

AI in Museums : Opportunities, Challenges and New Perspectives

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Artificial Intelligence in Museums

Three main applications shaping the future of cultural institutions

AI for Audiences

Personalised experiences, accessibility and interactive tools, new forms of mediation.

AI for Museum Practice

Operational tools that help curators, conservators and administrators work smarter with AI.

Museums as Forums for AI

Museums as civic spaces for public debate on ethics, bias, transparency and the role of AI in society — curating the conversation as much as the collection.



FototekIA

MUSÉE DE LA
PHOTOGRAPHIE (CHARLEROI)

ASK DALÍ



Dalí Lives

THE DALÍ MUSEUM
(FLORIDA)



AI Chatbot

FONDATION LOUIS VUITTON

AI for Museum Practice

AI is increasingly used behind the scenes to help museum professionals manage collections, reduce manual work, and uncover new insights about their holdings.



Auto-generating Metadata

AI models generate descriptive tags, titles, and catalogue entries for artworks and objects, dramatically reducing data-entry time for curators.



Recognising Images

Computer vision identifies objects, faces, styles, and damage in photographs and artworks, enabling visual search across large collections.



Transcribing Documents

Handwritten letters are transcribed automatically, opening archival material to research and public access.



Improving Cataloguing

AI cross-references existing records, detects duplicates, and suggests links between related objects, improving the quality of museum databases.

Protecting Cultural Heritage

AI is becoming a powerful ally in the fight against illicit trade, provenance fraud, and the deterioration of irreplaceable cultural objects.

Illicit Trafficking — AI cross-references stolen object databases with market listings to detect illegal sales in real time

Provenance Research — Reconstruct ownership histories and identify looted works

ANCHISE — EU initiative using AI to protect cultural heritage

Predictive Conservation — Sensors and AI models predict deterioration in paintings, sculptures, and climate-sensitive objects

Museums as Forums for AI





What kind of AI do we want in our museums?

Human-centered AI that enhances the visitor experience without replacing human interaction, dialogue, or shared reflection.

Ethical AI that respects copyright, cultural heritage, transparency, privacy, and creators' rights.

Responsible AI that supports the museum's educational and public mission while remaining accountable for its impact.