AR2B @ theGATE - 20 May 2026, HLRS Stuttgart

Interconnected challenges call for creative approaches that cut across traditional boundaries. With Artistic Research to Business (AR2B), the Media Solution Center Baden-Württemberg - a cross-sector alliance connecting research, industry, and the public sector - puts forward such a proposal. On 20 May, theGATE will present a first public program and exchange, bringing together selected experts and organizations from artistic research, technology, and business - both private and public - as well as intermediaries to demonstrate AR2B's cross-disciplinary relevance for economic and industrial policy in and beyond CCSI.

The Program

10:00-11:15 Impulse & Exchange
Meet EIT Culture & Creativity
DE (partially EN)

- Anette Schäfer (CEO, EIT Culture & Creativity)
- Alexander Diesenreiter (Business Development Manager, EIT Culture & Creativity)
- Rolf Hughes (Education Director, EIT Culture & Creativity)

11:30-12:30 Panel 1: Creative Innovation Frameworks, DE
Building the Ground for AR2B: Creative Innovation Alliances
DE
In cooperation with MSC - Media Solution Center and ICE Germany - Innovation by Creative Economy
Artistic Research to Business (AR2B) is cross-innovative by nature - it only works where different sectors, disciplines, and institutional logics meet. Europe's innovation advantage lies in its unity in diversity approach, setting up centralized programs, but also in its capacity for self-organized, cross-sectoral collaboration. This panel presents two examples - MSC and ICE Germany - where research and education institutions, creative intermediaries, and technology companies form powerful alliances that create the conditions for artistic research to actually reach business contexts. What organizational principles, governance models, and collaborative practices enable these networks to turn AR2B from ambition into practice? How do they navigate between artistic freedom and business expectations?
Moderation: Speakers:

- Egbert Rühl (ICE/Kreativgesellschaft Hamburg)
- Andreas Wierse (MSC/ Siccos)
- Lina Longhitano (MSC/ HLRS)
- Jens Krzywinski (ICE/ TU Dresden)Michael Zyder (NXTGN)
- Moderation: Anna Christmann (SAI Europe)

12:30-14:00 BREAK

14:00-15:15 Panel 2:
Advantage Europe: How Artistic Research Shapes Next-Gen AI Infrastructure

Europe's competitive position in AI is not primarily a question of compute power or capital - it is a question of infrastructure design. The EU AI Act, the frameworks for digital sovereignty, and the priorities of the Next MFF all point to the same structural challenge: AI systems that navigate complexity, preserve meaning across contexts, and remain accountable to human values require a fundamentally different epistemic foundation. Europe is uniquely positioned to build it.

Artistic research produces what no commercial AI training pipeline has learned to value: context-dense knowledge that resists compression, relational structures that preserve meaning across scales, and methodologies for working productively with irreducible uncertainty. These are architectural principles that next-generation AI infrastructure requires - and the foundation on which European businesses can build competitive advantages that scale alone does not produce.

Infrastructure, however, only creates value when it is designed well from the start - when standards are set, research architectures are established, and educational frameworks are aligned before markets form around them. Europe's distinctive advantage lies in the capacity to shape this pre-competitive layer before proprietary systems lock in assumptions that serve neither European values nor European businesses. But infrastructure alone does not transfer. It requires both the institutional architectures that make knowledge interoperable across sectors, and a shared language for the competencies that enable this transfer in practice.

This panel maps that layer: from artistic research epistemology and open research infrastructure to the design principles of European AI systems, and the competency frameworks that connect them.

Speakers:

- Ali Hossaini (King's College London / IEEE - Institute of Electrical and Electronics Engineers) - From cultural data to sovereign AI: the policy and engineering case for incorporating creative and cultural knowledge into European foundation models
- Anette Schäfer (EIT Culture & Creativity) - The CCSI strategic agenda as framework: how creative and cultural sectors are positioned within European digital sovereignty and the Next MFF
- David Crombie (University of the Arts Utrecht) - How artistic research and practice-based understanding produce the kind of contextual, embodied knowledge that European AI development needs but currently cannot integrate - and why building that bridge is a structural challenge, not a rhetorical one..
- Michael Schwab (SAR - Society for Artistic Research / JAR - Journal for Artistic Research) - From exposition to architecture: why artistic research produces the epistemic conditions that next-generation AI requires - and how the SAR Research Catalogue demonstrates this in practice
- Soenke Zehle (xm:lab / K8 Institut für strategische Ästhetik / Deutsches Forschungszentrum für KI) – From research culture to policy presence: how artistic research builds the strategic alliances and discursive infrastructure needed to shape European AI frameworks from within.

Moderation: Claudia Jericho (MSC) & Rolf Hughes (Education Director, EIT Culture & Creativity)

15:15-15:45 BREAK

15:45-17:30 Impulses & Showcases, EN
Artistic Research to Business - in Action and Practice

15:45-16:30 How Ars Electronica drives AR2B
EN
Ars Electronica operates not just as a festival but as a transfer infrastructure - connecting artistic research with technology partners and industry through programmes like S+T+ARTS, the Futurelab's Art Thinking consultancy, and industry-driven co-creation projects that result in tangible, market-relevant prototypes and applications. Veronika Liebl presents concrete cases of how these alliances work in practice.

- Veronika Liebl (Ars Electronica)

16:30-17:30 From AR to AI: Artistic Intelligence in Practice
EN
What if AI doesn't stand for Artificial Intelligence alone? And what happens when artistic research stops being the subject of Artificial Intelligence and starts being its method? This session argues that artistic research has always operated as a form of intelligence - non-linear, relational, emergent, and associative - and that this logic is now finding new expression in AI systems built from the ground up on artistic epistemology as the emergence of Artistic Intelligence. Two cases demonstrate what this means in practice.

- Johanna Bruckner (Lucerne University of Design, Film & Art / University of Applied Sciences Vorarlberg)
- Gwendolin Kremer (TUD Dresden University of Technology)
- Franco Ripa di Meana (Accademia di Belle Arti di Roma)
- Matthias Stroezel (SSC Services)

Case1: Causal Legacies: Artistic Intelligence Meets Climate AI Johanna Bruckner (University of the Arts Lucerne & University of Applied Sciences Vorarlberg) and Gwendolin Kremer (TU Dresden) present Causal Legacies, which Bruckner realised in the context of her Starts Echo residency in 2025 from two different perspectives. Bruckner's research project deploys artistic methods to address one of AI's most pressing challenges: causal attribution under data scarcity and systemic uncertainty. Tracing correlations between European climate patterns and precipitation crises in the Global South, the project develops new frameworks for causal inference. Where conventional models fail, the project combines qualitative and quantitative analyses, speculative modelling, and relational choreography. Kremer gives an insight from the perspective of a curator: where do data-driven approaches reach their limits, and what can artistic methodology genuinely add that conventional modelling cannot? Together, they attest to the proposition that artistic intelligence opens new territories for a field shaped by quantifiable, yet unpredictable paradigms. The outlined methodology has direct relevance for climate risk modelling, insurance analytics, and any sector where decisions must be made under radical uncertainty.

Case 2: °'°KOBI: Mapping the Latent Space of Artistic Knowledge Franco Ripa di Meana (Accademia di Belle Arti di Roma) present °'°KOBI - an AI platform whose architecture mirrors the core dynamics of artistic research on the base of the Research Catalogue of SAR: non-linearity, combinatory logic, distributed agency, and productive indeterminacy. Rather than generating content, °'°KOBI surfaces latent connections across large corpora of peer-reviewed artistic research, enabling divergent thinking and collective knowledge-making. Developed through Horizon-funded research, °'°KOBI demonstrates that the logic of artistic inquiry is not a supplement to AI - it is a paradigm that predates and can reshape it. As a knowledge infrastructure, °'°KOBI addresses a growing market need for AI tools that support non-linear reasoning in research, education, and creative industries.

Discussion: Matthias Stroezel (SSC Services) joins all speakers as business respondent. SSC operates at the interface of custom software development, AI-driven process automation (e.g. image analysis), and collaborative data infrastructure – connectivity, data spaces, cloud systems - precisely the kind of digital intermediary that can translate artistic research prototypes into scalable applications and bring them to a stage where wider investment becomes realistic. Both showcases provide concrete anchor points - from algorithmic research prototypes that need translation into accessible software environments, to running knowledge infrastructures integrating LLMs, semantic graphs and multimedia processing - addressing exactly the scaling and interoperability questions SSC works with in industry contexts. The discussion explores the transfer horizon: where do businesses face the same core challenge - navigating complex, relational systems under uncertainty? What conditions enable artistic research to become actionable beyond academia? And what role do digital intermediaries play in bringing Artistic Intelligence from research into practice?