

Cultural Heritage & Museums Visual Arts

Dalí's Digital Voice Echoes in Ask Dali exhibit

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A remarkable new exhibit at the Dalí Museum is allowing visitors to interact with a lifelike, artificial intelligence recreation of the iconic Spanish artist Salvador Dalí.

The "Ask Dalí" project fuses Dalí's eccentric genius with cutting-edge machine-learning technology, enabling visitors to engage with the surrealist master in an entirely novel way.

Visitors to the exhibit can pick up a lobster-shaped phone and pose any question they wish, receiving responses in Dalí's own voice. This voice is meticulously recreated using a rich dataset of the artist's writings and archival audio, allowing the AI model to capture Dalí's distinctive tones, flamboyant personality, and whimsical humour.

The "Ask Dalí" project is part of the museum's ongoing efforts to explore the intersections of art and technology, inspired by Dalí's own fascination with new mediums. Designed to be both educational and entertaining, the exhibit offers visitors a surreal and thought-provoking way to engage with one of the 20th century's most celebrated artists.

"It sparks your curiosity about Dalí's work and surrealism in a dynamic way," the museum's director stated. The exhibit has been developed using AI models from OpenAI and ElevenLabs, which have been trained on an extensive archive of Dalí's own writings and recorded audio.

The result is an uncannily lifelike representation of Dalí, who responds to questions about his artwork and creative process in his signature voice, wit, and idiosyncratic personality. Guests can pose queries on any aspect of Dalí's work or his unique perspectives, and receive answers that offer fresh insights into the renowned painter's singular vision.

However, the project's accuracy has been the subject of some debate. While the creators have worked diligently to ensure the AI's responses faithfully reflect Dalí's voice and perspective, the inherent limitations of machine learning technology mean that

the simulation is not always 100% authentic.

"There's an element of uncertainty, of course," acknowledged the project's lead developer. "We're pushing the boundaries of what's possible with this technology, and there will always be some ambiguity. But we're confident that we've captured the essence of Dalí in a way that is both enlightening and truly memorable for our visitors."

Indeed, the "Ask Dalí" exhibit has been widely praised for its ability to bring the artist's personality to life, allowing museum-goers to engage with Dalí's art, philosophy, and personal life in an unprecedented way. It stands as a testament to the power of technology to enhance the cultural experience, sparking curiosity and inspiring new ways of interacting with the masterpieces of the past.