

AI IN PRACTICE

A multidisciplinary perspective on AI and creativity


08.05.2026 / h 11.00 - 18.00

CATANIA — PALAZZO DELLA CULTURA
SALA DELLA NOTTE

 **Abadir**

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E COMUNICAZIONE VISIVA

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La nuova intelligenza
DEL MADE IN ITALY 

AI in practice: a Multidisciplinary Perspective on AI and Creativity

AI micro-festival
curated by Melani De Luca

08.05.2026 11.00 – 18.00
Palazzo della Cultura, Catania

The AI landscape is rapidly changing, infiltrating almost every domain and making it difficult to understand these transformations as they happen to us. To navigate this complexity, AI in Practice brings together experts from across disciplines to explore AI from multiple angles, offering a collective space to reflect on what these shifts mean for creative professions.

Through a curated series of talks and lectures, spanning theoretical foundations, real-world implementations and philosophical perspectives, this micro-festival brings together international academics, artists, developers and philosophers under the shared conviction that only through diverse, multidisciplinary perspectives we can truly understand the consequences AI is having on creative professions.

AI in Practice is particularly relevant for students, emerging designers, artists, technologists, young professionals and all kinds of practitioners for whom AI is no longer a distant technological development but an active collaborator in their creative work. The event is an opportunity to engage with these transformations critically, through direct dialogue with leading experts.

The event is organized by Accademia Abadir with the institutional support of DISUM – the Department of Humanities of the University of Catania.

AI in Practice is part of the NIMI Project – The New Intelligence of Made in Italy – funded by the European Union Next Generation EU (NGEU) for the internationalisation of AFAM Higher Education Institutions, under the National Recovery and Resilience Plan (PNRR) Mission 4, Component 1, Investment 3.4, Sub-Investment T5. CUP: H37G24000080001

Programme

11.00 – 13.00
Morning panel



Ivona Tau

New Media Artist
(Vilnius, Lithuania)

ART / RESEARCH



Tim Wan

Creative Director at Bakken & Bæk
(London, United Kingdom)

DESIGN / DEVELOPMENT



Simona Tiribelli

Professor of Ethics,
Università di Macerata (Italy)

PHILOSOPHY / RESEARCH

15.00 – 18.00
Afternoon panel



Guido Anselmi

Professor of Sociology of Culture and
Communication, Università di Catania (Italy)

SOCIOLOGY / RESEARCH



Luna Maurer

Designer and Artist, Founder of Studio
Moniker (Amsterdam, Netherlands)

ART / DESIGN



Mariya Dzhimova

Sociology Research Associate,
Hochschule München (Munich, Germany)

SOCIOLOGY / RESEARCH



Giuseppe Vecchio

Research Scientist at Adobe Research
(Lyon, France)

RESEARCH / DEVELOPMENT

Each panel will be followed by a Q&A and open discussion with the audience

Host and moderator



Melani De Luca

Designer, Researcher and Artist
(Munich, Germany)

DESIGN / RESEARCH

Speakers

11.00 – 13.00
Morning panel



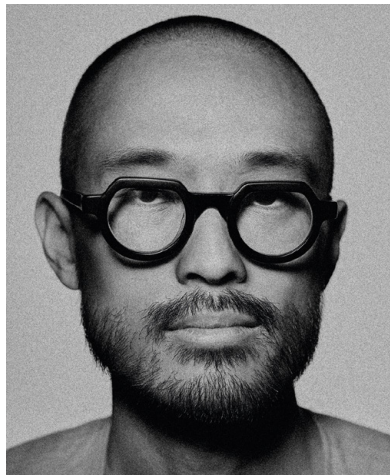
Ivona Tau

ART / RESEARCH

New Media Artist
(Vilnius, Lithuania)

Ivona Tau is a new media artist whose practice sits at the intersection of art, technology and Artificial Intelligence. With a PhD in Computer Vision, she harnesses advanced machine learning techniques to explore themes of memory, identity and the evolving relationship between humanity and technology. Her work has been exhibited at Art Basel Miami Beach, Sotheby's New York and beyond, and is part of the permanent collection of the ZKM Museum of Contemporary Art (Karlsruhe, Germany).

11.00 – 13.00
Morning panel



Tim Wan

DESIGN / DEVELOPMENT

Creative Director at Bakken & Bæck
(London, United Kingdom)

Tim Wan is a London-based design director at Bakken & Bæck, where he leads multidisciplinary teams across brand and digital experiences. With a practice rooted in narrative, systems thinking and cultural sensitivity, he specialises in translating emerging and often complex technologies into clear visual worlds. Drawing from a diverse background spanning editorial, fashion, culture and technology, he brings a thoughtful hands-on approach to shaping intelligent, human-centred and emotionally resonant brands and digital narratives.

11.00 – 13.00
Morning panel



Simona Tiribelli

PHILOSOPHY / RESEARCH

Professor of Ethics,
Università Macerata (Italy)

Simona Tiribelli teaches Ethics of Artificial Intelligence and Global Justice and Technology at the University of Macerata, where she is a key figure in the Jean Monnet Chair of Ethics for Inclusive Digital Europe, funded by the EU Commission. She also serves as Director of AI Ethics at the Institute for Technology and Global Health and is a visiting scholar at the Massachusetts Institute of Technology. Her publications include Moral Freedom in the Age of Artificial Intelligence (Mimesis International, 2022).

Speakers

15.00 – 18.00
Afternoon panel



Guido Anselmi

SOCIOLOGY / RESEARCH

Professor of Sociology of Culture and Communication,
Università di Catania (Italy)

Guido Anselmi is an Associate Professor of Sociology at the University of Catania. His research examines platform capitalism and its cultural imaginaries, drawing on digital and computational methods. His current work focuses on the political economy of generative AI and the role of platform imaginaries as symbolic resources consolidating monopolistic power. He has published two books: one on the political and epistemological implications of platforms, the other on the platformisation of consumer culture.

15.00 – 18.00
Afternoon panel



Luna Maurer

ART / DESIGN

Designer and Artist, founder of Studio Moniker
(Amsterdam, Netherlands)

Cross-disciplinary designer and artist Luna Maurer blends digital technologies and performing arts to explore human behavior and experience. She co-founded Studio Moniker, known for participatory and web-based experiences, and co-authored the influential manifestos *Conditional Design* and *Designing Friction*. In 2024 her performance *Emoticons Don't Have Wrinkles* was awarded a Golden Calf for the Best Digital Culture Production. Her current research investigates how algorithms can push us beyond our comfort zones.

15.00 – 18.00
Afternoon panel



Mariya Dzhimova

SOCIOLOGY / RESEARCH

Sociology Research Associate,
Hochschule München (Munich, Germany)

Mariya Dzhimova is a sociologist whose research focuses on the interplay of technology, art and society, with an emphasis on the role of Artificial Intelligence in artistic practice and cultural production. She is a Research Associate at MUC.DAI (Munich Center for Digital Sciences and AI) at Munich University of Applied Sciences, and at the Institute for Cultural and Music Management at the University of Music and Theatre Munich (HMTM), where she has been leading the digitalisation lab AICA (Artificial Intelligence in Culture and Arts) since 2022.

Speakers

15.00 – 18.00
Afternoon panel



Giuseppe Vecchio

RESEARCH / DEVELOPMENT

Research Scientist at Adobe Research
(Lyon, France)

Giuseppe Vecchio is a Research Scientist at Adobe Research in Lyon, where he works on physically grounded visual representations, material understanding and generative methods for inverse rendering and content creation. His research sits at the intersection of computer vision, graphics and machine learning. He completed his PhD in Artificial Intelligence and Computer Vision at the University of Catania under the supervision of Prof. Concetto Spampinato.

Host and moderator



Melani De Luca

DESIGN / RESEARCH

Designer, Researcher and Artist
(Munich, Germany)

Melani De Luca is a graphic designer and researcher whose work critically examines how cultural and technological developments shape society. Her research explores the role of AI in design, building on a PhD cum laude from IUAV, University of Venice, where she investigated Machine Learning in visual identity processes. She has authored two books, *Post-Butt: The Power of the Image* (Onomatopoe, 2017) and *Steve: A Framework for AI and Identity Design* (Set Margins, 2024). Since 2020, she has been a lecturer at the BA Graphic Design course at Accademia Abadir.

Abadir

Accademia di Design
e Comunicazione Visiva
(Catania, Italy)
www.abadir.net

Abadir is a private Design and Visual Communication Academy nestled on the slopes of Mount Etna, in Catania, Italy. We firmly believe in the transformative power of design and, through our bachelor's and master's degree programs ranging from product and interior design to visual communication and digital media, we are committed to equipping our students with the skills and perspectives they need to make an impact and to shape a sustainable future.

Credits

An event by	Abadir – Accademia di Design e Comunicazione Visiva
Under the patronage of	Dipartimento di Scienze Umanistiche – UNICT
Curated by	Melani De Luca
Within the framework of	NIMI – The New Intelligence of Made in Italy
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