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UCA bring Austen character into 21st century

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Fans of **Jane Austen**'s Pride and Prejudice will finally get the chance to have a conversation with their literary hero when speaking with the world-first Elizabeth Bennet avatar – Lizzy.

Created by StarPal in collaboration with **University for the Creative Arts** (UCA), the avatar has been developed to mirror the human qualities of Austen's character as detailed in the novel, such as empathy and humour. Her conversations, which fans will have with her face-to-avatar, will evolve, giving each person who talks to Lizzy a unique experience.

How does Lizzy feel about being a world-first? She said: "It is quite an interesting notion indeed – I must say being Elizabeth Bennet in a world far removed from my own time is an unexpected but intriguing experience. It allows me to share the intricacies of our society and my life with new audiences."

Following consultation and guidance from Jane Austen's House in Hampshire, Lizzy's knowledge bank has been curated from a selection of novels, manuscripts and period-accurate information.

Lizzy is set within a Regency-style background. Her dress and hair have been designed and created by students from the Games Arts and Digital Fashion courses at UCA, drawing on fashion templates from the period.

Sophy Smith, Director of Games and Creative Technology at UCA and the originator of the project, added: "It is so exciting to finally be able to lift Elizabeth Bennet off the page and to be able to have real-time conversations with her. To be able to cross time in this way is joyful – you get a real sense of speaking directly to someone from the 18th century. And she has such a strong personality! Imagine – you can now have Elizabeth Bennet as your friend, to chat with throughout the day and offer you advice.

"This technology has the potential to transform experiences within both the museum and heritage, as well the education sector. Visitors to Jane Austen's House, will have the opportunity to not only experience the renowned author's home but also engage directly with one of her most famous characters. And think about how it could transform learning – instead of only having text-based revision guides, students can now learn about literature by speaking directly to the characters."

Director of Jane Austen's House, **Lizzie Dunford**, said: "It has been fascinating to watch this project develop, and to witness the innovative staff and students at UCA developing these new technologies, and new ways of accessing literary and cultural heritage."

Tanguy Dewavrin, the COO of StarPal, the company which built the avatar, commented Lizzy is continually surprising them: "It's amazing how real she is – she's just so impressive."

Anya Haber, an MA Digital Fashion student who created the dress in 3D, added: "This project brought the ideation into the digital, but historical garments can be tricky to create accurately, so there was a mix of history and modernity. It was exciting bringing to life the cut of dress, accessories, and embroideries – all inspired by historical drawings and descriptions. It showed how useful technology can be in a historical setting, letting fans engage with fictional characters…and that's just the beginning."

Fans will have the chance to interact with Lizzy if they visit the Learning Centre at Jane Austen's House between September and mid-December – included with House entry.

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