



High performance. Delivered.

# The Making Of Symphonologie: The Music of Business

Technology is transforming our world.  
Businesses face unprecedented disruption.

Accenture Strategy was built for the digital age.

We operate at the intersection of business and technology,  
helping organizations envision the future.

So, how do you demonstrate the promise of this new digital reality?

Accenture Strategy presents  
Symphonologie: The Music of Business

Hannah Davis – Technologist:

To me, Symphonologie is this joining of humans and computers. It's business articles run through my A.I., 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.

Accenture Strategy reached out to me and they wanted to see if I could make a musical piece based on business articles. They wanted to then give that piece to a composer who was going to make a symphony out of it.

Mathieu Lamboley – Composer:

When I was called, actually, "Ok, we've got a project. You will have a theme by a computer," I was quite curious about it.

Robert Hodgin – Rare Volume:

The more we found out about the piece, it seemed like a challenge that was worth undertaking because we've done smaller projects, but this is just on a much grander scale: a full orchestra and individual instruments mic'd.

Hannah:

I found the emotions in the articles and then used that data to create music—all programmatically. The articles over time tell their own story. You could actually hear fluidity and cohesion, and it shows that artificial intelligence can be creative and can work with emotions in the same way that humans can.

Mathieu:

This experience is interesting to collaborate with Hannah because it reminds me a bit [of] my writing classes. Because you have, like, this theme—this motif—that, ok, “What could I do with these four notes, and to make my own as well?” I want it to be, like, emotional.

And so it’s kind of collaborating with technology and human. But, you can’t replace human because we are human and we do mistakes, and that’s what make[s] art beautiful sometimes.

Andrew Bell — Rare Volume:

Part of our role is to make it clear how all of these pieces interconnect through the visuals that we’re creating.

Robert:

The notes that are being played are being directly turned into visuals on the screen behind the orchestra. And hopefully that’ll instantly click for the audience.

Andrew:

So Hannah, Mathieu, ourselves—we’re each bringing something unique to what’s a kind of multisensory experience.

Jonathan Kim — Rare Volume:

Art doesn’t always have to be tied to technology. Technology doesn’t always have to be tied to art. But, there really is magic when the two come together.

In this new digital world, there’s no limit to what’s possible.

What will business and technology do next?

Symphonologie: The Music of Business

Accenture Strategy

[symphonologie.com](http://symphonologie.com)

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