides follow **prerecorded scripts.**



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



Guided tours **cannot reach every visitor at any given time.**



Children, visitors with no prior knowledge, and international guests often require a **different point of entry.**



Some visitors **hesitate to ask questions**, even when they are curious.



Talking Paintings does not replace labels, guided tours, or educational programs – it adds a dialogue-based layer to selected exhibits, allowing visitors to find their own approach through individual questions.

The museum-moment

Instead of giving all visitors the same set explanation, you can offer them a character that can respond to their individual curiosity.



Talking Paintings for museums

AI-powered digital humans for exhibitions, cultural heritage interpretation, and visitor interaction



Where museum stories turn into real-time conversations.

Talking Paintings brings selected artworks, artists, historical characters, and exhibition characters to life as digital humans that interact with visitors in real time through 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-fledged AI-powered dialogue systems, or custom-developed exhibition hardware.



Real-time character interaction



GDPR-compliant setup



On-premises or hybrid system deployment



Proven cultural projects



How visitors experience Talking Paintings



Result:

Even after the visit, the artwork serves as a starting point for dialogue, learning, memories, and further exchange.

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

1. Visitors receive a clear invitation, for example a question: "What would you like to know about me?"
2. The digital avatar greets visitors with voice, presence, and subtle movements.
3. Visitors ask questions via voice or text input.
4. The character responds in real time based on the approved knowledge base and with a defined personality and tone.
5. Visitors can ask follow-up questions, switch languages, or explore related topics.
6. The museum gains the opportunity to analyze frequently asked questions and can use these insights to further improve visitor engagement, signage, educational offerings, and content.



What makes Talking Paintings **special**

Talking Paintings is **not a chatbot on a screen**. It is a **character experience** designed specifically for exhibition spaces.

What it is not

Not a pre-produced video loop.

Not an ordinary chatbot.

Not cheap crowd entertainment.

Not an AI voice, but real voice actors.

What Talking Paintings is

A digital 3D avatar capable of reacting and responding 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 including regular feature updates and product improvements.

Unique selling point



Museum Knowledge



Real-time dialogue



Animated avatar



Voice control



GDPR-compliance



What can the Talking Paintings do?

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:

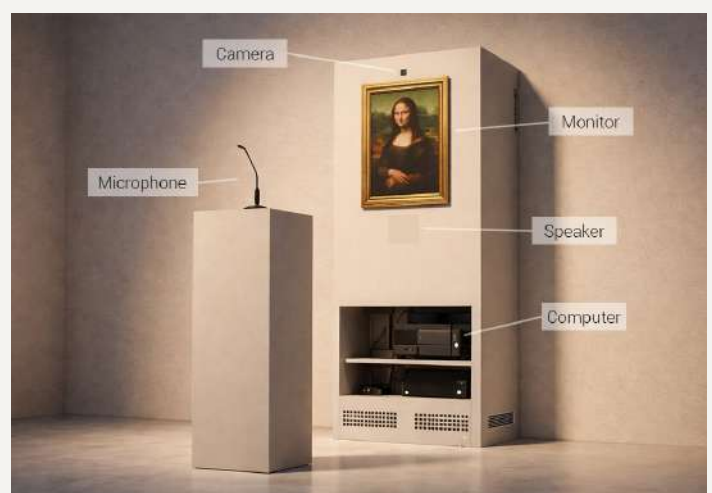
Visitors can interrupt the avatar while it is responding, creating a more natural flow of conversation.

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)

✓ **Data protection & GDPR-compliant setup:** All data is processed exclusively locally.

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

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

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

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

CONCLUSION: This option is particularly suitable for institutions that focus on on-site visitors and events, and have strict data protection requirements.

Online (with API interface)

✓ **Integration with the latest AI platforms:**
e.g. Integration with Custom GPTs or Copilot systems (via API).

✓ **Continuously updated knowledge:**
The digital character can access up-to-date information.

✓ **Global accessibility:**
Can also be used outside the museum.

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

✓ **Administration & Updates:**
Centralized administration, content can be extended by the user.

CONCLUSION:
This option is particularly suitable for institutions with a digital strategy that want to develop hybrid offerings (on-site and online).



Proven in prestigious projects

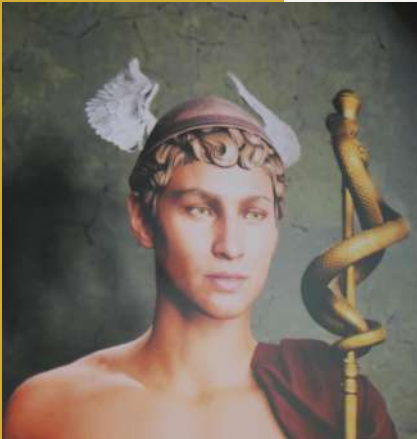
Talking Paintings has already been deployed, tested, or further developed in a wide range of museum, cultural, experiential, and corporate contexts. The following examples illustrate the diversity of characters, areas of application, and presentation formats.



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

VIKINGS: Explorers and Conquerors – historical storytelling for immersive exhibitions. A key element of the exhibition in London and Hamburg is the encounter with Kráka as a digital AI avatar.
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

We brought one of the most famous Baroque masterpieces by the Dutch painter Jan Vermeer to life as a "Talking Painting" at the "Vermeer Immersive – Master of Light" exhibition in Stuttgart.
Client: **Alegria Exhibitions Munich**

[Exhibition Opening Video](#)



Alfred

A digital human for corporate information, event communication, and real-time interaction—based in South Korea and Darmstadt.
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 museums use Talking Paintings

Permanent Exhibition – Highlights of the Collection

Give key objects a **stronger anchor** for visitors and an additional layer of interpretation.

Special exhibitions

Create a **special visitor experience** with interactive stories and direct dialogue.

Educational programs and school visits

Students can ask their own questions and receive **age-appropriate answers**.

Family programs

A playful character makes **complex** content **easier for children to understand**.

International visitors

Multilingual access **without separate accompanying materials** for each language.

Historical Storytelling

Let a historical **character from the past** tell you about their life, their era, and the objects on display.

Conversations with artists and cultural practitioners

Create a digital representation of an artist or cultural character based on authorized **biographical and historical sources**.

Visitor centers and foyers

Welcome visitors, facilitate orientation, and provide an **overview of the exhibition**.

Museum Marketing

Transform a **key object** into a story that is easy to convey, film, share, and remember.





What each department gains

Museum Management

A visible, curated visitor experience, a compelling public narrative, new access to selected objects, and a format that supports funding, media relations, partnerships, and audience development.

Curatorial Team

Control over sources, tone, knowledge and the limits of knowledge, sensitive topics, and content approval prior to publication.

Education and Outreach Team

Age-appropriate explanations, use with school groups, child-friendly answers, and a dialogue format that invites questions.

IT and Data Protection

On-premise (offline) or hybrid operation (online), documented data flows, data processing and deletion policies, optional deactivation of camera functions.

Exhibition Design

Flexible hardware solutions, framed displays, kiosk systems, pedestals, push-to-talk functions, signage, audio planning, and integration into visitor flow and guidance.

Communications and Marketing

A clear message for (social media) campaigns: visitors can speak in real time with a work of art, an artist, or a historical character.



Data Protection and Control

Museums require a clear and secure approach to handling data. We can address technical, organizational, and legal requirements at an early stage, in collaboration with your data protection and IT departments.



On-premises option: Speech and interaction data can be processed locally and offline, completely eliminating reliance on external cloud services and ensuring 100% GDPR compliance.



Hybrid-option: If your museum already uses a chatbot, our Talking Paintings can be connected to its database. Data flows, providers, and responsibilities are documented as part of the project.



Optional sensors: Camera (computer vision) and sensor functions can be completely omitted if required.



Clear rules: Data retention, analytics, logging, and access rights are defined jointly before the start.



Verified knowledge base: Answers are based on a closed and/or museum-verified knowledge source rather than the open internet.



Defined fallback behavior: Clear rules for responding to uncertain, sensitive, or off-topic questions can be established for the Talking Paintings.

Fact-checking

Your museum defines 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.

Identification of data: object texts, catalogs, archives, books, letters, biographies, research, images, timelines, FAQs, and educational materials.

02 Character concept

03 Knowledge Base & Limitations

Initial test version for evaluating facts, tone, dialogue quality, and visitor understanding.

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

04 Prototype

05 Hypercare-phase

Tests of all kinds: 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 museums choose us



Competence in cultural technologies: Over 10 years of museum experience with immersive media, real-time 3D, XR, virtual reality, and interactive storytelling.



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



Museum experience: Extensive experience in cultural and museum contexts, with over 100 large and small projects and workshops in museums across Europe.



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

Clients (selection):



Partner:



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.

Contact



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