

## Press Release

Martigny, September 22, 2025

### **drozBot: AI-Powered Portraits at the *Foire du Valais***

**This year, the Idiap Research Institute will display a one-of-a-kind experience at the *Foire du Valais* in Martigny, Switzerland: drozBot, a portraitist robot piloted by artificial intelligence (AI).**

From September 26 to October 5, visitors of the *Foire du Valais* and the Innothèque area are invited to experience a fusion of art and technology. Developed at Idiap, which has been based in Martigny for more than 30 years, drozBot is a robotic arm that transforms photographs into brush-drawn portraits in under ten minutes — each rendered in its own distinctive artistic style.

AI is now integrated into numerous research fields that Idiap actively explores, from speech recognition to assistive robotics. It's also making a growing impact on the creative world, not just by streamlining production, but also by enabling entirely new forms of artistic expression.

During the fair, visitors can have their portrait taken by the robot and find a digital copy on the [dedicated platform](#).

Alongside this interactive experience, visitors will also be able to meet Idiap's researchers and collaborators and discover the Institute's latest advances in AI.

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## About

The Idiap Research Institute, located in Martigny, Switzerland, is a Swiss and world leader in artificial intelligence since 1991. With almost 200 employees, the Institute is specialized in several fields of AI, organized into four research programs: Human-AI Teaming, Resilient & Sustainable Societies, AI for Life & AI for All. In addition to its cutting-edge research, Idiap actively participates in local, national, and international projects, fosters collaborations with companies, and drives continuous innovation in the field.

Since 2022, the Innothèque space has been a major showcase for innovation at the *Foire du Valais*. It was born from a collaboration between the *Foire du Valais* and CimArk SA. This 1,000 m<sup>2</sup> space showcases new technologies and innovative ideas from Valais and French-speaking Switzerland. Attracting roughly 230,000 visitors, the Innothèque features demonstrations and conferences focused on innovation and includes a dedicated co-working space.