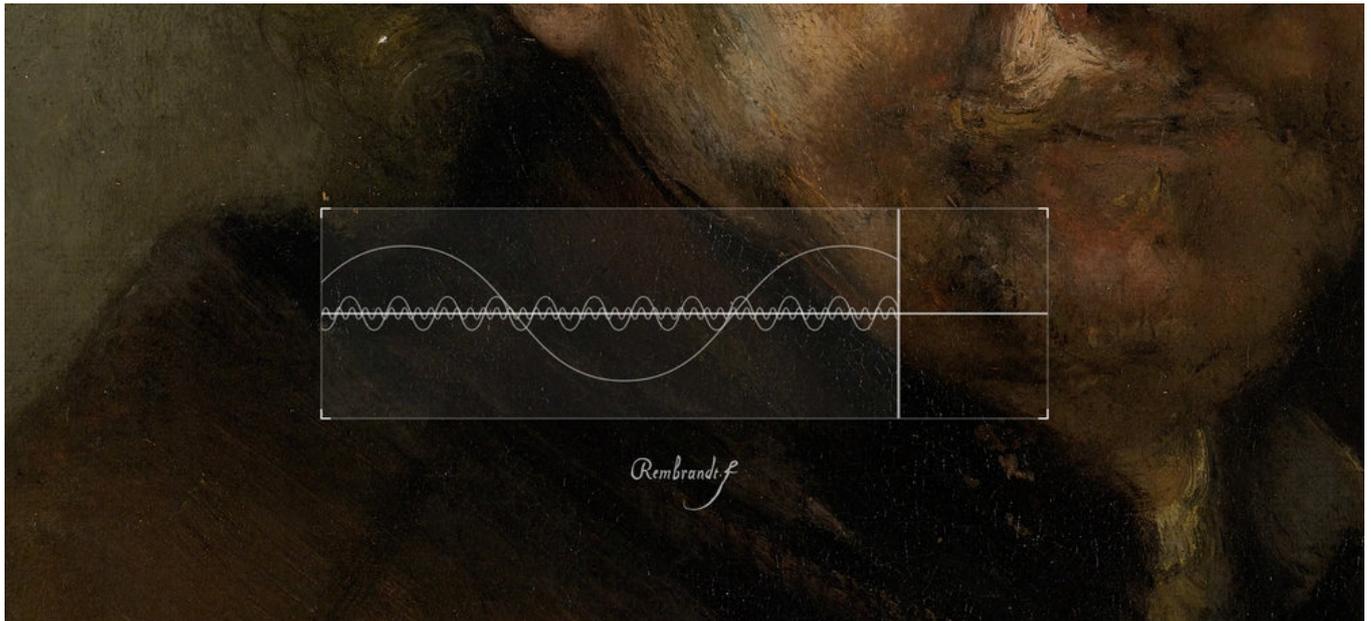


🕒 28 February 2019, 18:30 (CET)

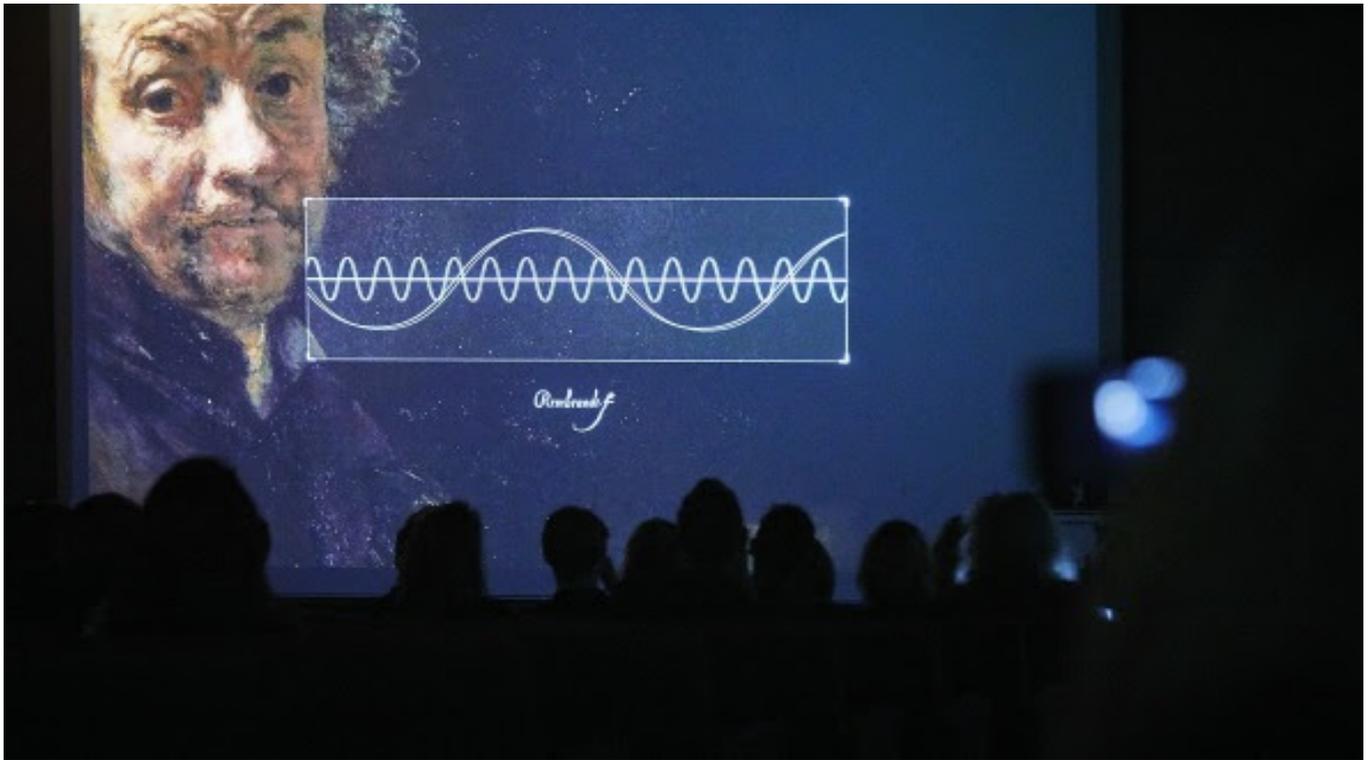
# Learn how to paint from the Master himself in The Rembrandt Tutorials

J. Walter Thompson Amsterdam uses data and technology to bring back the voice of Rembrandt



**Amsterdam, 28th Feb 2019** - Today at Amsterdam's most famous museum, the Rijksmuseum, the voice of Rembrandt was unveiled. A group of experts, working together with ING Bank, has used voice technology, research and data to recreate the painting techniques, personality, language and voice of the Dutch master. The results are featured in 'The Rembrandt Tutorials', as narrated by the famous painter 'himself': spoken in his own words, using his original 17th century language, manner of speech and the reconstructed sound his own voice.

On the 350th anniversary of his death Rembrandt is teaching people to paint again.



*“2019 is The Year of Rembrandt, and as chief sponsor of the Rijksmuseum, we’re celebrating the enduring legacy of one of the greatest painters in the history of the Netherlands. What many people don’t know, is that during his lifetime Rembrandt was devoted to teaching his pupils how to paint. By recreating his voice, we’re enabling the master to teach again – 350 years after his last lesson. And with the use of innovative technology, Rembrandt’s painting lessons are now available to everyone.”*

— Tjitske Benedictus, ING Netherlands head of Sponsoring, Events & Activation

### **Reverse voice technology**

Over the past six months, ING together with advertising agency J. Walter Thompson Amsterdam and a team of experts has worked on recreating Rembrandt’s voice and producing The Rembrandt Tutorials.

Rembrandt’s painting technique and personality were first analysed by experts of the Rijksmuseum. Next, the Dutch Language Institute translated the tutorials into *Nieuwnederlands*, a version of Dutch spoken in Rembrandt’s time. Because the written and spoken word are quite different from one another, the University of Leiden helped reproduce the original 17th century pronunciation. And by combining all the data, Rembrandt’s voice was finally recreated with the help of Carnegie Mellon University in Pittsburgh, USA.

*“We’re able to do so much now with modern technology and data. There’s a huge increase in the use of biometrics: identification methods based on unique physical traits. We can already produce facial composites based on voice recordings. In this case, we reversed the technology to recreate Rembrandt’s voice. As far as I know, this is the very first time a voice has been reconstructed using self-portraits and data. Without the technological developments in A.I., none of this would have been possible.”*

— Rita Singh, Speech Scientist at Carnegie Mellon University

*“Once again, this is a project that shows ING’s drive to apply technology and innovation to the domain of culture sponsorship. Making rich Dutch cultural heritage accessible to all. As a creative agency, assignments like these are right up our alley. We believe that the marriage of technology and creativity is a happy one. And one that will last. Oh, and of course we love Rembrandt. He was, is and will be a big inspiration for us always.”*

— Bas Korsten, Creative Partner, J. Walter Thompson Amsterdam

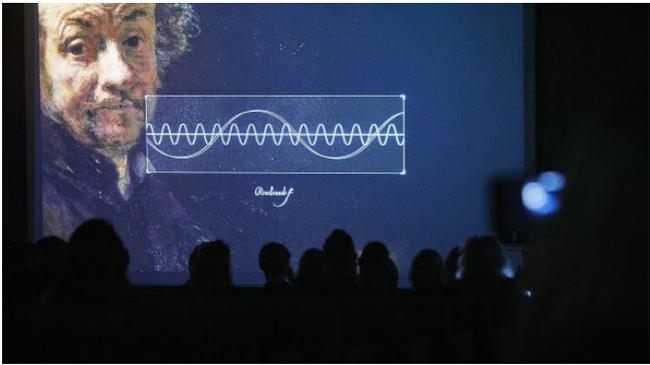
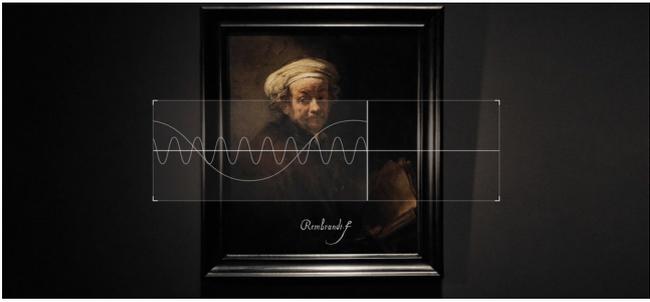
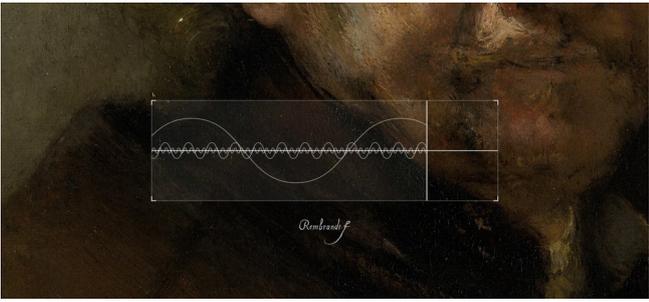
### **Painting lessons by Rembrandt**

With The Rembrandt Tutorials, anyone can learn to paint like Rembrandt. The series, consisting of six different tutorials, highlights various topics, including sketching and portrait painting, painting techniques and materials, use of light and underpainting, and colour composition. The Rembrandt Tutorials can be viewed from today at [www.ing.nl/rembrandt](http://www.ing.nl/rembrandt)



Watch the campaign film here:

Download images here:





Watch the first three Rembrandt Tutorials here:

Tutorial 1: [https://youtu.be/8\\_A0sZi1ZEQ](https://youtu.be/8_A0sZi1ZEQ)

Tutorial 2: [https://youtu.be/6553\\_qjnhpY](https://youtu.be/6553_qjnhpY)

Tutorial 3: <https://youtu.be/HwHIEze2Zx0>

Credit List

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Hoofd sponsoring evenementen & activatie: Tjitske Benedictus

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Sr. Communicatiemanager: Mirjam Smit

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Communicatieadviseur Social Media: Marlies Hilgersom

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TV producer: Michiel van der Schalk  
Digital producer: Reinier Slothouber  
Senior producer: Eline Paardekooper  
Producer: Julie van Lanschot  
Digital strategy director: Wybe Sallows  
Designer: Ronald Mica  
PR Director: Jessica Hartley

**Production Company: DPPLR**

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Executive Producer: Aemilia van Lent  
Producer: Jolien Snyers  
DOP: Gabor Deak  
Sound: Richard Wilder  
Sound (US): Chris Bell  
Editor: Laura Brouwer  
Editor: Johannes de Jong

**Carnegie Mellon University**

Speech scientist & Professor: Rita Singh  
Professor: Bhiksha Raj  
Student: Mahmoud Al Ismail Student: Danish Aukhan Student: Abehno Jimenez Student: Alex Litzenberger Student: Benjamin Martinez Elizalde Student: Hira Dharmyal Student: Joana Correia Student: Muhammad A. Shah Student: Shahan Ali Memon Student: Wenbos Liu Student: Yang Gao

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Senior Onderzoeker, Taalkundige: Tanneke Schoonheim

Onderzoeker & Historisch taal- en letterkundige: Roland de Bonth

### **Universiteit Leiden**

Historisch taalexpert: Olga van Marion

### **Rijksmuseum**

Rembrandt expert & Conservator: Jonathan Bikker Development sponsoring: Hanneke Beynen

### **Artist**

Artist: Jan Bustin

### **Milvum (Tech partner for facial recognition)**

CTO: Arvind Jagesser

Developer: Kaj Oudshoorn

Developer: Tim de Jong

### **Artbox**

Producer: Marice Hanraets

3D-artist: Jurg Neve

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#### **ABOUT J. WALTER THOMPSON AMSTERDAM**

We're a local agency with international ambitions. Intergalactic ambitions even. To reach that goal we've transformed the agency quite drastically. For instance, we only have 3 departments: Think, Do and Make. Why? Because you have to keep it simple this day and age to help your clients face an increasingly complex world.



J. Walter Thompson Amsterdamnewsroom