

25.05.21 / 09:30–19:00 (CET)

International Online Conference / [Webinar link](#)

# DESAIGN

THE IMPACT OF ARTIFICIAL INTELLIGENCE (AI)  
ON CONTEMPORARY DESIGN

09:30–09:40 CET

## OPENING

Greetings: Prof. Eduard  
Yakubov, President, HIT,  
Holon Institute of  
Technology

Greetings: Prof. Miroslav  
Holecek, Rector, University  
of West Bohemia

Introduction: Dr. Yael Eylat  
Van Essen, HIT, Holon  
Institute of Technology

09:40–10:30 CET

## SESSION I

Keynote lecture:  
ANATOMY OF AN AI SYSTEM  
Prof. Vladan Joler,  
University of Novi Sad (RS)

Moderator: Dr. Yael Eylat  
Van Essen, HIT, Holon  
Institute of Technology (IL)

10:30–11:30 CET

## Panel: LEGAL, SOCIAL AND POLITICAL ASPECTS IN USING AI IN DESIGN

Moderator: Jan Klesla,  
Ministry of Industry and  
Trade of the Czech Republic  
(CZ)

THE NORMALIZING MACHINE /  
EXPOSING THE BLACK BOX  
Mushon Zer Aviv, Shenkar  
College of Engineering,  
Design and Art (IL)

UNDERSTANDING THE  
CHANGING ROLE OF THE  
DESIGNER AS A FORCE FOR  
GOOD IN A RACIALLY AND  
GENDER-BIASED,  
AI-POWERED WORLD  
Sarah Pagliaccio, UX  
Consultant, Educator,  
Innovator (USA)

12:00–12:45 CET

## SESSION II

Greetings: Dr. Jean-Jacques  
Pierrat, Counselor for  
Culture, Education and  
Science - Embassy of France -  
Director of the French  
Institute in Israel

Keynote lecture:  
AI & ARCHITECTURE,  
TOWARDS A  
NEW APPROACH  
Arch. Stanislas Chaillou,  
Architect & Sr. Data  
Scientist (FR)

Moderator: Arch. Shany  
Barath, Technion - Israel  
Institute of Technology (IL)

12:45–13:55 CET

## Panel: STRATEGIES IN AI

Moderator: Sigal Bar-Nir,  
HIT, Holon Institute of  
Technology (IL)

ARTIFICIAL ACCESS AND  
EXCESS ABILITY  
Dr. Lior Zalmanson, Tel Aviv  
University (IL)

NEURAL ARCHITECTURE  
SEARCH. EVOLUTIONARY  
STRATEGIES IN ART, DESIGN  
AND ARCHITECTURE  
Arch. Karolína Kotnour,  
Czech Technical University  
in Prague (CZ)

BUILDING TRUST IN  
AUTONOMOUS VEHICLES -  
DESIGNING NEAR-FUTURE  
INTERACTION IN PUBLIC  
TRANSPORTATION (A  
collaborative project,  
Bezalel Academy of Art and  
Design and the University of  
Tokyo)  
Dr. Romi Mikulinsky, Tom  
Reznikov, Bezalel Academy of  
Art and Design (IL),  
Yuri Klebanov, (University  
of Tokyo) (JP)

14:30–15:40 CET

## SESSION III

ART MUST BE GENERATED -  
RECENT INNOVATIONS IN AI  
FOR DESIGN  
Dr. Eyal Gruss, machine  
learning researcher and new-  
media artist (IL)

Moderator: Lenka Hamosova,  
Film and TV School of  
Academy of Performing Arts  
in Prague (CZ)

15:40–16:50 CET

## Panel: CONSCIOUSNESS - AUTHORSHIP - INTELLIGENCE

Moderator: Jan Van Woensel,  
University of West Bohemia  
(CZ)

CONSCIOUS MACHINES: WHY  
WE SHOULD FAKE IT?  
Dr. David Faitelson, Afeka  
Tel Aviv Academic College of  
Engineering (IL), HIT- Holon  
Institute of Technology (IL)

ON AUTHORSHIP IN THE AGE  
OF GENERATIVE  
ARCHITECTURAL DESIGN  
Arch. Des Fagan, Lancaster  
University (UK)

ARTIFICIAL IDIOCY;  
INCLUDING THE ABSURD IN  
HUMAN-NON-HUMAN  
INTERACTIONS  
Arch. Maria Tsilogianni,  
Coventry University (GR/ UK)

17:15–18:00 CET

## SESSION IV

Keynote lecture:  
FASHIONTECH A.I. FUTURES  
Anouk Wipprecht,  
Independent FashionTech  
designer (NL/USA)

Moderator: Ori Ben-Zvi, HIT,  
Holon Institute of  
Technology (IL)

18:00–18:50 CET

## Panel: AI-BASED DESIGN AND AGENCY

Moderators: Dr. Arnost  
Marks, University of West  
Bohemia (CZ), Lenka  
Hamosova, Film and TV School  
of Academy of Performing  
Arts in Prague (CZ)

APPLICATION OF MACHINE  
VISION ALGORITHMS IN  
ARCHITECTURAL HERITAGE  
STUDIES  
Arch. Malgorzata Starzynska,  
Royal College of Art (UK)

ARCHITECTURAL AI: THE  
IMPORTANCE OF AGENCY  
Prof. Alexander Webb, The  
University of New Mexico  
(USA)

18:50–19:00 CET

Concluding words: Dr. Arnost  
Marks, University of West  
Bohemia (CZ)