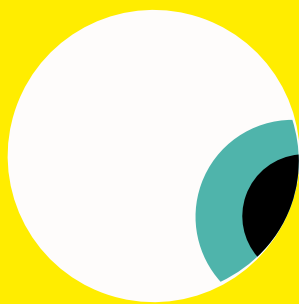


16.01

14:00 - 18:30



THE FUTURE OF CREATIVE INDUSTRIES AND IP IN THE AGE OF AI

13:30 - 14:00 Registration

14:00 - 14:15 **Opening Notes** Bernhard Sommer, Regional Chamber for Chartered Engineering Consultants (BKZT)
Paul Lensing (IPRE) Dietmar Wiegand (TU Wien/MUDT)

PART 1 : PROFITING FROM AI | A LOOK BEYOND THE HORIZON

14:15 - 14:25 **Introduction into the topic** Ruby Sutton
moderator

14:25 - 15:00 **FINE ARTS: Designing with AI and keeping your IP** Kris Kashtanova
Art, AI, Adobe and the Law: hands-on experience, where human creativity still counts ADOBE

15:00 - 15:25 **LITERATURE: Profit from sharing "styles"/content creation with AI** Manuel Mofidian
The problem with IP and the idea behind Nifty books attorney at law, investor NIFTY BOOKS

15:25 - 15:45 **TECHNICAL SOLUTIONS for Ownership and Licensing** Johannes Oster TU WIEN, CAIML
Manuel Sabbagh, QUALCOMM

COFFEE BREAK

PART 2 : AI IN ARCHITECTURE DESIGN | OPPORTUNITIES AND THREATS

16:00 - 16:40 **Real cases and problems from architecture practice** Patrick Schumacher / Shajay Bhooshan
ZAHA HADID CODE

16:40 - 17:00 **AI changing Architecture & Education: Next steps and risk avoidance** Mariya Korolova
RED TU WIEN

17:00 - 17:20 **AI over-regulation** Univ.Prof. Chris Piska
UNI WIEN

17:20 - 17:50 **Panel: Strategies - how to deal with AI in Architecture** Mariya KOROLOVA, Johannes OSTER, Manuel
MOFIDIAN, Christian PISKA, Bernhard SOMMER

18:00 - 18:30 **Apéro and Networking** + audience moderator: Ruby SUTTON