

FOOD AND BEVERAGE

Johnnie Walker unveils generative AI-powered art experience

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The activation opened on Aug. 1, 2024. Image credit: Diageo

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Scotch whisky distiller **Johnnie Walker** is tapping into emerging technologies with a new collaboration.

In partnership with Scottish artist Scott Naismith, the Diageo-owned brand is hosting an exclusive experience at Johnnie Walker Princes Street in Edinburgh, Scotland, that allows guests to co-design a personalized, one-of-a-kind bottle of Johnnie Walker Blue Label, powered by generative artificial intelligence. Launched earlier this month, the Johnnie Walker x Scott Naismith activation will run through Aug. 31.

"This is the first pilot in a wider platform that the Breakthrough Innovation team is exploring, looking at how we can use AI responsibly to enable co-collaboration between fans and artists," said Will Harvey, senior global innovation manager at **Diageo**, in a statement.

"Demand for personalization shows no signs of slowing down, so we're delighted to offer the chance to create one-of-a-kind AI-enabled designs with Scott," Mr. Harvey said. "With Johnnie Walker Princes Street's previous experience of using AI to enhance customer experiences, it's the perfect place for us to launch this innovative offer to the world."

Personalized products

"Project Halo," a Daigeo-created AI program, allowed users to craft bespoke bottles by answering three prompts, generating artwork tailored to their responses.

Diageo ensured that the software ethically protects artists' existing work from infringement and replication by using Amazon's Titan bedrock data training model.

Johnnie Walker presents its vision of scotch whisky, art and AI

"Since opening, Johnnie Walker Princes Street has striven to become a leader in using the power of AI to personalize guests' experiences," said Rob Maxwell, head of Johnnie Walker Princes Street, in a statement.

"Johnnie Walker x Scott Naismith is an exciting new step in our commitment to offering those with various tastes and interests something completely different from what's available in the whisky experience market," Mr. Maxwell said. "This partnership is a true one-of-a-kind, and we can't wait to see the designs our guests will print on their bottles."

Personalized Johnnie Walker x Scott Naismith bottles are included in the price of booking an expert-led tasting of Johnnie Walker Blue Label. **Reservations** can be made online, with tickets priced at 240 euros, or \$266 at current exchange, per guest.

Despite the enhanced opportunities AI can provide, some experts believe that using the technology undermines the point of luxury products and experiences (**see story**).