

ARTS & CULTURE

THE
NATIONAL
GALLERY

The National Gallery

THE VOICE OF THE GALLERY

A rapid R&D pilot exploring what a voice of their own could mean for the Gallery - testing whether visitors would rather ask their own questions than follow a script.

INDUSTRY

Arts & Culture

LOCATION

London, UK

MODEL

Rapid R&D pilot

SCOPE

Large gallery area

THE CHALLENGE

Visitors increasingly turn to generic AI for answers the Gallery can't verify. Audio guides offer no way to ask follow-up questions, go off-route, or dig deeper into a single painting.

THE SOLUTION

The National Gallery partnered with Dwel to pilot The Voice of the Gallery: a conversational companion visitors could speak to directly about the paintings, the building and their surroundings, grounded entirely in the Gallery's own curatorial knowledge.



71%

Of testing sessions went past 5 conversation turns

31.6

Average turns per session for those who kept going

120

Turns from one tester in a single 30-minute session

"The only problem is that you'd never get me to leave!"

National Gallery Visitor

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ARTS & CULTURE

THE
NATIONAL
GALLERY

South Shields
Museum & Art Gallery

South Shields Museum & Art Gallery

MEET THE MARQUISE

Extending The Voice of the Gallery beyond London for the first time - testing whether the same conversational guide could travel with a touring masterpiece.

INDUSTRY

Arts & Culture

LOCATION

South Shields, UK

MODEL

Masterpiece Tour pilot

SCOPE

29 Aug - 8 Nov 2026

THE CHALLENGE

The original pilot proved visitors want to ask questions, not just listen - but it lived only in London. As Pierre Mignard's 'The Marquise de Seignelay' travelled on loan to South Shields, the question was whether the same experience could feel just as native to a regional museum.

THE SOLUTION

Visitors scan a QR code and speak directly to the voice of the portrait itself, in any of nine languages, grounded entirely in verified content supplied by the museum and the National Gallery.



Early results echo the original pilot: visitors asking their own questions and following their own paths of discovery. Full results to follow once the tour concludes.

“As part of the Masterpiece Tour: Mignard, we are working with our partner venues to bring a version of the experience to visitors while ‘The Marquise de Seignelay’ is on display.”

The National Gallery

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CIVIC & TOURISM



Camden Town

ASK DENNY

Testing whether a conversational AI guide could hold its own on one of London's busiest streets - and speak with the destination's own character, not a generic assistant's voice.

INDUSTRY

Civic & Tourism

LOCATION

Camden Town, London

MODEL

Public realm voice guide

SCOPE

Pilot 2 proposed, borough-wide

THE CHALLENGE

Camden Town is one of London's busiest and most distinctive destinations, but also one of the hardest to navigate. Behind the market stalls sits a dense layer of independent traders, music history and local stories a generic map, or a generic AI chatbot, would never surface.

THE SOLUTION

Dwel ran a closed pilot spanning the pedestrianised high street, from the tube station to the Lock, giving visitors access to four distinct Camden voices: the voice of Camden itself, Riff (music heritage), Maggie (local history) and Jay (community voice) - each grounded in content verified by Camden experts.



Camden stakeholders explored the high street they knew well through entirely new eyes, with some chatting for 20-30 minutes or more. The team is now exploring how to expand the experience beyond the high street.

"Dwel gave us a valuable demonstration of how conversational AI can enhance visitor engagement and interpretation."

London Borough of Camden, pilot feedback

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