



High performance. Delivered.

Hannah Davis:
Creative Technologist + Musician

Accenture Strategy presents
Symphonologie: The Music of Business

Hannah Davis – Technologist:

Symphonologie is this joining of humans and computers. It's taking something incredibly classic—a piece of composed music—but it's generated from a computer. It's inspired by a computer.

TransProse is a program that creates music from literature and it was my thesis for grad school. What it does is it tags 14,000 common words with eight different emotions, and I can use that to influence the tempo and octave and pitch of a musical piece.

So Accenture Strategy reached out to me a couple months ago and they had seen some of my pieces on YouTube and they wanted to see if I could make a piece based on business articles. Normally I'm working with novels and when I first received this content, I wasn't really sure what to expect or if it would work at all.

So, I went about it very similarly. I found the emotions in the articles and then used that data to create music—all programmatically. What was super cool about it to me was that they wanted to then give that piece to a composer who was going to make a symphony out of it.

Hannah: I heard the first piece you output today. I loved it.

Mathieu: Oh, really? Oh ok, thanks!

Hannah: Did you find anything particularly difficult?

Mathieu: I was wondering how I could change this “da-dee-da-da-dahh”. I changed it like a real nice, like, more in the French [rebellion].

Hannah: Oh, that's so cool. I love hearing your thought process.

I love what the composer Mathieu is doing with it. I just, I love that he was able to comprehend the whole piece, find the motifs that really worked, and was able to flesh it out and create something in the same emotional vein of what I had created.

This project is unique because it's business articles, run through my AI, TransProse, then given to a human composer, and then given to Rare Volume, and then it will be performed at the Louvre, which I think is the first time that that's ever been done.

My hope is that after experiencing Symphonologie, people realize that technology can create beautiful collaborations between people and computers.

Symphonologie: The Music of Business

Accenture Strategy

symphonologie.com

Copyright©2016
Accenture
All rights reserved.
Accenture, its logo, and High
Performance Delivered are
trademarks of Accenture.