



# AI4FUTURE

## Artificial Intelligence as a tool for Social Activism

*1st April 2021* - **Can Artificial Intelligence be a creative tool for activism on biggest social challenges?** That's the aim of AI4Future project. Through a **two-year journey** – ending in 2022 – AI4Future is expected to illustrate **what arts, artificial intelligence and social activism can do when they come together.**

Co-funded by Creative Europe programme supporting Europe's cultural and creative sectors, AI4Future aims to improve **the understanding and dissemination of Artificial Intelligence technologies as a leverage for Social Activism on Mobility**, mobility being the social challenge chosen by the project consortium. AI4Future frames Mobility encompassing its various meanings, that is mobility across national borders, green & sustainable transportation, mobility as a digital or social leverage. Each partner is expected to shape a "local" story angle so to fully embody different perspectives on the matter.

To do so, the project gathers a team of skilled organizations working on cross-fertilization projects at the intersection of digital culture and social challenges such as project leader Sineglossa, an Italian cultural ecosystem that shapes new sustainable development models in response to global challenges by applying the processes of contemporary art; Espronceda/Lemongrass, a Barcelona-based institute of art and culture; V2\_Lab for the Unstable Media, a Dutch center for art and media technology based in Rotterdam; MEET Digital Culture Center, the international center for digital culture and creative technology based in Milan and associated partner Sardegna Teatro, a Sardinian leading performing arts organization.

AI4Future primary target is young Europeans, especially **students, activists, changemakers**, and it also look at **artists who are interested in learning how to use digital technologies based on artificial intelligence** for their creative purposes, meaning installations or, in general, artistic creations that use AI to convey concepts, ideas or proposals to engage people and raise public awareness.

**Through workshops, advocacy moments, residencies and art installations**, the urban labs will grow thanks to the **AI4Future Open call for international artists** and by the passionate energy of young activists from Italy, Spain and the Netherlands. The project will offer training, awareness raising and field experiences about digital culture, with a special focus on Artificial Intelligence as a creative tool to successfully impact present and new social challenges.

"In the last months many media and politicians are talking about a New Renaissance, especially connected to the Next Generation EU Funds: this project offers a practical example of how an ecosystem composed of artists, scientists, enterprises and public bodies can **co-design a sustainable and inclusive future**, which is the one we shall advocate for our Europe" **Federico Bomba**, president of Sineglossa.

# AI4Future Programme

## AI4FUTURE DAYS

The programme kick-off is the **AI4Future Days**, a round of inspirational events, panels and workshops held both remotely and in presence (in consideration of the national Covid restrictions). These events will start in April and end in June 2021. Each partner has selected a different story angle on Mobility.

### **MEET Digital Culture Center - Post Pandemic Mobility**

Pandemic has changed the mobility, reducing the physical mobility and improving the digital mobility, moreover it has led, for many, what has started to be defined as "pandemic fatigue".

MEET will explore the physical, the digital and the mental mobility, boosting sustainable and inclusive perspectives allowed by the AI.

- **15 April h. 18**  
A panel with Giulia Beccarin | MIPU Predictive HUB; Paolo Benanti | Pontificia Università Gregoriana; Salvatore Iaconesi & Oriana Persico | HER/Nuovo Abitare; Federico Parolotto | MiC – Mobility in Chain;
- **16 April h. 18**  
A Meet the Media Guru event featuring Jeffrey Schnapp (metaLAB (at) Harvard)

### **Sardegna Teatro – Mixed Reality and Mobility**

Mixed Reality is a blend of physical and digital worlds, unlocking the links between human, computer, and environment interaction. This new reality is based on advancements in computer vision, graphical processing power, display technology, and input systems. How is this big change affecting mobility?

- **12 May h. 17**  
A panel with Alice Soru | Open Campus, Paola Serrittu & Andrea Maspero | Landworks;
- **13 May h. 17**  
A panel with Anna Maria Monteverdi | University of Milan; Andrea Concas | arteCONCAS; Nicoletta Zonchello | CRS4.

### **V2\_Lab for the Unstable Media – AI and gender inequality**

In collaboration with fellow Renee Turner, V2\_ focuses on the aspects of mobility emerging within gender inequality and AI. A Slow Reading Group has been formed by various artists and academics who work in this field, that form the basis of the artistic community that is emerging.

- **25 May h. 19**  
A panel bringing together guests and the interdisciplinary group, SLOW READERS, to explore AI and gender inequality. The SLOW READERS are Agathe Balayn, Sonia de Jager, Cristina Cochior, Sieta van Horck, Linda Lee, Danae Tapia, Noemi Biro, Anna Laura, Michelle Teran and Renée Turner.
- **26 May h. 19**  
A panel bringing together guests and the interdisciplinary group, SLOW READERS, to explore AI and gender inequality. The SLOW READERS are Agathe Balayn, Sonia de Jager, Cristina

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Cochior, Sieta van Horck, Linda Lee, Danae Tapia, Noemi Biro, Anna Laura, Michelle Teran and Renée Turner.

### **Espronceda | Lemongrass - AI for Sustainability and Inclusive gamification**

Artificial intelligence as a creative agent and as a disruptive changemaker factor. Using gamification strategies and creative artificial intelligence to generate experiences and new worlds in order to engage citizens. Creating new rules more in line with contemporary values of social justice and ecology. Could AI (contribute to) develop a social consciousness?

- **3 June h. 18**

A panel with Ramon Sanguessa | Researcher AI + Art @ UPC, Director of Artificia.pro Festival; Refik Anadol | Media artist; Eva Jäger | Digital curator @ Serpentine Galleries / Creative AI Lab

- **4 June h. 18**

A panel with Pau Alsina | Researcher in Art, Science and Technology. Director of ArtNodes Magazine; Danielle Siembieda | Leonardo ISAST; Francisco Bernardo | Computer scientist @ Sussex University focused on HCI and a multi-instrumentalist

### **CALL FOR ARTISTS - JULY 2021**

Four international Calls for Artists to select four artists/creators or teams that will access the 4-week AI4Future Residency Programme.

### **ARTIST RESIDENCIES IN URBAN LABS - JANUARY 2022**

Each country will organize artist residencies by involving the local communities. Fellowships for artists include a production budget and travel expenses. At the end of the residency period, an AI-based work will be developed and presented to the local community as the result of the co-creation work of artists, students and activists.

### **FINAL EXHIBITION - JUNE 2022**

An exhibition will be held at MEET Digital Culture Center in Milan to showcase the outcomes being the artworks and best practice developed during the artist residencies in urban lab. The exhibition aims to engage local and international media, policy makers and stakeholders.

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#### **Media Contacts**

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