**PRESS RELEASE**

**EMBARGOED UNTIL MONDAY 7th OCTOBER, (KENT, UK)**

**Leeds Castle to Unveil "AI Queen Eleanor of Castile"  
 *First Female Owner of the Castle Brought to Life Through AI Innovation***

**Visitors to Leeds Castle will soon be able to experience the timeless love story of Queen Eleanor of Castile and Edward I at the ‘Loveliest Castle in the World’, with an interactive AI experience.**

Leeds Castle is set to launch a ground-breaking new attraction as part of its "Moments in Time" programme: an AI version of Queen Eleanor of Castile, first female owner of the Castle and wife of Edward I.  Almost inseparable for over 35 years, they are regarded as one of the most successful royal couples in England’s history. This three-year celebration of Leeds Castle’s heritage will begin in 2025 with the “Pilgrimage of Love: Eleanor of Castile and Edward I.” In collaboration with SKC Games Studio, creators of the innovative AI platform 1956 Individuals, this project offers visitors a unique chance to engage with Queen Eleanor and discover her legacy as wife, mother and queen.

The life-size AI Queen Eleanor will converse naturally with visitors in the three languages she likely spoke during her lifetime—Spanish, English, and French—enabling visitors to engage in a deeply personal and interactive way. Guests will have the rare opportunity to learn about her extraordinary life, her love of medieval romance and Arthurian legend, and her role as a patron of the arts.

"AI Queen Eleanor of Castile will offer an unparalleled opportunity to enhance visitor engagement at Leeds Castle," said Sue Prichard, Head Curator at Leeds Castle. "Eleanor was a fascinating and influential figure, a champion of the arts and culture, and a successful business woman.  She transformed Leeds Castle into a medieval fantasy, creating a home that was inspired by her own background and love of myths and legends. By merging cutting-edge AI technology with new research, we’re creating a unique, interactive experience that will captivate visitors and make history more accessible than ever before."

"This project represents a major leap forward in how AI can bring history to life," said Babita Devi, Chief Strategy Officer of SKC Games Studio. "AI Queen Eleanor combines advanced AI technology with historical storytelling, allowing visitors to experience a dynamic, real-time interaction that feels deeply personal and immersive. Through her conversations, guests will be able to connect with history in ways never before possible, making this an exciting step for both cultural heritage and AI innovation."

The AI Queen Eleanor, developed by some of the UK’s leading digital character artists, will offer new insight into her role as a cosmopolitan and cultured queen, showcasing her impact on English art and culture of the 13th century. The AI’s development is expected to be completed in the coming months, with further information on the official launch to follow.

The introduction of AI Queen Eleanor of Castile at Leeds Castle marks a major step in combining history and technology. By celebrating the castle’s rich past through lifelike AI interactions, 1956 Individuals, powered by SKC Games Studio, is transforming how visitors experience history, placing love, culture, and innovation at the heart of this project.

**About Leeds Castle Foundation**

Leeds Castle is considered a national treasure, providing a window onto over nine hundred years of British history. It is a haven of tranquillity and offers a wealth of discovery and enjoyment for all ages.

Situated five miles southeast of Maidstone in Kent, Leeds Castle’s rich and riveting history, including serving six of England’s medieval queens, to its elaborate transformation into a glamorous 1930s country house retreat for the influential and famous by Anglo-American heiress, Lady Olive Baillie, secures its place as one of the most visited historic attractions in Britain.

The Castle and its estate is preserved and maintained by the Leeds Castle Foundation, a not-for-profit charity.

**About SKC Games Studio**

Founded in 2019, SKC Games Studio began as a leader in creating lifelike characters for the gaming industry. Recognising the potential of AI-driven interactions beyond gaming, the company developed 1956 Individuals, a platform that transforms customer engagement across various sectors. By combining advanced AI technology with ethical development, SKC Games Studio creates AI solutions that build trust, deepen engagement, and foster loyalty. With its focus on real-time, empathetic interactions, SKC Games Studio is shaping the future of personalised AI experiences.

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