

COMPANY

Every place has a voice. Find yours with Dwel.

Dwel is the AI platform that creates and powers conversational visitor guides for physical venues - museums, heritage sites, retail destinations, campuses and more. It replaces the audio guide, the concierge desk, the kiosk and the visitor app with a single conversation, grounded in verified content about your place rather than generic internet knowledge. Each guide brings the place's own knowledge and stories to life through an experience that is personal to every visitor, shaped by their surroundings, interests and pace.

What We Do

- Replace the audio guide, concierge desk, kiosk and app with one conversation
- Ground every answer in place-verified content, not generic AI knowledge
- Understand where a visitor is and what's around them
- Give venues a live signal of what visitors actually care about

Why Dwel

- No hardware, no downloads - runs in the visitor's own browser
- Live in under a week
- Nine languages, spoken and typed
- GDPR-compliant analytics from day one
- Built on 20+ years of place-based experience design, not just AI

Who We Work With

Arts, Culture & Heritage

Retail

Tourism & Destinations

Community Engagement

Campuses

Early partners and pilots include The National Gallery, South Shields Museum & Art Gallery, and the London Borough of Camden.

How It Works

1 Send your content → 2 We build your model → 3 Test it on site → 4 Go live

Pricing at a Glance

[Full detail at dwel.ai/pricing](https://dwel.ai/pricing)**BASIC****£0** / month

£5.99 per visit, 55% revenue share

PRO**£89** / month

£5.99 per visit, 70% revenue share, full analytics

SUBSCRIPTION**By annual visitors**

Free for visitors, payment gate off

Dwel is built by the team behind Arcade Ltd, an award-winning studio connecting people to place through play, for venues including the National Gallery, the British Museum, and the Royal Museums Greenwich.

Founded by **Jon Meggitt** (CEO), **Alex Book** (CSO) and **Simon Hobbs** (CDO).

Dwel AI Ltd
45 Albemarle Street, Mayfair, London W1S
4JL

dwel.ai · hello@dwel.ai