THOMAS MORE

ERFGOED & CULTUUR

(Em)powered by AI
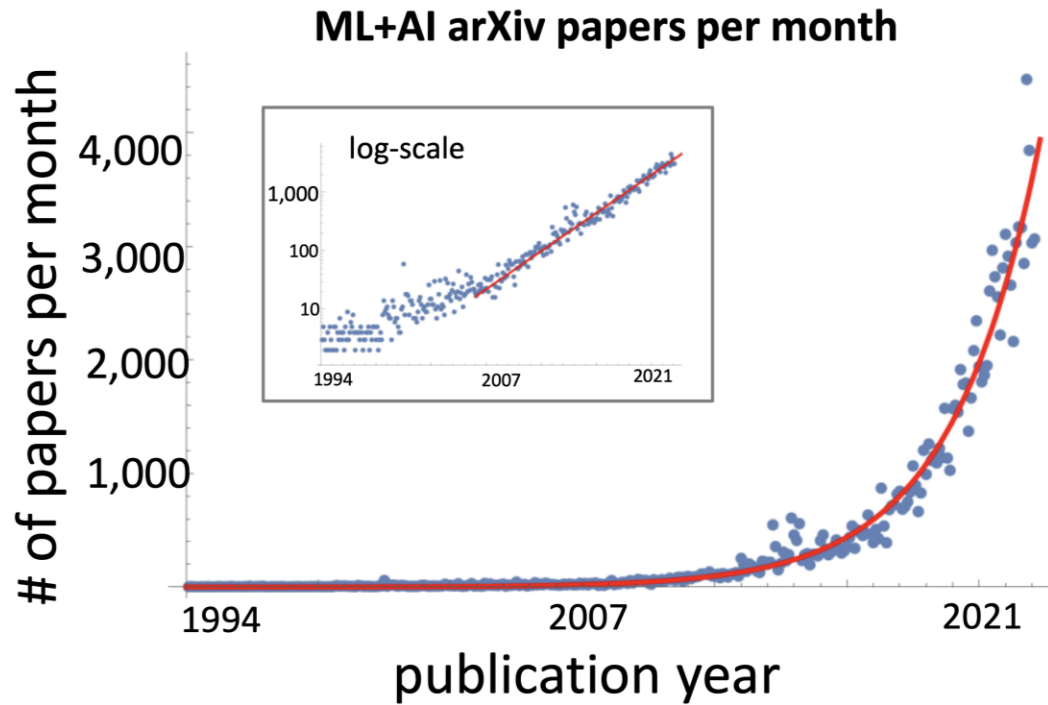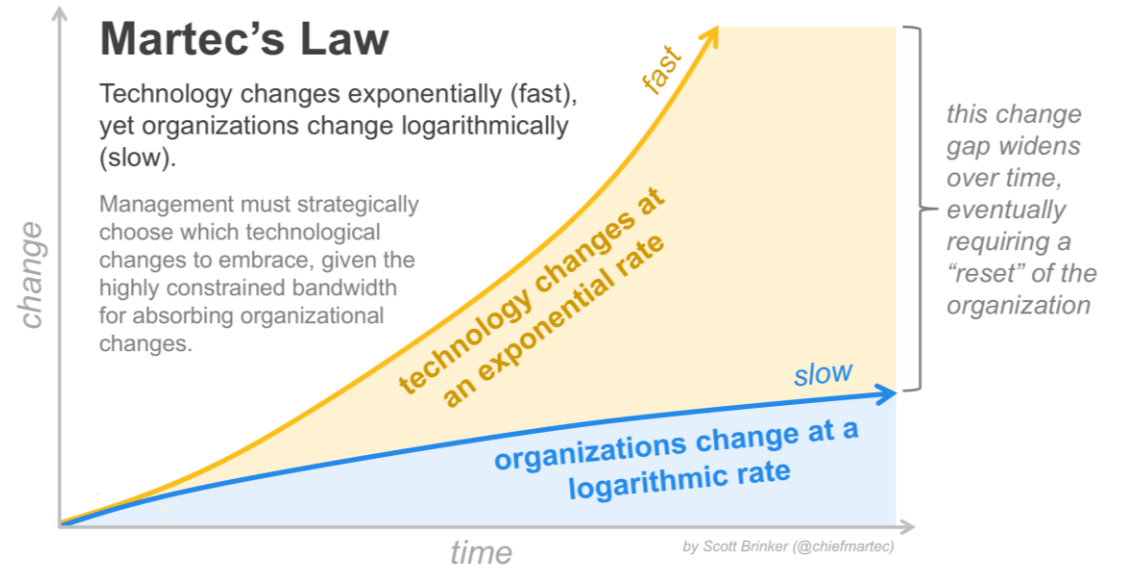
CHECKPOINT

Joeri Dehouwer

Thomas More Onderzoek
Duurzaam Ondernemen en Digitale Innovatie

Onderzoeker Digital Media Experiences met een passie voor **generatieve ai**, **game design**, **co-creatie** en **trendwatching**.

ML+AI arXiv papers per month

Exponentiele groei van AI

Logaritmische verandering van organisaties

Krenn, M., Buffoni, L., Coutinho, B. et al. (2023) Forecasting the future of artificial intelligence with machine learning-based link prediction in an exponentially growing knowledge network.

Brinker, S. (2016). Martec's Law: the greatest management challenge of the 21st century

"

- Rishad Tobaccowala, Publicis

The future does not fit in the containers of the past

Verandering van taken

Substitution

Augmentation

Modification

Redefinition

TASK REPLACEMENT

TASK FACILITATION

NEW METHODS

NEW POSSIBILITIES

Democratisering van creativiteit

Makers

Publiek

Autonoom
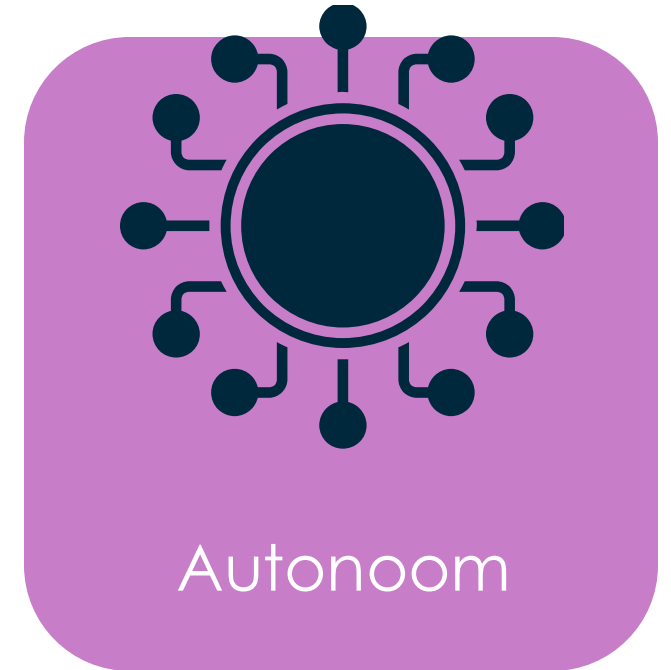
BESTEMMINGEN

BEZOEKERS

AI AGENTS

GENERATIVE AI EMPOWERMENT FOR CULTURAL HERITAGE & TOURISM

	Substitution	Augmentation	Modification	Redefinition
	Manual task replacement	Manual task facilitation	Rewiring & customizing methods	New methods & possibilities
Empowering DESTINATIONS Attract				
Empowering VISITORS Experience				
Empowering AI AGENTS Automate				

EXPANSION   TRANSFORMATION   EXPANSION

"

Good artists **copy**, great artists **steal**.

"

- ChatGPT

Good artists **copy**,
great artists **steal**,
exceptional artists **adapt**

(EM)POWERING

DESTINATIONS

GENERATIVE AI EMPOWERMENT FOR CULTURAL HERITAGE & TOURISM

Substitution
Manual task replacement

Augmentation
Manual task facilitation

Modification
Rewiring & customizing methods

Redefinition
New methods & possibilities

Empowering
DESTINATIONS
Attract

to
INVITE
AI to increase reach & frequency with content marketing.

EXPANSION

TRANSFORMATION

EXPANSION

What if... Singapore was independent since 1819?

REIMAGINING SINGAPORE
NATIONAL MUSEUM OF SINGAPORE

NOT SO CLASSIC DATES

RADIO FRANCE

HOW MIGHT WE…

…use gen AI to **reimagine** cultural heritage into **inviting content**?

Substitution
Manual task replacement

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to
GUIDE
AI to make information accessible & guide visitors to cultural destinations.

EXPANSION

TRANSFORMATION

EXPANSION

ACCES TO ART

Microsoft x Rijksmuseum

easy reading

EASYREADING

Visit Portugal x Dentsu

CHALLENGE

BACK ON THE MAP

According to the world tourism organization, the numbers of travellers are almost back to normal following the outbreak of Covid-19. But 40 million people with intellectual disabilities across the globe are still shut out. How could Visit Portugal make its cities, stories, traditions and authors accessible to all?

Fernando Pessoa

Lisbon, what the tourist should see.

easyreading

visit Portugal

Queen Amélia started it.
She was the last queen of Portugal.
There is a square near the river.
On the left side,
there is a monument dedicated to the Duke da Terceira.
The Duke freed Lisbon from the **absolutist** government.

> **absolutist:**
> it is **someone who believes very strongly**
> **in one idea and thinks it is the only right way.**

On the right side,
there is a small marble statue of a sailor at the helm.
Francisco dos Santos made this statue.
Simões de Almeida made the Duke's monument.
Near here is the temporary train station for the Cascais line.

There is also a place to catch small boats across the **Tagus** River.
You can get a car here too.
Our car will go down **Rua** do Arsenal.

> **Tagus River:**
> a big river in Europe that goes through Portugal.
>
> **Rua:**
> street in Portugese.

We pass the City Council building.
This is one of the finest buildings in the city.
Domingos Parente designed it.

Many famous artists worked on the stone,
paintings, and other parts.

6

The staircase inside the building is beautiful
with paintings on the walls and ceiling.
The rooms have **frescos** and paintings
by famous artists like Sequeira and Malhoa.

> **frescos:**
> big, beautiful paintings on walls.

There are also busts, fireplaces, and furniture.
One painting shows the **Marquis** of Pombal
rebuilding Lisbon after the earthquake.

> **Marquis:**
> a title given to someone who is very important.
> It is like being a boss in a big group.

7

HOW MIGHT WE...

...use gen AI to give **access** to **inaccessible** cultural experiences?

GENERATIVE AI EMPOWERMENT FOR CULTURAL HERITAGE & TOURISM

|	Substitution	Augmentation	Modification	Redefinition
	Manual task replacement	Manual task facilitation	Rewiring & customizing methods	New methods & possibilities
Empowering DESTINATIONS Attract	to **INVITE** AI to increase reach & frequency with content marketing.	to **GUIDE** AI to make information accessible & guide visitors to cultural destinations.	to **UNCOVER** AI to discover, verify & represent history & culture	

EXPANSION   TRANSFORMATION   EXPANSION
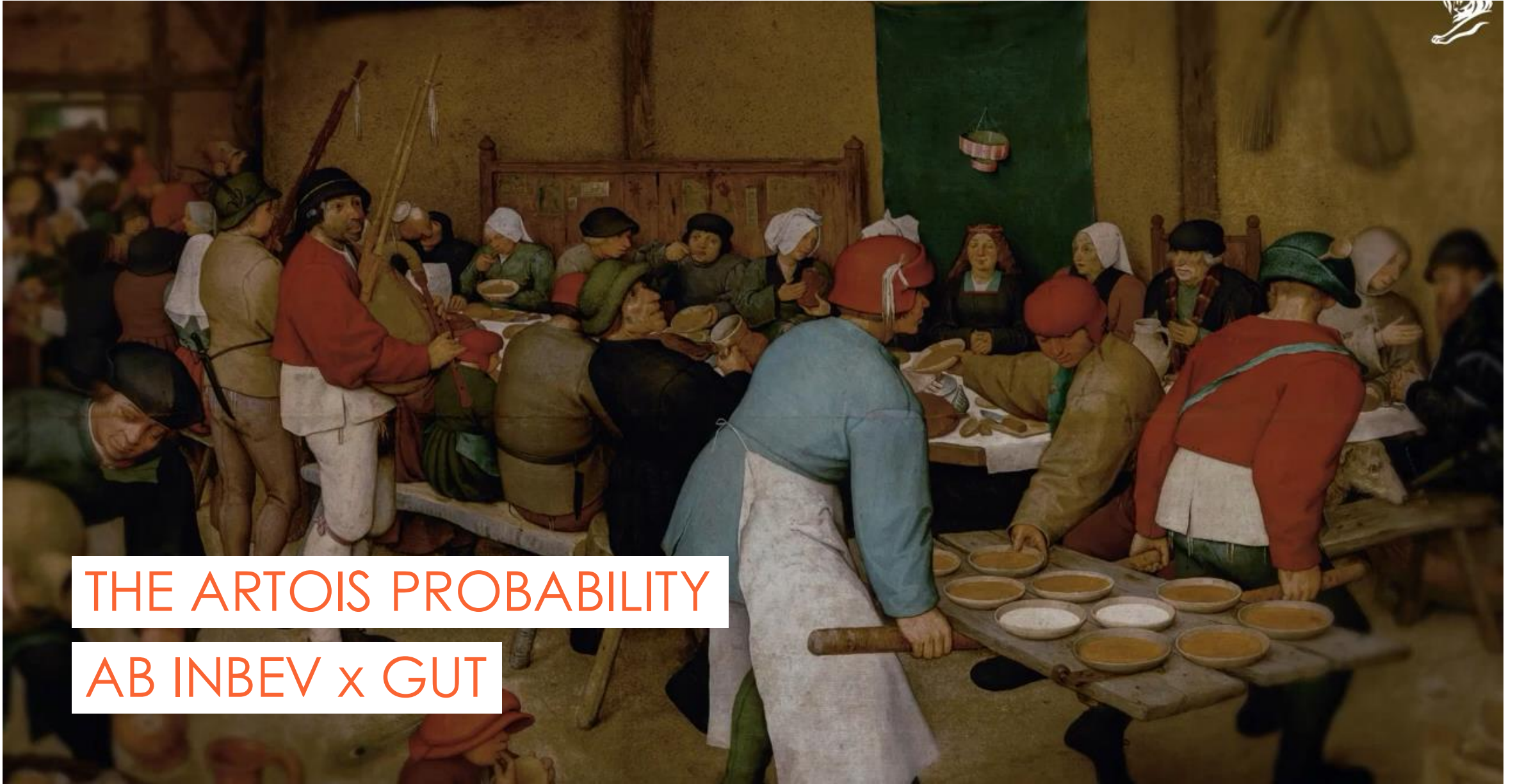
THE ARTOIS PROBABILITY

AB INBEV x GUT

Whisper examples:

One of the most famous landmarks on the Borders, it's three hills and the myth is that Merlin, the magician, split one hill into three and left the two hills at the back of us which you can see. The weather's never good though, we stay on the Borders with the mists on the Yildens, we never get the good weather and as you can see today there's no sunshine, it's a typical Scottish Borders day.

Note: Whisper transcribed "Eildons" as "Yildens"

ARCHAIDE
University of Pisa

…use gen AI to uncover **untapped sources** of cultural heritage?

GENERATIVE AI
EMPOWERMENT FOR
CULTURAL HERITAGE &
TOURISM

Substitution
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to
PROLONG
AI to preserve, digitise, restore & encourage repeat visits.

EXPANSION

TRANSFORMATION

EXPANSION

175 RE-Played

Airtel

Fernando Sánchez Castillo, Expulsion of the Moriscos (2024).

The lost Velázquez.

Diego Velázquez's Expulsion of the Moriscos (1627) was destroyed when a **catastrophic fire** broke out in Madrid's royal palace in 1734.

Fernando Sánchez Castillo has digitally **re-imagined the work using AI descriptions** of the painting, made by painter and writer Antonio Palomino a few years before the fire, and a preliminary study portrait of Philip III .

Unesco x Interpol: Museum of Stolen Artefacts

Behind every stolen work or fragment lies a piece of history, identity, and humanity that has been wrenched from its custodians, rendered inaccessible to research, and now risks falling into oblivion.'

- Audrey Azoulay, the Director-General of UNESCO

By collaborating with Interpol, the virtual museum will utilize their extensive database of over 52,000 stolen artifacts, transforming these items into 3D representations.

…use gen AI to
restore or **reimagine**
lost sources of culture?

(EM)POWERING
VISITORS

GENERATIVE AI
EMPOWERMENT FOR
CULTURAL HERITAGE &
TOURISM

Substitution
Manual task replacement

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New methods & possibilities
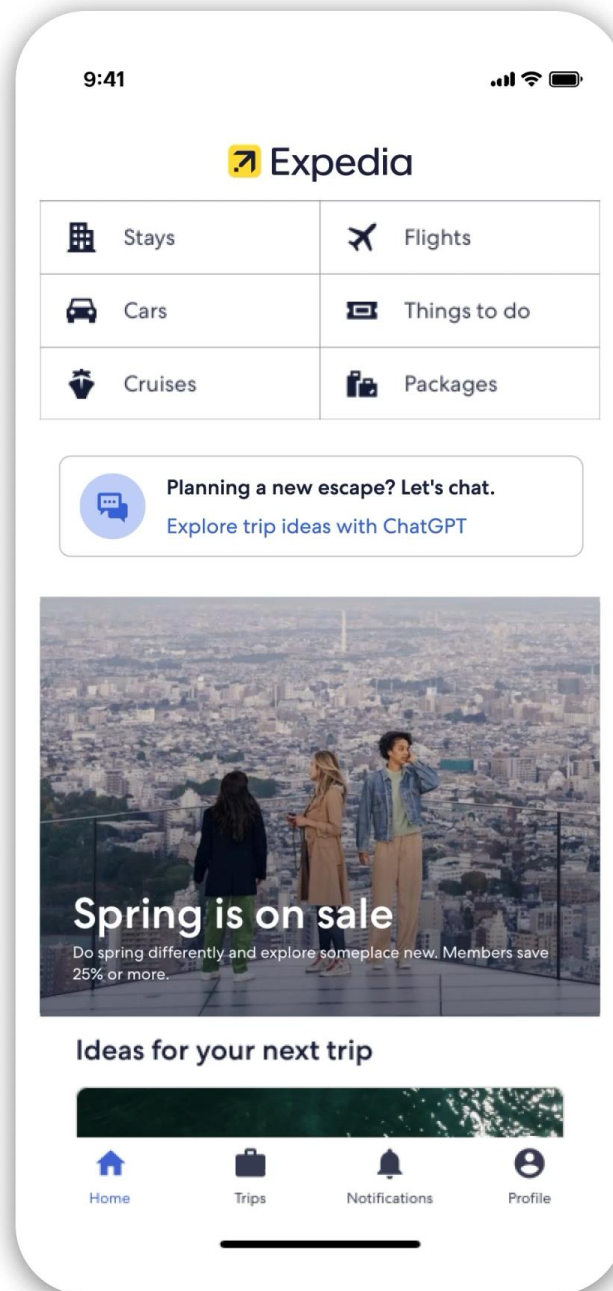
Empowering
VISITORS
Experience

to
TRAVEL
AI to help visitors plan book and reach their destinations.

EXPANSION

TRANSFORMATION

EXPANSION

EXPEDIA

GENERATIVE SEARCH
GOOGLE

UNHASHTAGGED PLACES

Renault x Publicis

HOW MIGHT WE…

…use gen AI to
remove friction points
in searching and planning?

Substitution
Manual task replacement

Augmentation
Manual task facilitation

Modification
Rewiring & customizing methods

Redefinition
New methods & possibilities

Empowering
VISITORS
Experience

to
TRAVEL
AI to help visitors plan book and reach their destinations.

to
EXPLORE
AI to help spot opportunities & enjoy the moment.

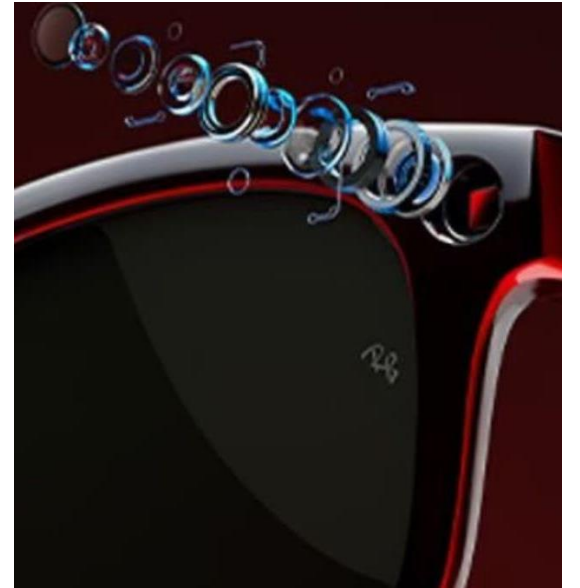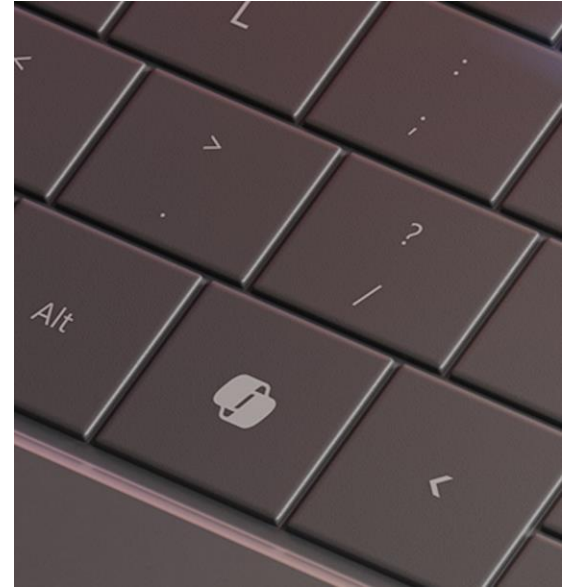EXPANSION

TRANSFORMATION

EXPANSION

BE MY EYES

OpenAI

DRAMA IN A SNAP

Snapchat

KYOTO ARCHITECTURE TOUR, BACK BY 4PM|

🦋 🐍 🪲

IMPROVISED TRAILS, POWERED BY AI

Every journey begins with a prompt. TERRA's sophisticated AI translates your intentions, available time, and precise location into a tailored trail of GPS coordinates.

Not all those who wander are lost.

🍄 🌸 ☀️

TERRA IS A COMPANION FOR MINDFUL WANDERING

Designed with the science of AI and the wisdom of mindfulness, TERRA is the incredible, pocket-sized compass that lets you wander without getting lost.

BUILD YOUR OWN

HOW MIGHT WE…

…use gen AI to **create serendipity** and spontaneous discovery?

GENERATIVE AI
EMPOWERMENT FOR
CULTURAL HERITAGE &
TOURISM

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VISITORS
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to
TRAVEL
AI to help visitors plan book and reach their destinations.

to
EXPLORE
AI to help spot opportunities & enjoy the moment.

to
PARTICIPATE
AI to experience & engage creatively with cultural heritage.

EXPANSION

TRANSFORMATION

EXPANSION

Technology, and unlimited cloud storage for scans, was donated freely to all Ukrainians.
© Polycam

BACKUP UKRAINE

Unesco x Poly.cam

DREAM TAPESTRY

Dali Museum

HOW MIGHT WE…

…use gen AI to give **visitors** an **active role** to engage with cultural experiences?

GENERATIVE AI EMPOWERMENT FOR CULTURAL HERITAGE & TOURISM

	Substitution	Augmentation	Modification	Redefinition
	Manual task replacement	Manual task facilitation	Rewiring & customizing methods	New methods & possibilities

Empowering VISITORS	to TRAVEL	to EXPLORE	to PARTICIPATE	to RELIVE
Experience	AI to help visitors plan book and reach their destinations.	AI to help spot opportunities & enjoy the moment.	AI to experience & engage creatively with cultural heritage.	AI to conserve, relive memories and extend the post-trip experience.

EXPANSION   TRANSFORMATION   EXPANSION

BOUTSIFY

M Leuven x IO

PARAGRAPHICA
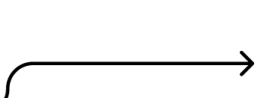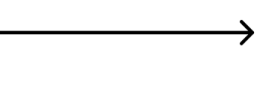
Bjoern Karmann

Context-to-image camera
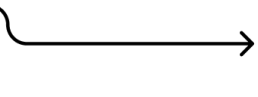
Time of day

Adress

Weather

Temperrature

Date / Event

Points of interest
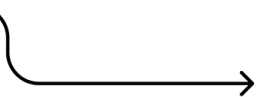
A ( ) photo taken at

( )

The weather is ( )

and ( ) degrees. The date is

( ).

Near by there is ( ),

( )and ( ).

Text-to-image AI

Generated photo

53
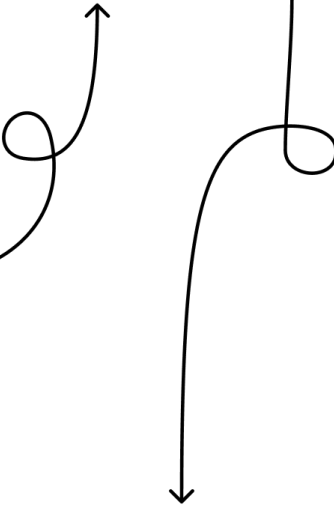
A `midday` photo taken at `Cliffordstraat, Amsterdam` The weather is `partly cloudy` and `18` degrees. The date is `Wednesday, 24 May, 2023` . Near by there is `parking` and `yoga studio` .

…use gen AI to turn cultural moments into **cultural memories**?

(EM)POWERING
AI AGENTS

GENERATIVE AI EMPOWERMENT FOR CULTURAL HERITAGE & TOURISM

Substitution
Manual task replacement

Augmentation
Manual task facilitation

Modification
Rewiring & customizing methods

Redefinition
New methods & possibilities

Empowering

to

AI AGENTS

REPURPOSE

Automate

AI generates derivatives based on existing content & experiences.

EXPANSION

TRANSFORMATION

EXPANSION

CLIMATE REALISM

WWF

LES BLEUES

Orange x Marcel
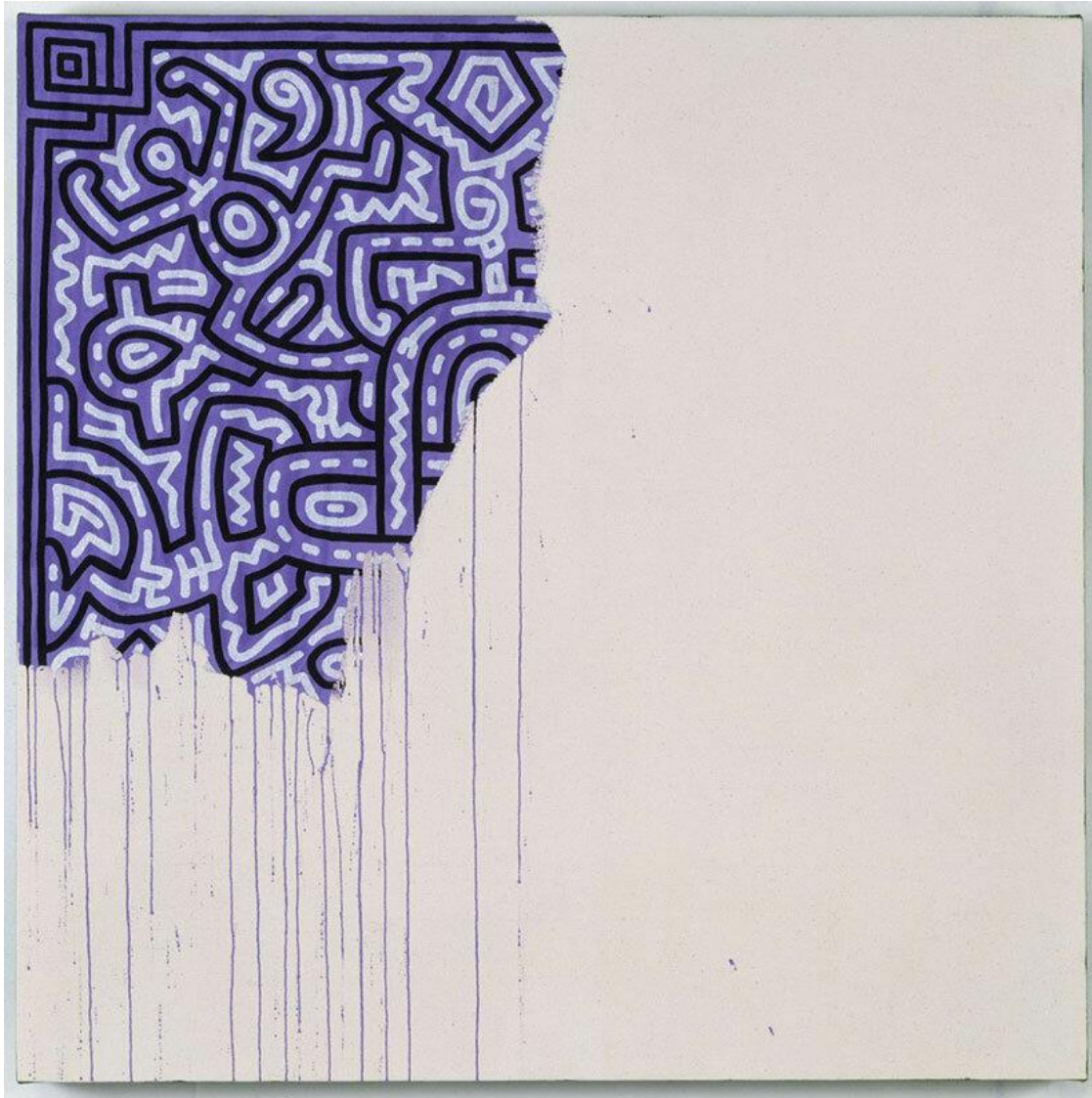
The Unfinished Painting (1989) by Keith Haring
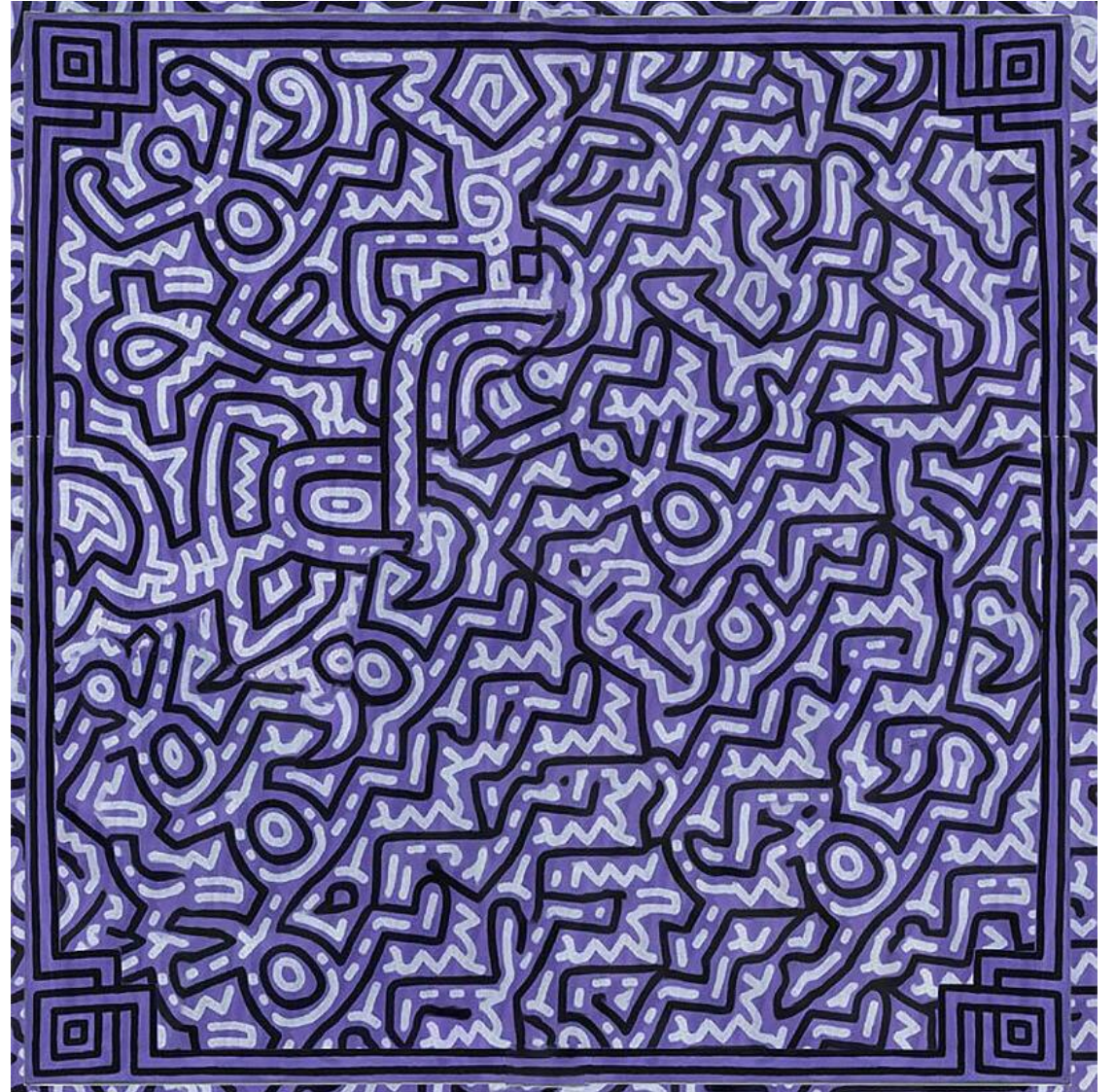
The 'completed' version by @DonnelVillager

…use gen AI to **reframe** existing **cultural artefacts** into modern discourse?

GENERATIVE AI EMPOWERMENT FOR CULTURAL HERITAGE & TOURISM

Substitution
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Manual task facilitation

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New methods & possibilities

Empowering
AI AGENTS
Automate

to
REPURPOSE
AI generates derivatives based on existing content & experiences.

to
REPRESENT
AI makes culture personal and gives a voice to the voiceless.

EXPANSION   TRANSFORMATION   EXPANSION

BAIGRAPHER

UFCSPA

THE HOMELESS GALLERY
HINZ&KUNZT / HAMBURGER KUNSTHALLE

HOW MIGHT WE…

…use gen AI to **represent** and **open culture** for all layers of society?

GENERATIVE AI EMPOWERMENT FOR CULTURAL HERITAGE & TOURISM

Substitution	Augmentation	Modification	Redefinition
Manual task replacement	Manual task facilitation	Rewiring & customizing methods	New methods & possibilities

Empowering

AI AGENTS

Automate

to	to	to
REPURPOSE	**REPRESENT**	**HYPERSCALE**
AI generates derivatives based on existing content & experiences.	AI makes culture personal and gives a voice to the voiceless.	AI handles tasks that exceed the scope or complexity of manual effort.

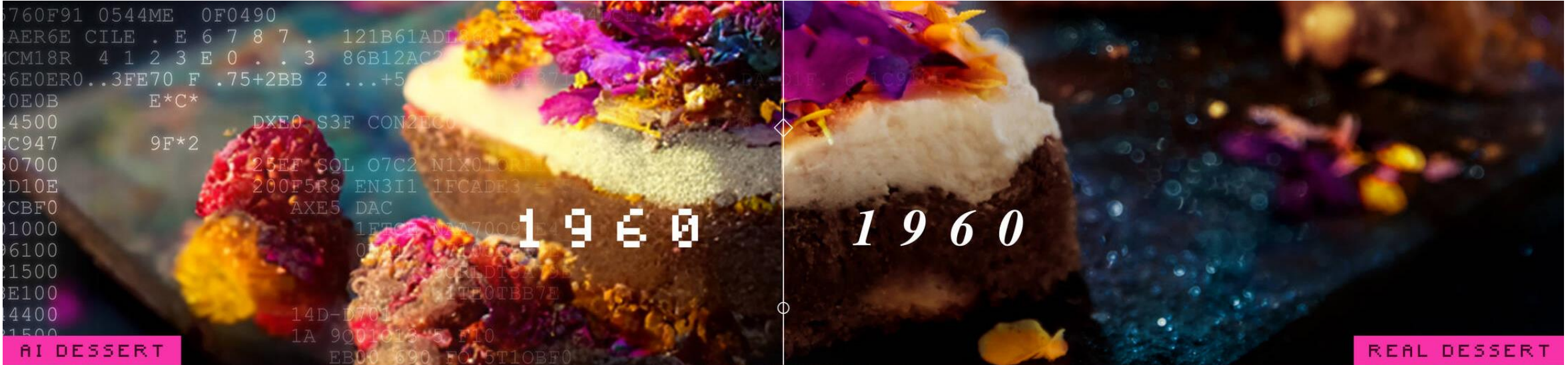EXPANSION   TRANSFORMATION   EXPANSION

NEVER DONE EVOLVING

Nike

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AER6E CILE . E 6 7 8 7 .   121B61ADL
CM18R   4 1 2 3 E 0 . . 3   86B12AC2
6E0ER0..3FE70 F .75+2BB 2 ...+5
20E0B   E*C*
4500   DXE0 S3F CON2EG0
C947   9F*2
60700   25EF SOL O7C2 N1X0
2D10E   200F5R8 EN3I1 1FCADE3
2CBF0   AXE5 DAC
01000
96100
21500
3E100
44400   14D-D701
1500   1A 9001
                EB00 690 FO 5T1OBF0

1960

1960

AI DESSERT

REAL DESSERT

CONTEXT

For 100 years in Colombia, La Lechera's condensed milk has mixed all the traditional ingredients to prepare all the humanly possible dessert recipes in the world.

OPPORTUNITY

To celebrate its 100 years in the country, we created 10 never-before-seen dessert recipes, each dessert representing a decade in history, and to make this a reality, we mixed never-before-used ingredients.

EXECUTION

With the help of a historian, we gathered the most relevant data from each decade: a historical fact, a trending fruit, a fashionable artist, condensed milk and the word dessert. We put the information into Midjourney, and the A.I. created the image of a dessert, and then with an expert pastry chef, we brought them into the world to give it a real flavor.

The desserts were exhibited and tasted at the Museum of Modern Art in Bogotá and the recipes are now part of recetasnestle.com.co

"Desserts with artificial intelligence, LA LECHERA Celebrates its 100 years in Colombia"

EL TIEMPO

225 MILLION
OF PR VALUE

9 MILLION
PEOPLE REACH

A HISTORIC EVENT + A TRENDING FRUIT + A POPULAR ARTIST + CONDENSED MILK + DESSERT

1920   *1940*   *1960*   *2010*

THE IMPOSSIBLE STATUE

Sandvik

HOW MIGHT WE…

…use gen AI as
a superpower to make
impossible combinations?

GENERATIVE AI
EMPOWERMENT FOR
CULTURAL HERITAGE &
TOURISM

Substitution	Augmentation	Modification	Redefinition
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Empowering

AI AGENTS

Automate

to	to	to	to
REPURPOSE	**REPRESENT**	**HYPERSCALE**	**IMPROVISE**
AI generates derivatives based on existing content & experiences.	AI makes culture personal and gives a voice to the voiceless.	AI handles tasks that exceed the scope or complexity of manual effort.	AI contextually reacts to audiences in real-time.

EXPANSION   TRANSFORMATION   EXPANSION

ASK Dali

The Dalí Museum

HOW MIGHT WE…

…use AI as **free agents** that interact with audiences?

GENERATIVE AI
EMPOWERMENT FOR
CULTURAL HERITAGE &
TOURISM

	Substitution — Manual task replacement	Augmentation — Manual task facilitation	Modification — Rewiring & customizing methods	Redefinition — New methods & possibilities
Empowering DESTINATIONS — Attract	to **INVITE** — AI to increase reach & frequency with content marketing.	to **GUIDE** — AI to make information accessible & guide visitors to cultural destinations.	to **UNCOVER** — AI to discover, verify & represent history & culture.	to **PROLONG** — AI to preserve, digitise, restore & encourage repeat visits.
Empowering VISITORS — Experience	to **TRAVEL** — AI to help visitors plan book and reach their destinations.	to **EXPLORE** — AI to help spot opportunities & enjoy the moment.	to **PARTICIPATE** — AI to experience & engage creatively with cultural heritage.	to **RELIVE** — AI to conserve, relive memories and extend the post-trip experience.
Empowering AI AGENTS — Automate	to **REPURPOSE** — AI generates derivatives based on existing content & experiences.	to **REPRESENT** — AI makes culture personal and gives a voice to the voiceless.	to **HYPERSCALE** — AI handles tasks that exceed the scope or complexity of manual effort.	to **IMPROVISE** — AI contextually reacts to audiences in real-time.

EXPANSION   TRANSFORMATION   EXPANSION

Brainstorm

4 tot **7** personen

Verloop:

1. **Introductie:**
   (15 minuten)

2. **Ideation:**
   5 min. per trigger
   (60 minuten)

3. **Presenteren:**
   5 min. per persoon
   (35 minuten)

4. **Stemmen:**
   (15 minuten)

7 x 3 = 21 ideeën.

Triggers: How might we …

…use gen AI to reimagine cultural heritage into **inviting content?**

…use gen AI to give **access** to **inaccessible** cultural experiences?

…use gen AI to uncover **untapped sources** of cultural heritage?

…use gen AI to **restore** or **reimagine** lost sources of culture?

…use gen AI to **remove friction points** in searching and planning?

…use gen AI to **create serendipity** and spontaneous discovery?

…use gen AI to give visitors an **active role** to engage with cultural experiences?

…use gen AI to turn cultural moments into **cultural memories?**

…use gen AI to **reframe** existing **cultural artefacts** into modern discourse?

…use gen AI to **represent** and **open culture** for all layers of society?

use gen AI as a superpower to make **impossible combinations**?

use AI as **free agents** that interact with audiences?

HOW MIGHT WE…

…**collaborate** with **Thomas More** to continue innovating in cultural heritage?

Thank you!

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Joeri Dehouwer
joeri.dehouwer@thomasmore.be

THOMAS MORE