

Watson + Museums



Pinacoteca Museum: visual arts with an emphasis on Brazilian production. Sao Paulo, Brazil.



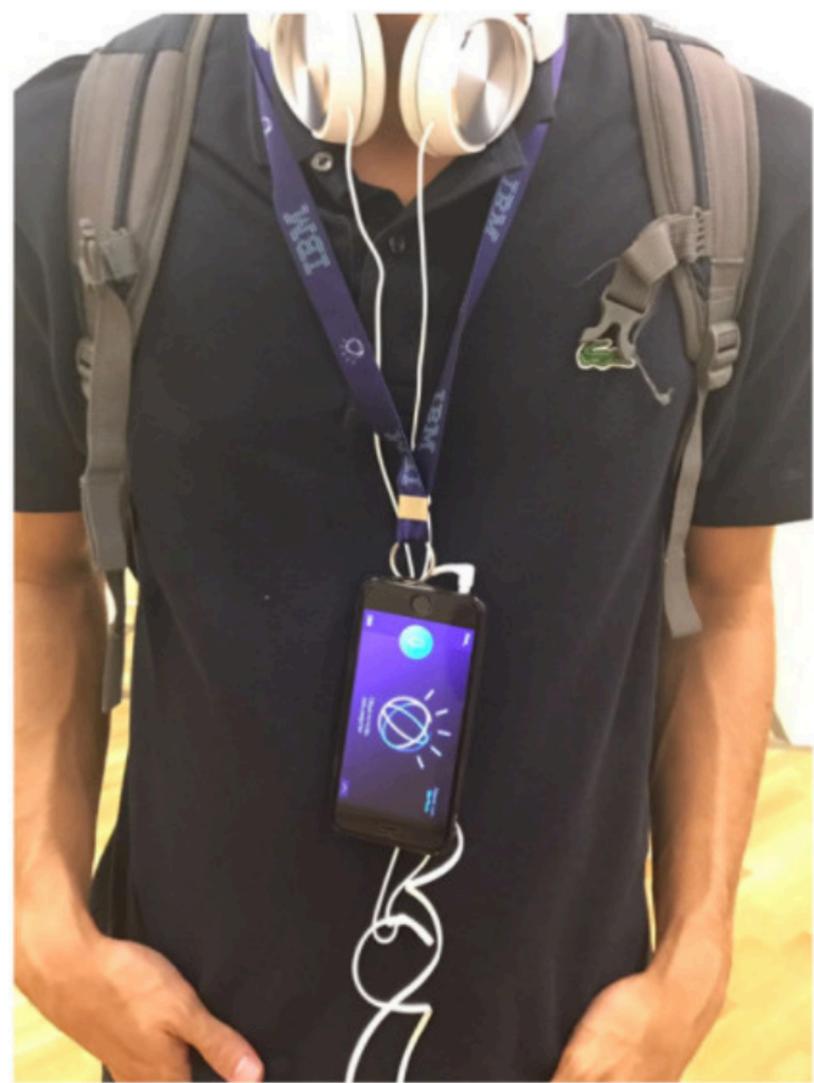
The Museum of Tomorrow: science museum. Rio de Janeiro, Brazil.

The Voice of Art: Pinacoteca, Sao Paulo, Brazil



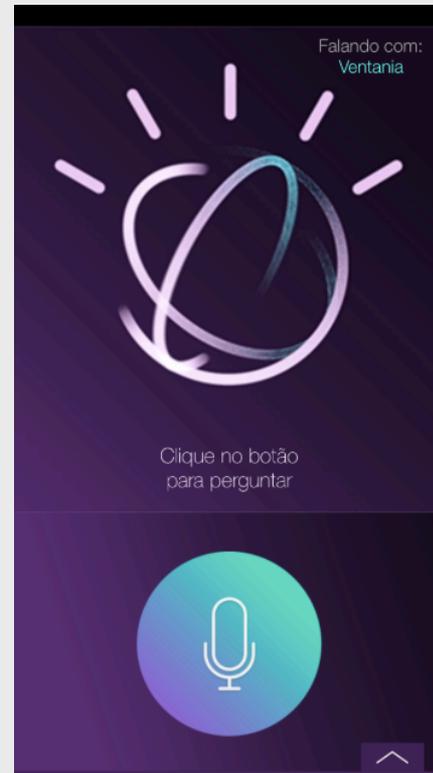
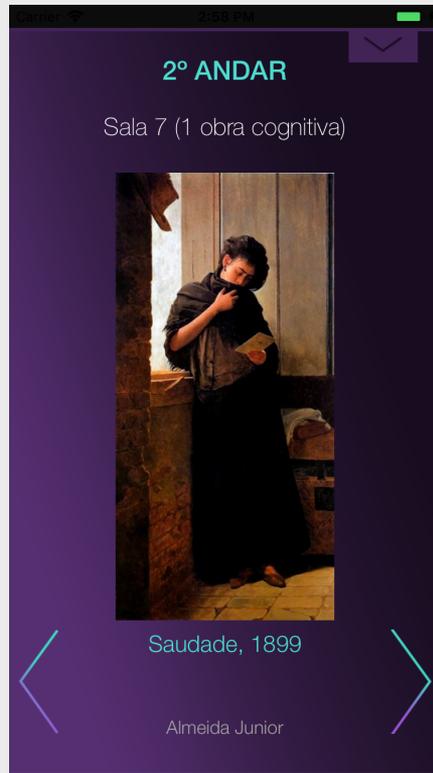
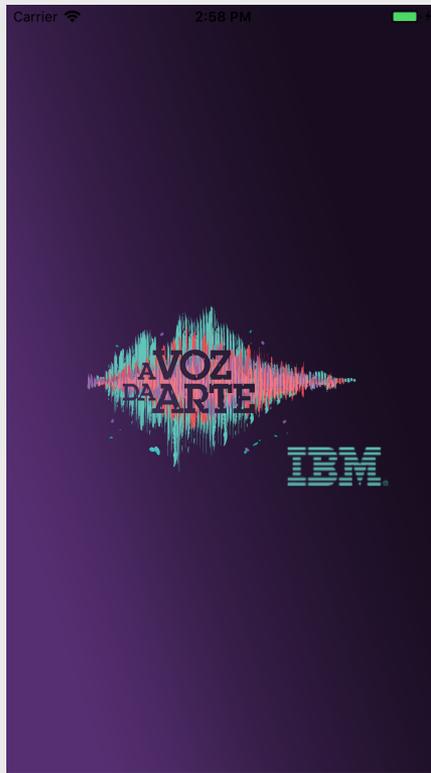
Visitor's Experience

- All visitors receive an equipment with cellphone and headset.
- This equipment **guides** visitors through the museum, and allow visitors to **talk** with pieces of art.



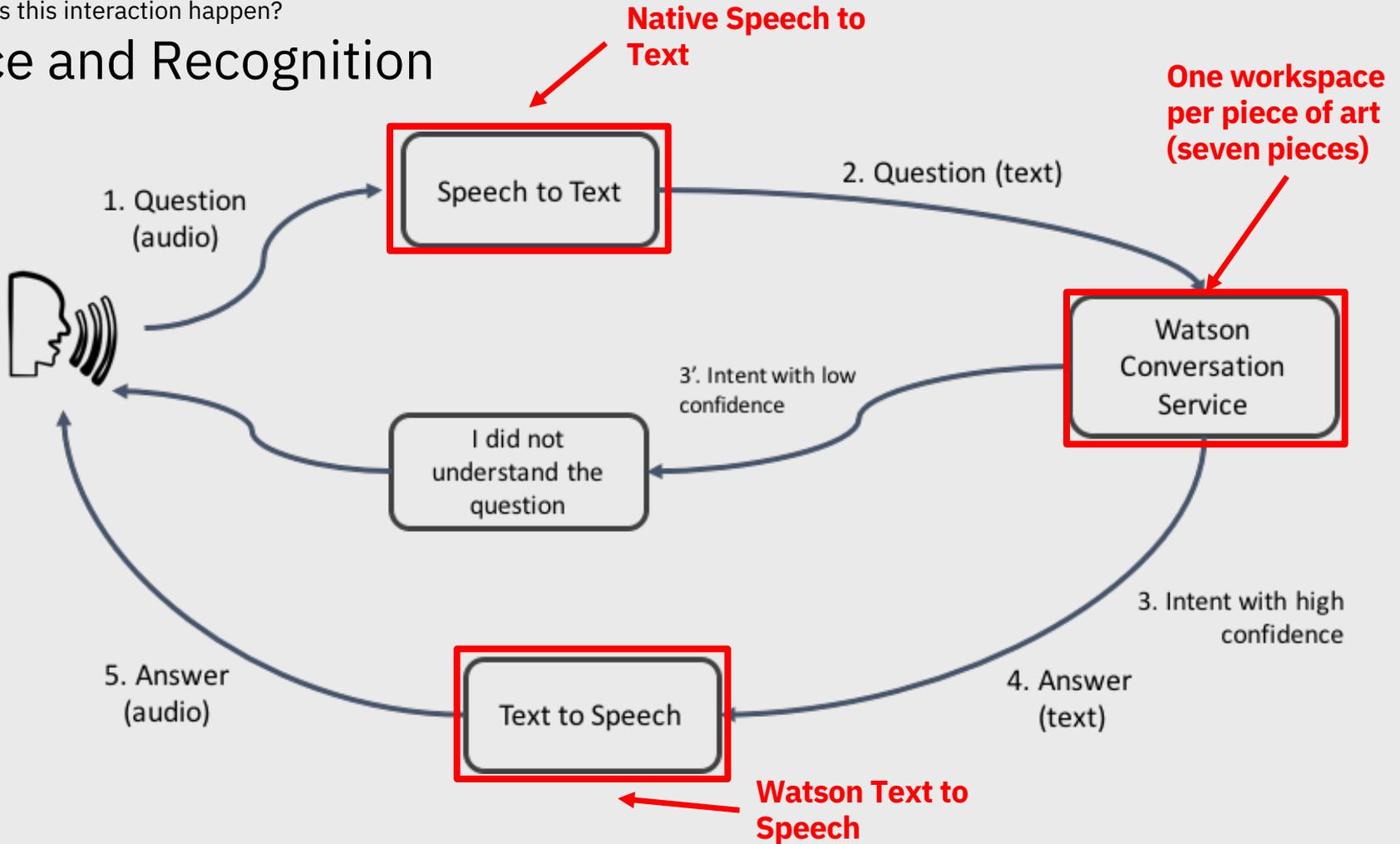


User Interface



How does this interaction happen?

Voice and Recognition

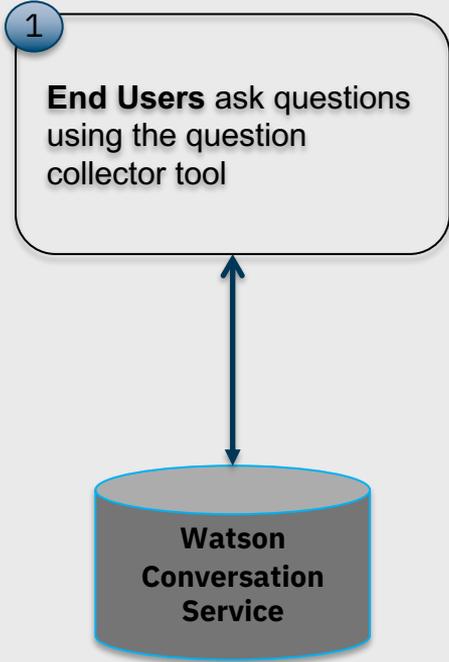


The big **challenge** is how to implement a system that can understand every question about some works of art and provide the best answer to most questions.

Tarsila do Amaral. São Paulo, 1924



Training



Olá!

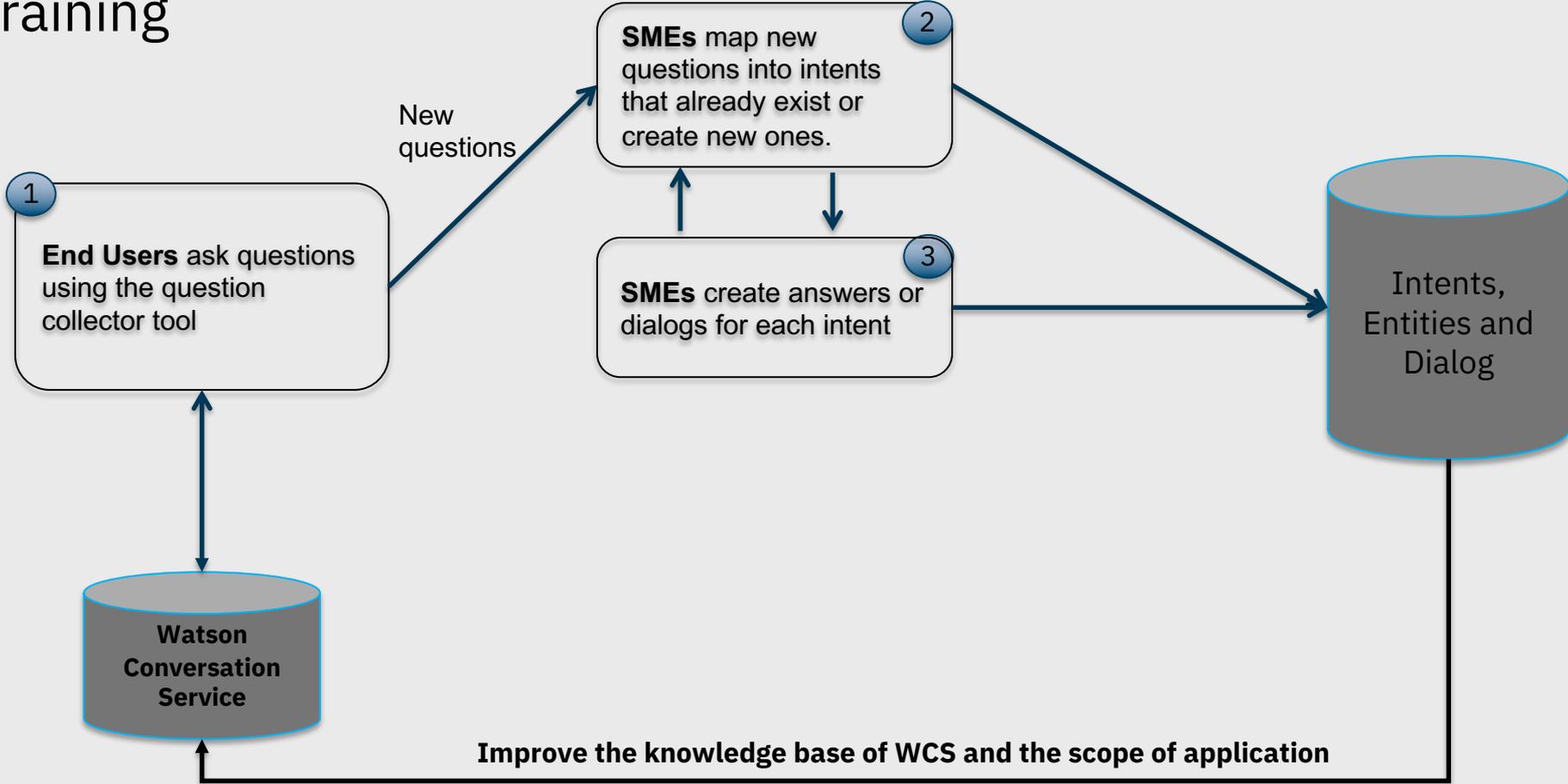
A seguir, você poderá nos ajudar a entender quais tipos de perguntas e curiosidades as pessoas gostariam de saber sobre 9 grandes obras de arte brasileiras.

[CLIQUE AQUI PARA COMEÇAR!](#)

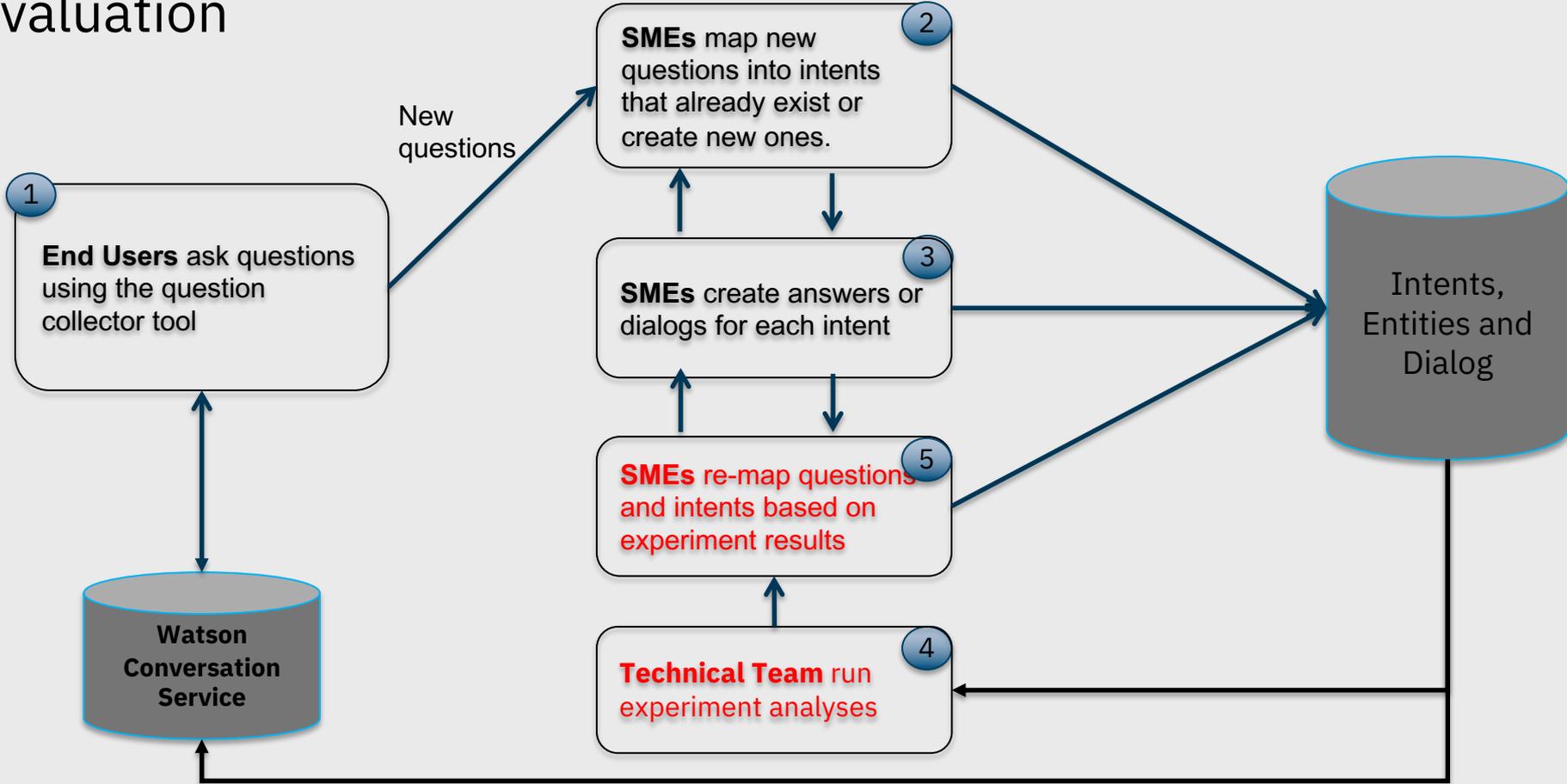
Hi!

In this site, you will help us understand the questions people might have and how curious they are about these 9 wonderful Brazilian pieces of art.

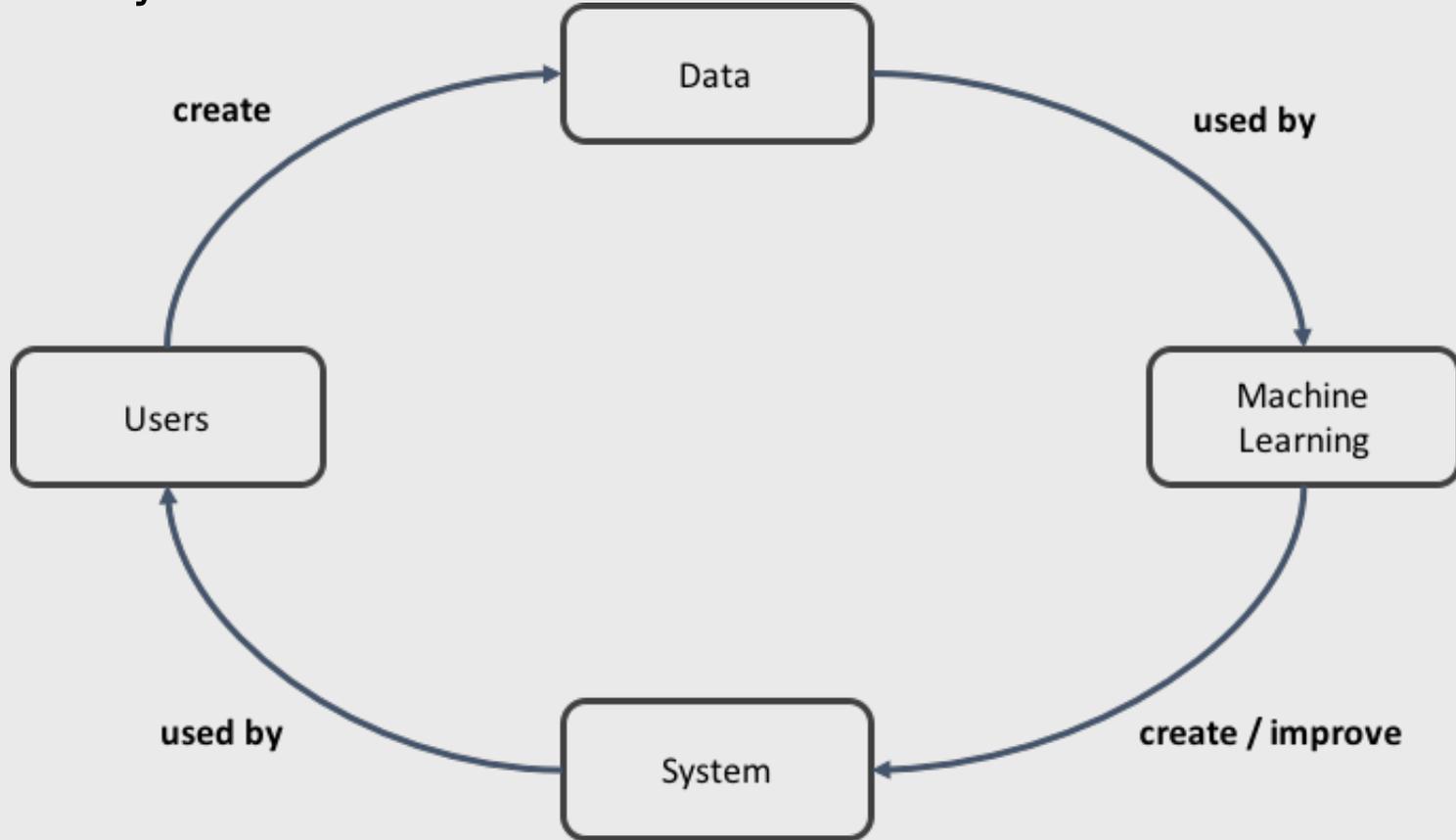
Training



Evaluation



Virtuous Cycle of AI



Virtuous Cycle

Artwork: **São Paulo**

Date	Dataset size	Quantity of Classes	p@1
11/09/16	330	17	0.80
11/21/16	885	25	0.78
12/07/16	885	25	0.81
02/02/17	975	25	0.84
02/18/17	975	25	0.85
02/23/17	975	25	0.85
03/03/17	975	25	0.86
03/08/17	975	27	0.85
03/16/17	975	27	0.86
03/17/17	1170	37	0.79
03/24/17	1750	50	0.84
04/01/17	2090	51	0.79
04/18/17	3005	51	0.89
05/09/17	4495	51	0.91
05/31/17	4500	51	0.92
08/18/17	4500	51	0.92

Artwork: **Mestiço**

Date	Dataset size	Quantity of Classes	p@1
11/09/16	375	7	0.61
11/21/16	915	7	0.57
12/07/16	1115	21	0.63
02/02/17	1215	24	0.74
02/18/17	1390	33	0.72
02/23/17	1395	34	0.71
03/03/17	1455	38	0.76
03/08/17	1455	38	0.81
03/16/17	1530	46	0.75
03/17/17	1530	46	0.69
03/24/17	1840	48	0.75
04/01/17	1950	48	0.75
04/18/17	2625	49	0.82
05/09/17	3600	50	0.84
05/31/17	4245	50	0.88
08/18/17	4245	50	0.88

Artwork: **Bananal**

Date	Dataset size	Quantity of Classes	p@1
11/09/16	NA	NA	NA
11/21/16	NA	NA	NA
12/07/16	NA	NA	NA
02/02/17	195	15	0.51
02/18/17	340	25	0.65
02/23/17	340	25	0.52
03/03/17	340	25	0.60
03/08/17	340	25	0.47
03/16/17	340	25	0.51
03/17/17	340	25	0.46
03/24/17	815	39	0.71
04/01/17	1105	44	0.72
04/18/17	2750	46	0.85
05/09/17	3460	46	0.88
05/31/17	4535	64	0.89
08/18/17	4540	64	0.87

Improvement of accuracy and coverage during several iterations.

Artwork: **Porco**

Date	Dataset size	Quantity of Classes	p@1
11/09/16	265	9	0.73
11/21/16	730	14	0.80
12/07/16	730	14	0.75
02/02/17	740	15	0.76
02/18/17	875	29	0.83
02/23/17	875	29	0.80
03/03/17	925	32	0.76
03/08/17	925	32	0.83
03/16/17	925	32	0.74
03/17/17	1070	41	0.75
03/24/17	1450	45	0.83
04/01/17	1960	48	0.80
04/18/17	2795	49	0.87
05/09/17	5865	51	0.93
05/31/17	6870	52	0.94
08/18/17	6880	52	0.94

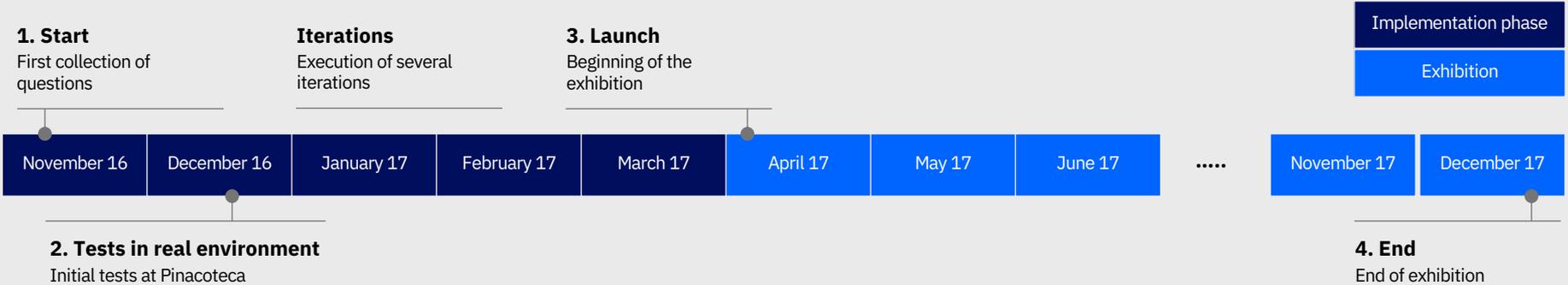
Artwork: **Saudade**

Date	Dataset size	Quantity of Classes	p@1
11/09/16	525	22	0.68
11/21/16	1195	25	0.83
12/07/16	1200	26	0.76
02/02/17	1340	27	0.81
02/18/17	1345	27	0.80
02/23/17	1450	33	0.82
03/03/17	1450	33	0.82
03/08/17	1450	33	0.81
03/16/17	1450	33	0.85
03/17/17	1450	33	0.85
03/24/17	1860	50	0.80
04/01/17	1950	50	0.83
04/18/17	2540	50	0.87
05/09/17	4020	50	0.90
05/31/17	4020	50	0.89
08/18/17	4270	50	0.90

Artwork: **Lindonéia**

Date	Dataset size	Quantity of Classes	p@1
11/09/16	NA	NA	NA
11/21/16	NA	NA	NA
12/07/16	NA	NA	NA
02/02/17	140	10	0.71
02/18/17	220	18	0.57
02/23/17	230	18	0.59
03/03/17	230	18	0.70
03/08/17	230	18	0.63
03/16/17	230	18	0.70
03/17/17	230	18	0.65
03/24/17	745	34	0.74
04/01/17	880	38	0.82
04/18/17	1135	38	0.79
05/09/17	3330	40	0.91
05/31/17	4145	40	0.93
08/18/17	4145	40	0.94

Timeline and Results



Results

- Earned media valued at US\$ 3.3 million;
- More than 60 PR stories, including a 4-minute segment on Brazil's leading soft news TV show;
- +6.4M views on YouTube and Facebook to date;
- 50% increase on the number of Pinacoteca's visitors in the first month;
- +26K people with direct contact with Watson to date

Awards

- Bronze – Cannes Lions Mobile 2017
- Bronze – Cannes Lions Cyber 2017
- Silver – Cannes Lions Radio 2017
- Bronze – Cannes Lions Outdoor Innovation 2018

- Grand Prix – Brazil
- Bronze – Innovative Use of Radio & Audio
- Graphite Pencil – Communication & Interaction



The Museum of Tomorrow

LINK: <https://museudoamanha.org.br/en>

- Science Museum
- Located in Rio de Janeiro, Brazil
- Offers a narrative about how we can live and shape our next 50 years on this planet.
- **Solution Benefits:** The Museum of Tomorrow and IBM Watson created an experience that inspires visitors to think about their role in society and truly participate in the search for more tolerance and a sustainable tomorrow.



Watson & Museum of Tomorrow

The initial interaction of the visitor with the system is through a voice dialogue. The conversation system guides this discussion. The **dialog** begins with a question:

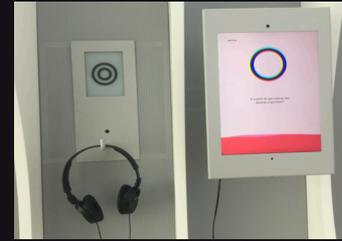
SAMPLE CONVERSATION:

- (Machine): *The Museum of Tomorrow shows in its main exhibition the opportunities and challenges of this era of great transformation. Thinking about it, what worries you the most in today's world?*
- (Visitor): *Pollution*
- (Machine): *Pollution really is something of concern. Within this great theme, what else worries you?*
- (Visitor): *Contamination of waters.*
- (Machine): *Can you change that scenario? What can you do?*
- (Visitor): *Propose not to throw garbage anywhere.*
- (Machine): *Thank you very much for your participation.*

System then **recommends** some social initiatives connected to the concerns mentioned by the visitor.

Visitor can take an optional photo. Photo is projected on a large **visualization** video wall and it reveals **clusters** of people concerned about the same issues.

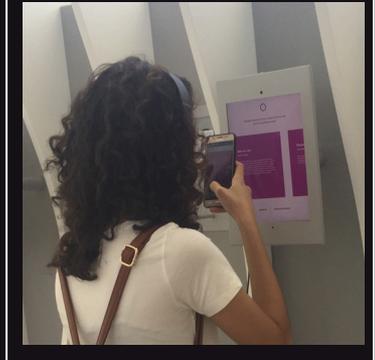
- 1 Dialog: WA asking questions



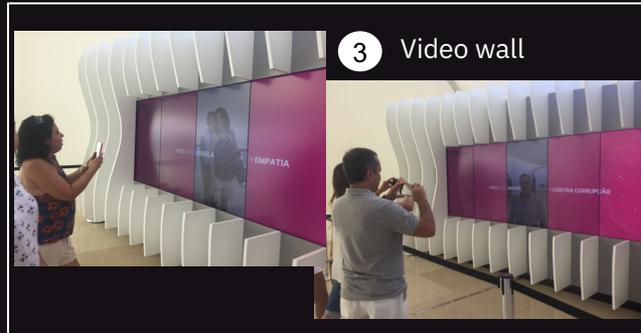
User Interface and equipment



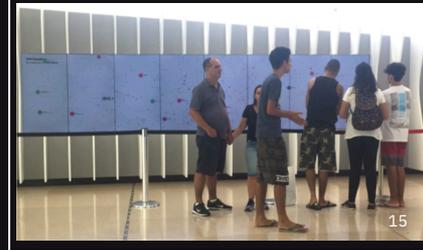
- 2 Recommendation



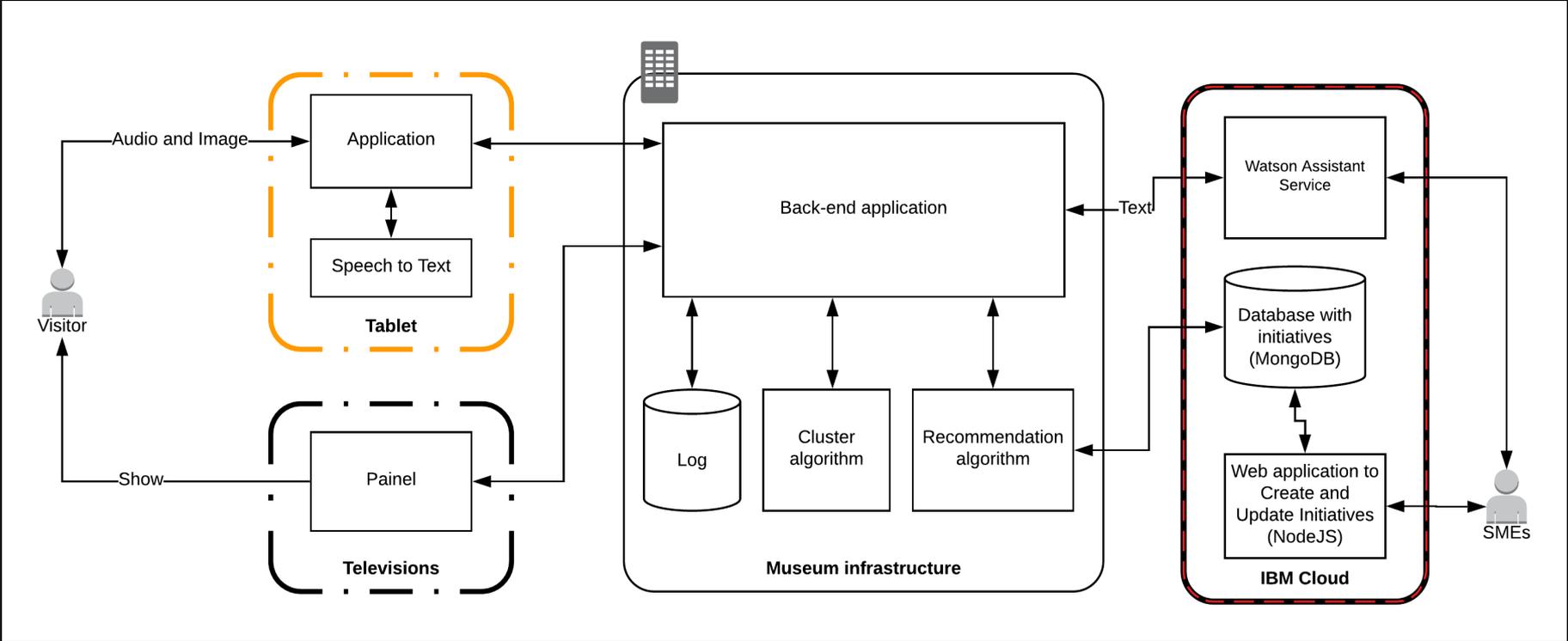
- 3 Video wall



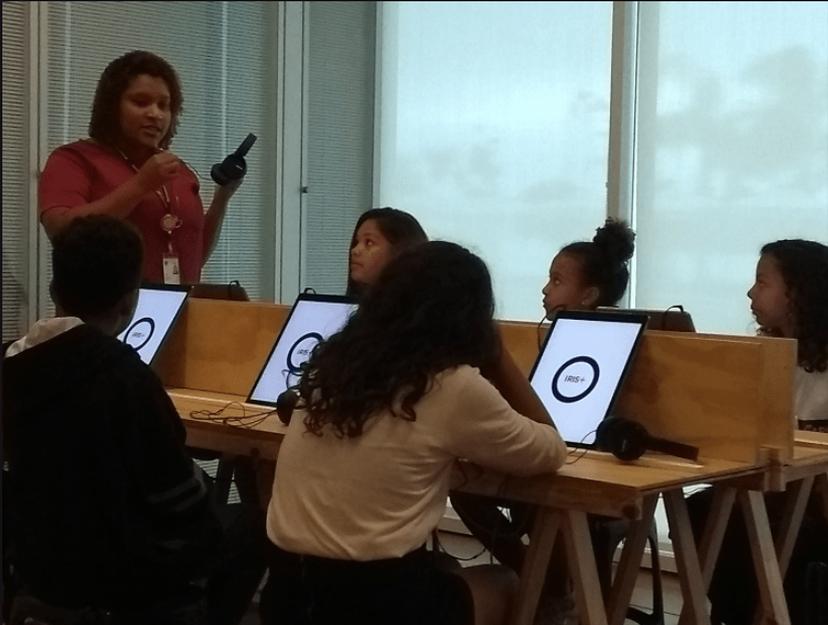
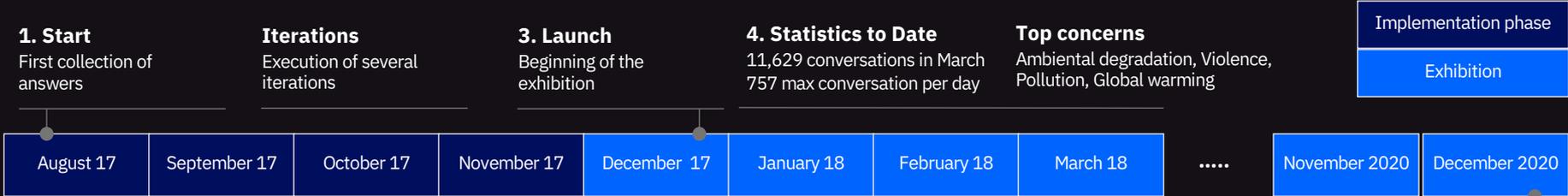
- 4 Clusters



Watson & Museum of Tomorrow



Watson & Museum of Tomorrow: Timeline



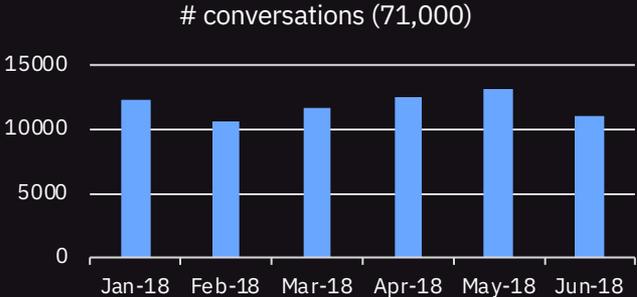
Training session

The solution was specified and implemented by the IBM Watson team and a software company specialized in museums.

The curators from the museum are responsible for the curatorship activities.

5. End
End of exhibition

IBM Watson team:
 Marcelo Tueiv: Cognitive Consultant
 Marco Cardoso: Solutions Engineer
 Fabricio Barth: Tech Lead



+70K people with direct contact with Watson to date

References

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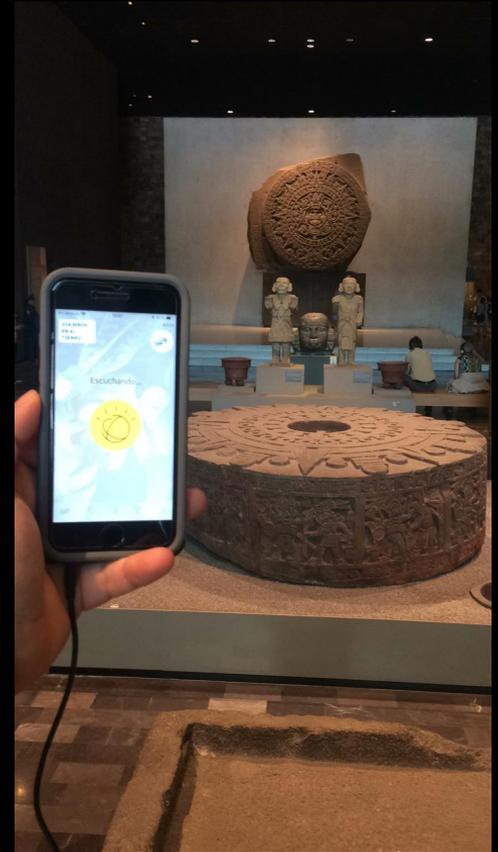
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The National Museum of Anthropology .Mexico.