Press release

IBM Watson Assistant supports art presentation in Berlin's PalaisPopulaire

IBM's Artificial Intelligence on the IBM Public Cloud helps people discover art in new ways

Berlin, June 10, 2020. IBM (NYSE: IBM) and the Deutsche Bank's forum for art, culture and sports are expanding their cooperation in the PalaisPopulaire. The virtual assistant MIA, short for Museum Intelligent Assistant, relies on IBM Watson Assistant on IBM Cloud. Following a successful pilot phase, MIA has now been integrated into the museum's own app and will be delivering background information about nine photographs in the exhibition "Time Present," which opened today.

Studies show that many people are not interested in the topics and exhibitions offered by cultural institutions. However, the use of new technologies like artificial intelligence makes it possible to present art in a completely different way. The PalaisPopulaire is a pioneer in this area and sees digitalization as an opportunity to let visitors participate and share in discussions.

MIA has been available for responding to the questions and comments of PalaisPopulaire's visitors since May 2019. Up to now, the Watson Assistant had been answering questions about the work of art "The Bride who Married the Camel's Head" by the artist Wangechi Mutu which have been submitted by interested visitors into a tablet installed in the museum. To streamline access and use, MIA has now been integrated into the museum's own app. Visitors can install the app on their personal smartphones and, among other options, access informative texts about individual works of art. In addition, the service from MIA is now also available for a total of nine photographs in the exhibition "Time Present."

"Art connects and lives from the interaction with those that engage with it, which is why it's so important that the presentation of art also adjusts to the changing needs of people," explains Svenja von Reichenbach, director of Deutsche Bank's PalaisPopulaire. "New technologies like MIA can help to break down barriers and actively integrate visitors, transforming the exhibition into a location of interaction."

Based on IBM Watson Assistant the AI museum assistant is able to answer elementary questions about the work of art that it was previously trained to address – for example, questions about the artists or when the piece of art was created. MIA can, however, go

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beyond basic questions and also address more complex issues like questions about the artist's motives, technique, and specific details in the image. In contrast to an audio guide, MIA does not use prepared audio clips and instead relies on Watson Assistant, which answers the questions in real time by accessing the stored knowledge in the [IBM Cloud](#).

"Thanks to IBM Watson, MIA also learns from every dialog it has with visitors," explains Thomas Landolt, IBM Managing Director at Deutsche Bank. "The more questions the museum assistant receives, the better it also understands complex questions and finds the appropriate responses. As a result, visitors have the opportunity to approach a work of art their own way."

The exhibition "Time Present," PalaisPopulaire showcases more than 60 works of contemporary photography from June 10, 2020, through February 8, 2021.