

IBM and Pinacoteca de São Paulo Train IBM Watson to Talk with Visitors about Works of Art

'Voice of Art' Project designed to offer museumgoers a more interactive, personalized experience

SAO PAULO, June 7, 2017 /PRNewswire/ -- To celebrate its 100th anniversary in Brazil, IBM (NYSE: [IBM](#)) announced that the "Voice of Art" project at Pinacoteca de São Paulo will run through August 5. Visitors can ask IBM's cognitive assistant about seven art pieces shown at the Pinacoteca via a smartphone equipped with headsets and the mobile 'Voice of Art' app. For greater accessibility, visitors can also engage via a written chatbot dialogue.

According to a study by Instituto de Pesquisa Econômica Aplicada (Ipea), 70 percent of Brazilians have never visited a museum or cultural center. The project aims to use cognitive computing to provide a new way to experience art, explaining the stories behind the pieces and their historical context – with the ultimate goal of inspiring greater interest in art.

Watson answers questions about seven works of art at the Pinacoteca: *Mestiço*, by Cândido Portinari (1934); *Saudade*, by Almeida Junior (1899); *Ventania*, by Antonio Parreiras (1888); *São Paulo*, by Tarsila do Amaral (1924); *O Porco*, by Nelson Leirner (1967); *Bananal*, by Lasar Segall (1927); and *Lindonéia, a Gioconda do subúrbio*, by Rubens Gerchman (1966).

The cognitive chatbot uses voice recognition and natural language services on IBM Bluemix, plus beacon sensors and Bluetooth geolocation technology to enable interaction via smartphone.

"In a world with pervasive technology, museums should not be the exception," said Paulo Vicelli, Director of Institutional Relations at Pinacoteca de São Paulo. "The Pinacoteca is constantly reinventing itself and creating partnerships like this to engage with new audiences."

The 'Voice of Art' Project was designed by IBM Brazil in collaboration with Ogilvy and the Pinacoteca teams.

About Pinacoteca de São Paulo

Pinacoteca de São Paulo is a visual arts museum focused on Brazilian art, from the 19th Century to the contemporary time. Established in 1905 by the government of São Paulo State, it is the oldest art museum in the city. It is located in the Liceu de Artes e Ofícios, which was designed in the late 19th century by the firm led by architect Ramos de Azevedo and extensively refurbished as part of a project created by architect Paulo Mendes da Rocha in the late 1990s. The original collection started with the transfer of 20 art pieces from Museu Paulista da Universidade de São Paulo by major city artists, including Almeida Júnior, Pedro Alexandrino, Antônio Parreiras and Oscar Pereira da Silva. Over time, the museum has built a significant cultural heritage, with more than 10,000 works of art. From 2006, it has been managed by *Associação Pinacoteca Arte e Cultura*. It currently offers approximately 30 art exhibits and receives approximately 500,000 visitors every year.

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