

The ARt of Dieric Bouts

M Leuven x AdSomeNoise



Our challenge

In Autumn '23, the museum “M Leuven” aimed to honor the overlooked Flemish master, Dieric Bouts, with a unique exhibition ‘DIERIC BOUTS. Creator of images’ – part of the New Horizons | Dieric Bouts Festival.

The task at hand was to create an **attention-grabbing experience** that would not only **promote the historical significance** of the event but also **highlight Bouts' contributions**, all while **motivating the audience to visit the unique exhibition**.

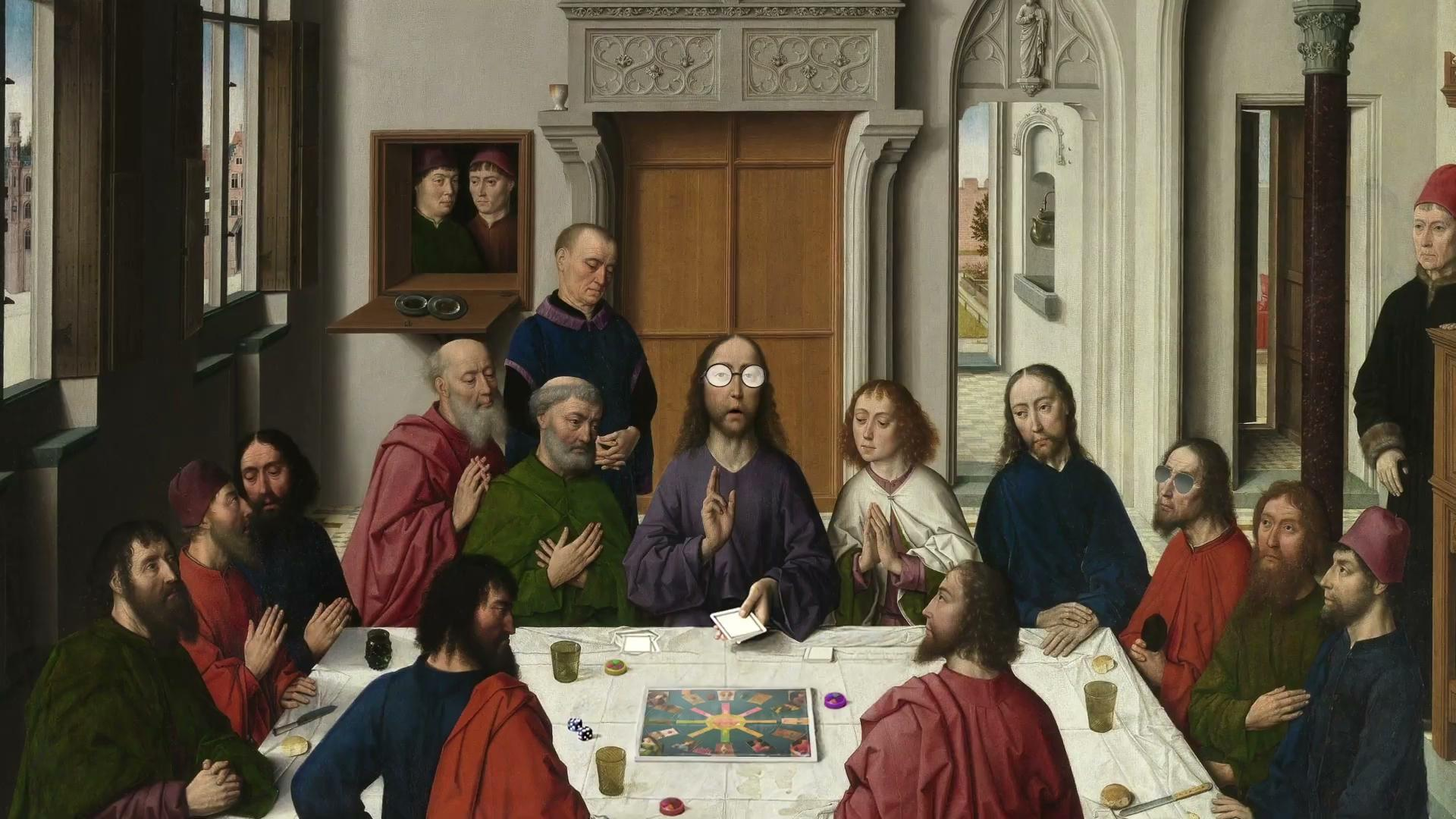
AR-experience

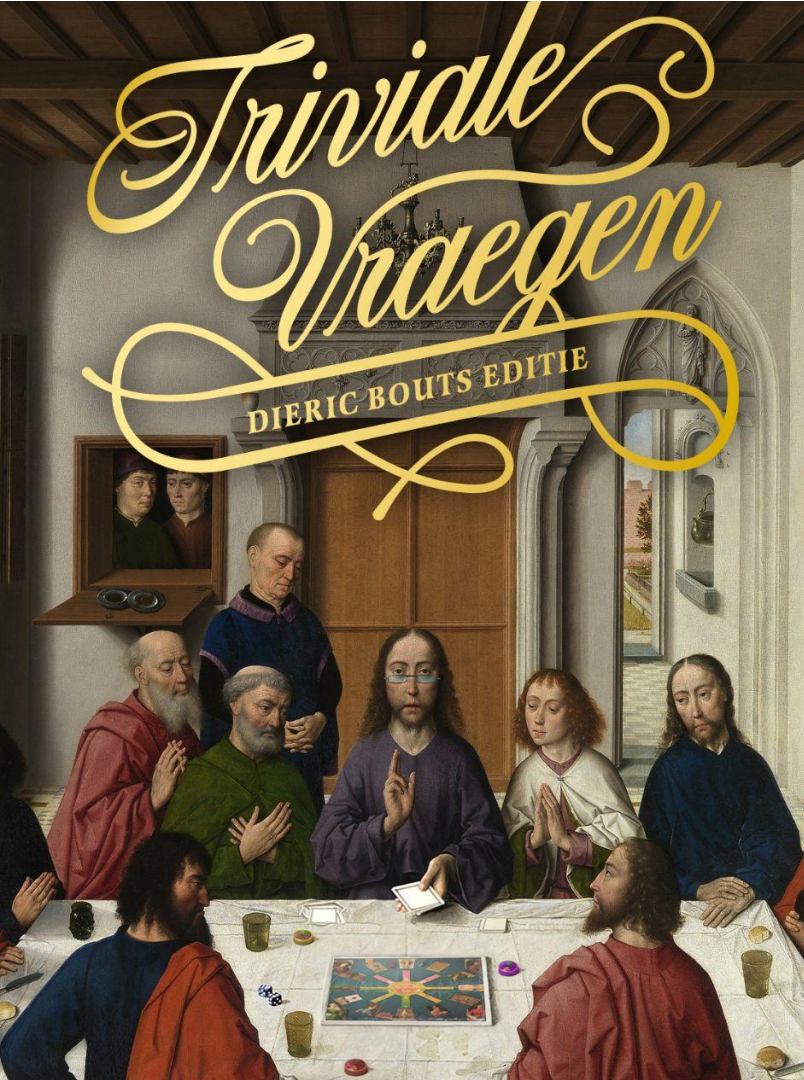
AdSomeNoise embraced the challenge by delving deeper than the initial briefing (1-direction AR video). We thought about an interesting way to captivate users and fully immerse them in Bouts' world.

That's how we came up with an immersive and interactive Augmented Reality experience, with AI elements, based on Bouts' Last Supper.



Maak kennis met
Vla





Creative idea

A divine quest through Bouts' legacy

Our augmented reality experience welcomed users to embark on an interactive journey, allowing them to participate in a **game of Trivial Pursuit featuring Jesus**.

Users had to help Jesus with trivia questions about Dieric Bouts. Furthermore, participants had the opportunity to seek hints from other characters in the painting.

Since Bouts is rather unknown, this interactive experience was perfect to inform people about the Flemish Master in an **accessible way**.

Execution

- **AR**
We developed the interactive AR experience through **8th Wall**.
- **AI**
We brought Jesus and his friends to life using the AI tool **D-ID**. For Jesus, we had to work a little around the rules.
- **Voice work**
In collaboration with “**Het Geluidshuis**”, we had access to an outstanding voice cast for the main version in Flemish, including **Koen De Graeve** as Jesus and **Warre Borgmans** as God. This provided the characters with unique, quirky interpretations.
- **AI text-to-speech**
To reach a wider audience, we have also included versions in French and English via **AI text-to-speech**.





Multiple carriers

Originally, the AR-experience was meant for the promotional **brochure**.

But along the way, we realized that it had more potential. So, exhibition visitors could now also scan the **real painting** and experience the AR-layer at the museum as well.





INTERVIEW PETER BARY

Directeur museum M Leuven over Dieric Bouts-expo: “Noem de opkomst gerust historisch”



© m leuven

De uitverkochte tentoonstelling *Dieric Bouts, beeldenmaker* klokt volgend weekend af op 134.000 bezoekers. Missie geslaagd, vindt Peter Bary, directeur van M Leuven. “Ook na de expo rollen we het masterplan-Dieric Bouts verder uit.”

Results

- The exposition attracted 134.000 visitors.
- Our AR-experience counted more than 2400 qualitative uses.
- Users spent avg. 4 minutes on the AR-experience.

Why does this case deserve the Innovation & Development of the Year award?

1. **It showcases we can achieve objectives through the creative use of technology.**

Our agency's innovative approach not only captured the attention of consumers but also informed them about Dieric Bouts' life and work.

2. **It proves how we can use digital advancements to enhance human ideas.**

With elements such as AI, our agency managed to breathe new life into both AR and Dieric Bouts himself in an original way. The playful result not only looks attractive, but is also particularly instructive so that form and function lift each other up.

3. **The case is a noble endeavor.**

This case embodies a noble mission - introducing the wider public to the brilliance of Dieric Bouts, one of the most accomplished (but unknown) Flemish masters.

Now it's time to try the AR-experience
yourself 😊

