



Artificial Intelligence and Predictive Design

From models to engagement

Alessandro Giaume | Innovation Director Bip.

Contextual



Subscribed



Augmented



Lived



Sensorial



Individual



Tribal



Cultural



Aspirational



Automated



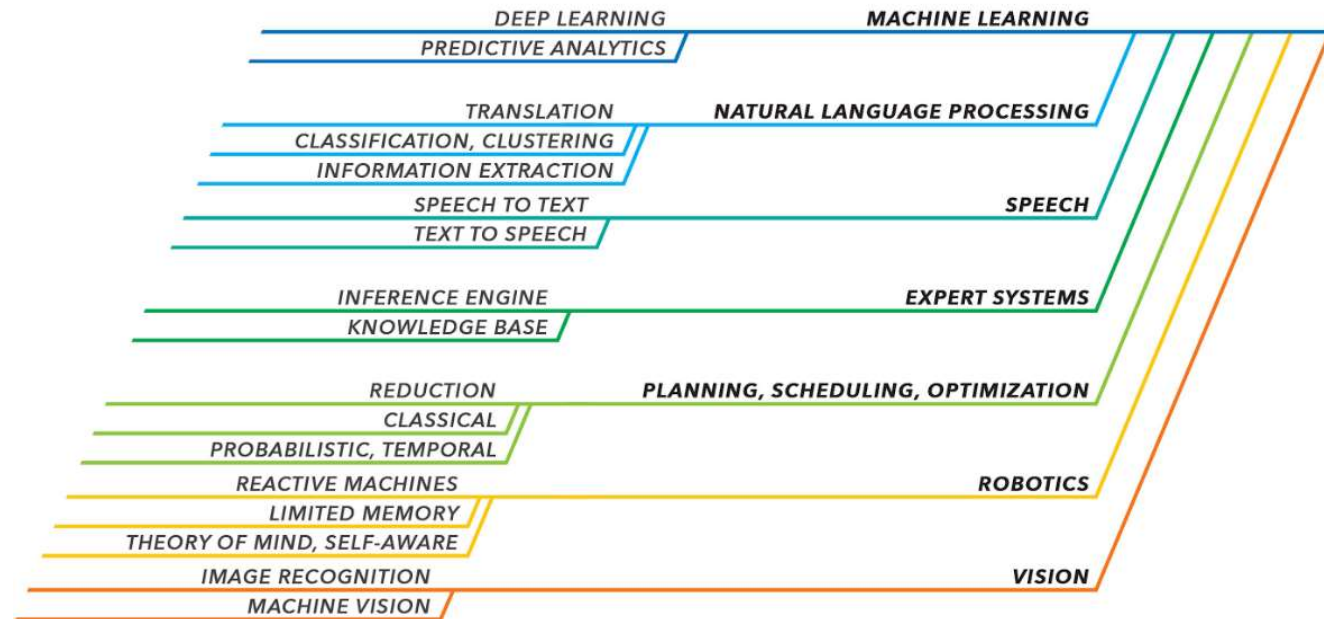
Gamified



Connected



Artificial Intelligence



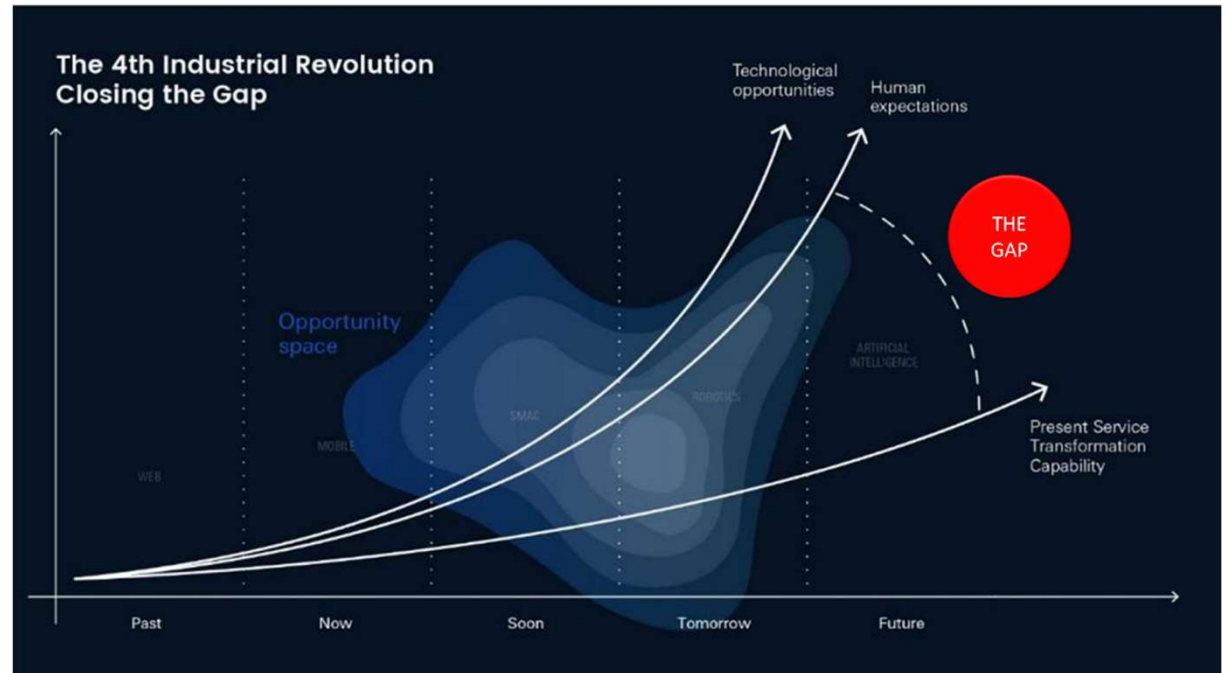
Models



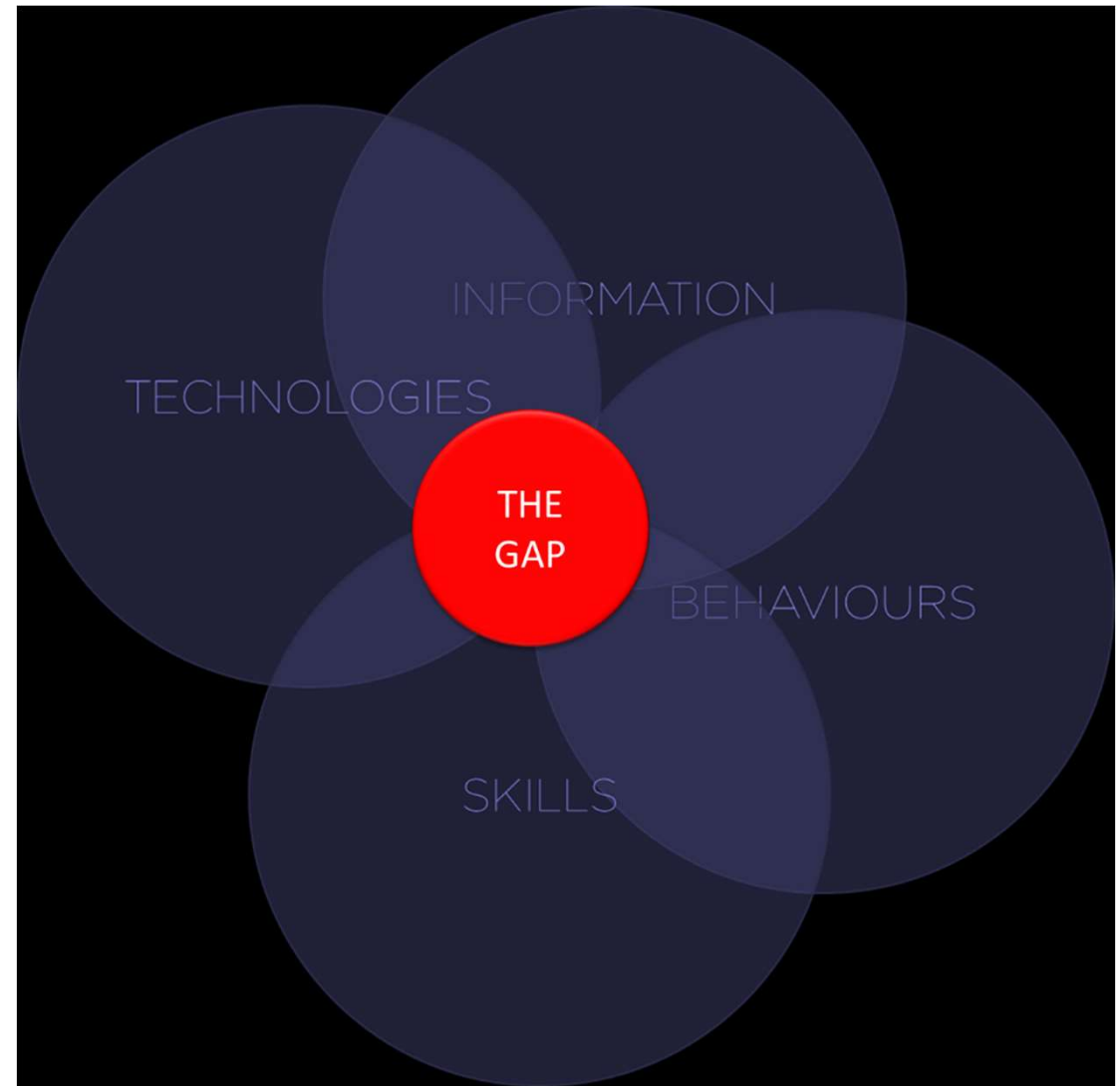
Interactive Forecasted Future Scenarios



The Gap



Strategy



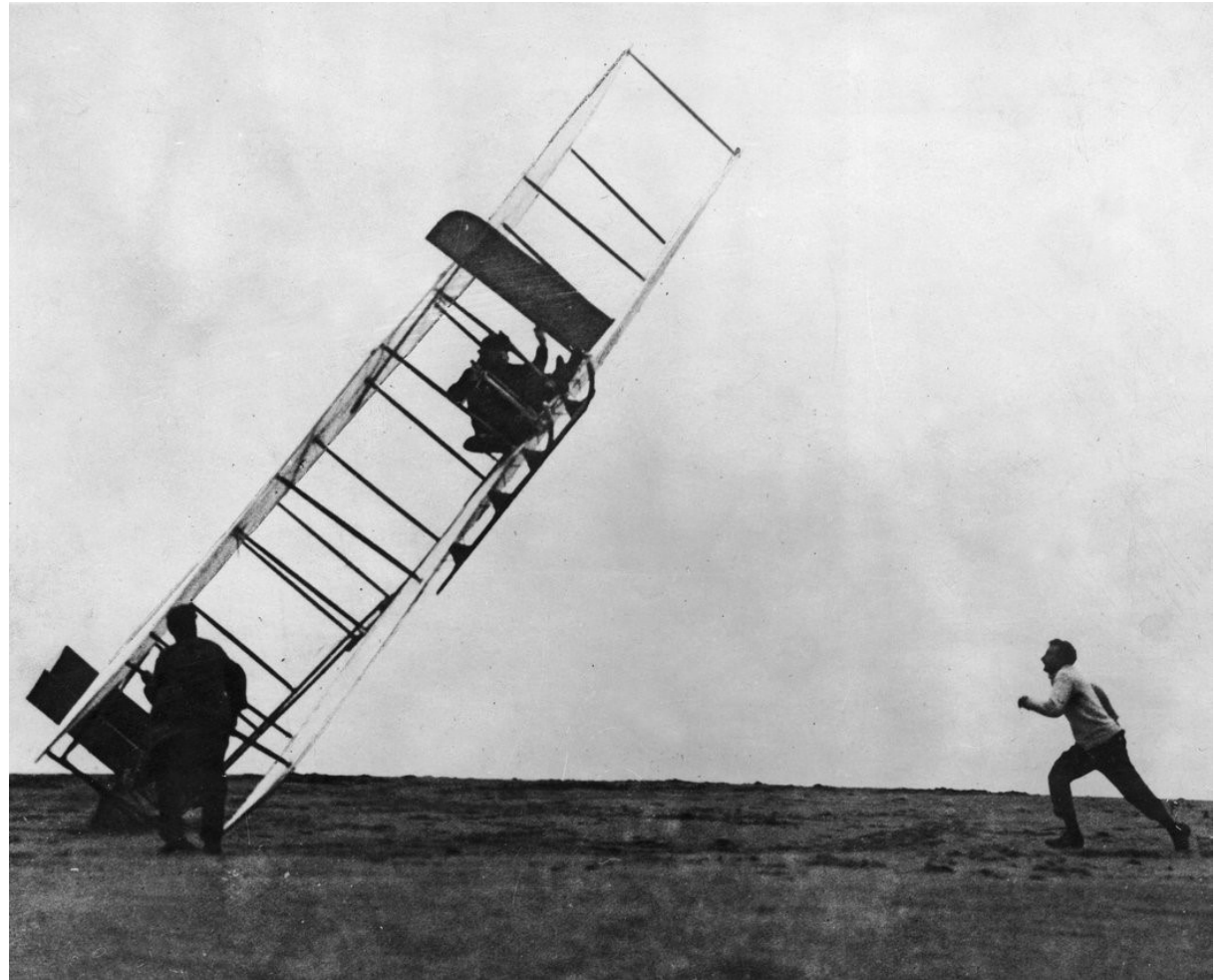
Readiness



Experiment



Failure



Culture

