THESMILINGSTRATEGIST+AI

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STRATEGIC OPPORTUNITIES WITH AI INNOVATIONS

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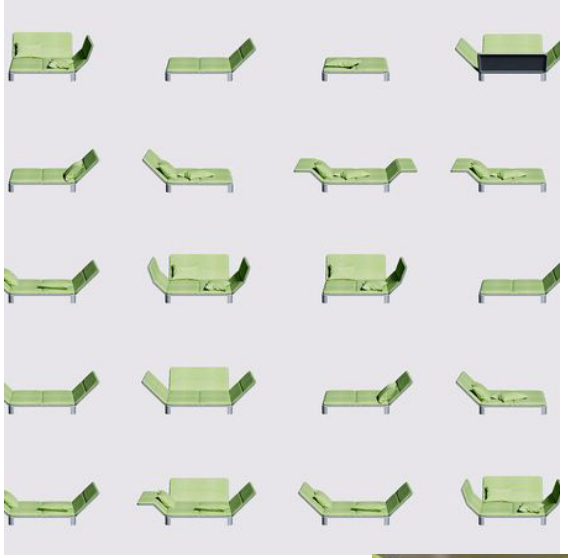
Space10 designs a flat-pack, foldable couch with generative AI



Copenhagen-based independent research and design lab Space10 has used ChatGPT to design a sofa that can fold flat, fit into an envelope and weighs only 22 pounds. Built in collaboration with Swiss design firm Panter&Tourron using generative AI, the resulting prototype is a bench-like, modular couch design with adjustable wings and thin panels of cushions.

Space10, which is supported by and dedicated to working on product design for Ikea, was researching the potential of digital fabrication tools such as 3D knitting robots during the pandemic, but the advent of generative AI accelerated its work. Space10 designers worked on hundreds of prompts using text-to-image generating tools like Mid Journey and DALL-E to formulate a flat-pack design.

Collaborating with generative AI was a key component of this project, showing how the Generative AI Creativity Market hinges on knowledge and skill-sharing between humans and AI – without which products will fail to cater for human needs and desires. The final design has been turned into a prototype and is on display at this year's Copenhagen Architecture Festival.

Strategic Opportunity

AI can be a productive tool but it requires a human touch. How can you upskill your workforce to adopt AI into their workstream? How can it reduce mundane tasks and supercharge creative output?

Source: Pavan Bivigou, Gabriela Białkowska, Simar Deol and Dan Hastings-Narayanin
Couch in an Envelope by Space 10 and Panter&Tourron, Denmark

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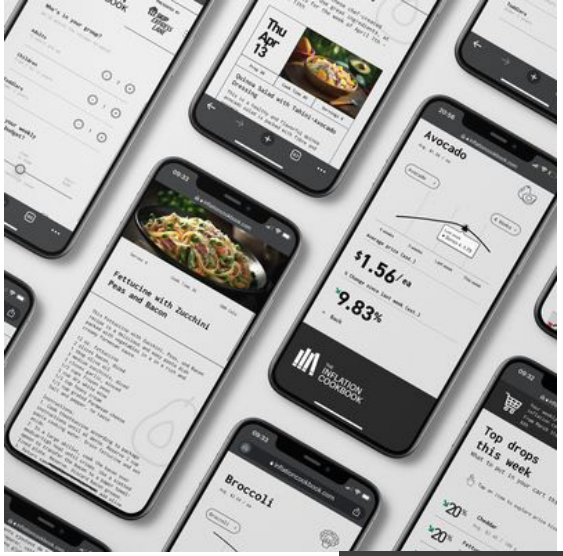
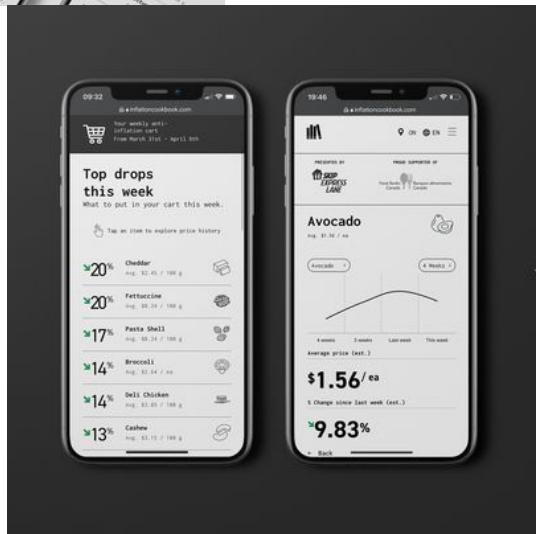
The Inflation Cookbook uses AI to optimise grocery budgets



The Inflation Cookbook is a digital platform helping users to pick dishes based on live ingredient prices, with some help from AI, nutritionists and chefs.

Developed by food delivery marketplace SkipTheDishes, the online tool helps Canadians to find affordable nutritious foods and optimise grocery budgets. The tool first tracks the price evolutions of hundreds of food products in real time. Every week, the algorithm will update rankings of the top 10 items with price levels going up and down. The platform also offers seven weekly recipe suggestions crafted using cost-efficient items as star ingredients.

This activation follows in the footsteps of food austerity innovators like The Yellow Sticker Cookbook, a tool suggesting tasty meal ideas made from products bought in the discounted aisle. SkipTheDishes takes this concept one step further, enabling consumers to monitor which products are reduced at the moment, and to plan their food shop and meals accordingly.



Strategic Opportunity

This iteration of what we call Budget Bots in the kitchen shows how businesses can commit to combating food insecurity and support communities without being condescending, but encouraging creativity and resourcefulness.

Levi’s to experiment with AI models to enhance diversity

Levi’s has announced plans to feature digital models generated by artificial intelligence (AI) on its website to showcase more diversity. Amy Gershkoff Bolles, Levi’s global head of digital and emerging technology strategy, announced the company’s new partnership with digital studio LaLaLand.ai at the BoF Professional Summit on Technology on 22 March.

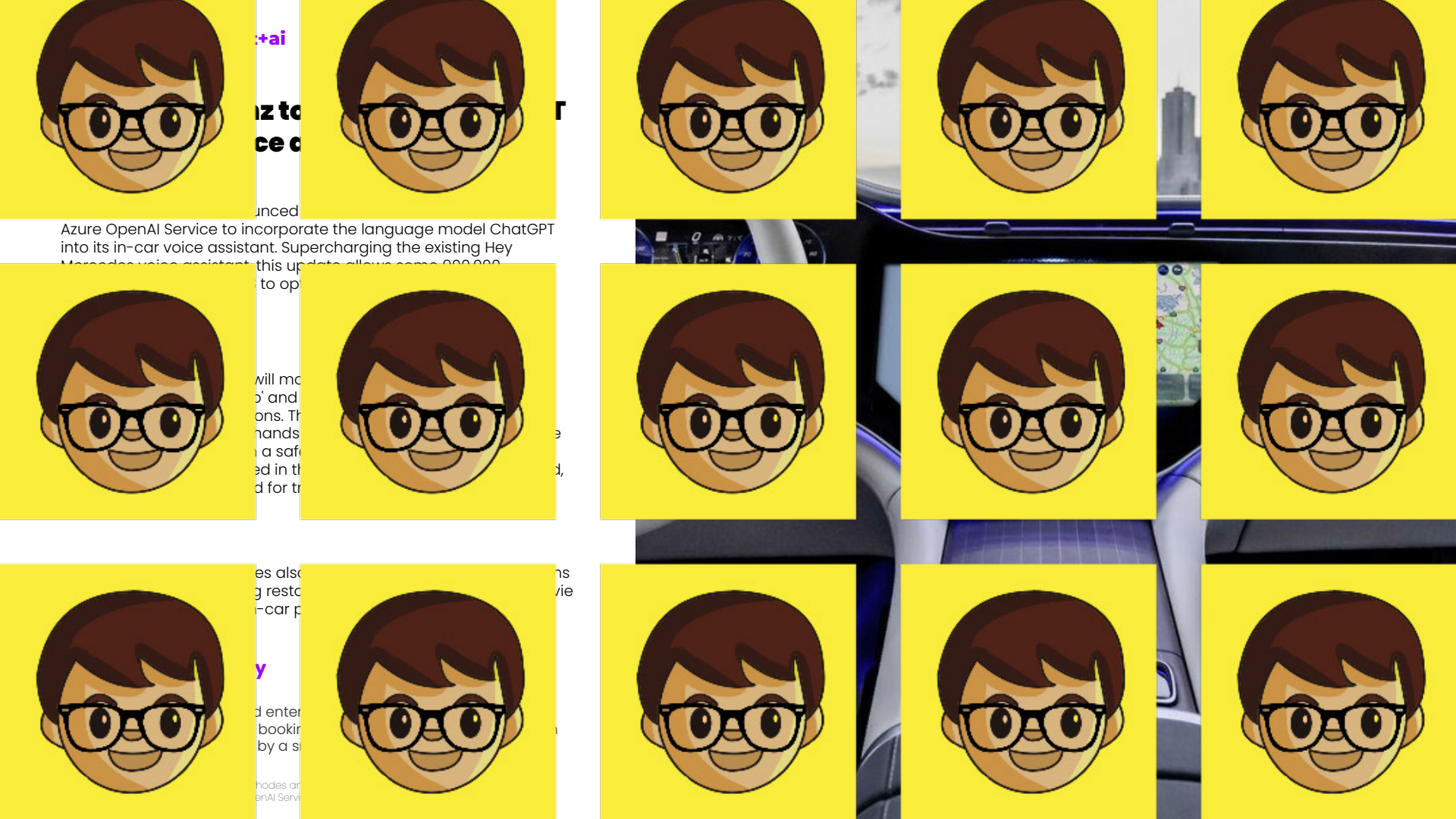
The iconic denim brand hopes AI will supplement its existing roster of models with a more extensive mix of sizes, body types, ages and skin colours to create what it describes as ‘a more personal and inclusive shopping experience’. ‘It would be impossible for us to have models that cover every combination of race, ethnicity, age, body size, body type,’ said Gershkoff Bolles to justify the decision.

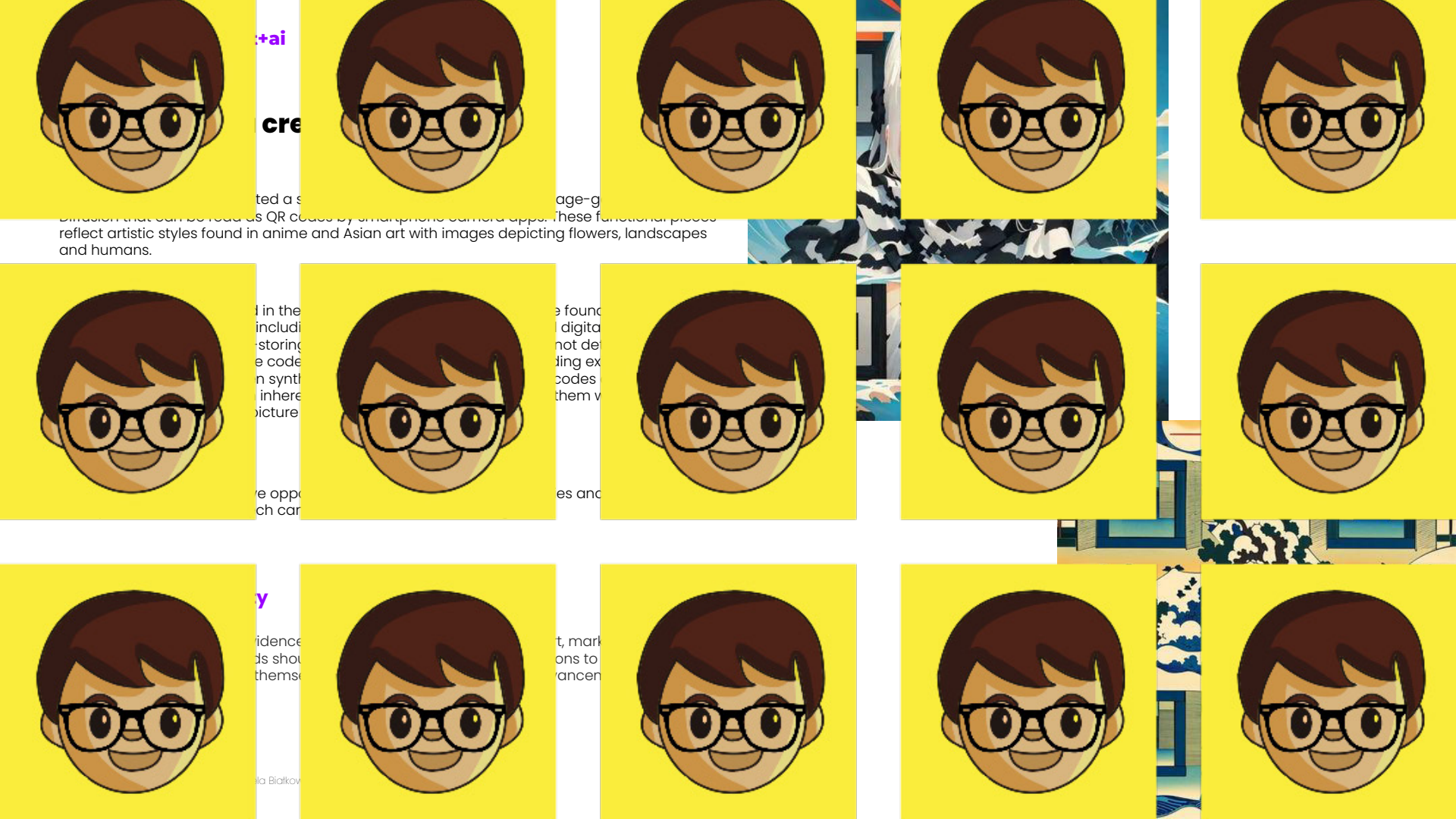
In the Betterverse, we previously looked at how organisations large and small can use the metaverse to build better worlds by placing people and ethics first. Levi’s hints at new opportunities and risks for brands trying to appeal to a diverse audience via an AI third party.

Strategic Opportunity

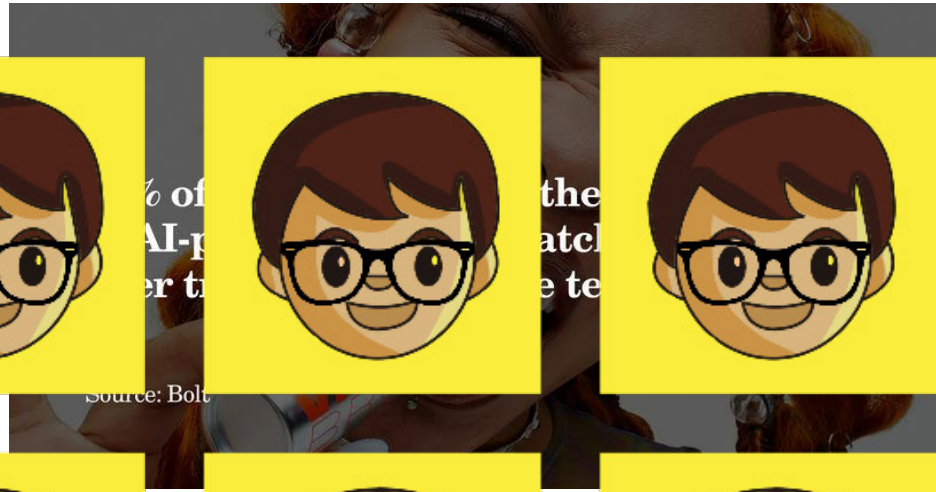
Diverse representation in an e-shop is no longer enough. Under-represented communities will demand a real commitment to diversity and inclusion that AI can’t deliver on its own.

Levi Strauss & Co. and Lalaland.ai, US





young beauty consumers' keenness to embrace new technology in e-commerce.



In today's EQ-Commerce landscape, brands must become comfortable with leveraging advanced technologies such as augmented reality and AI to meet young consumers'

After gathering character names, genders, and events from a diverse collection of hundreds of stories, such as Cinderella, Snow White and Sleeping Beauty, the study

With its super-fast processing capabilities, AI can serve as a valuable tool and help

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the soul of culinary experiences, AI-powered software such as ChatGPT, Instacart, and BuzzFeed's Botatouille are becoming increasingly popular with consumers.

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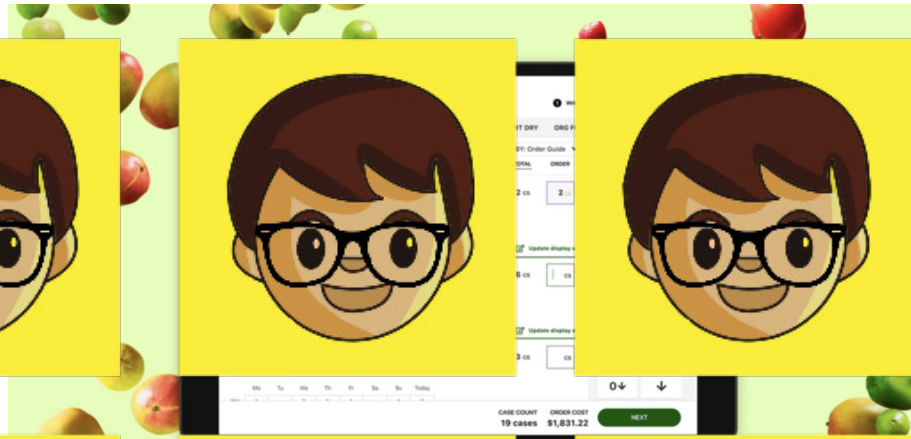

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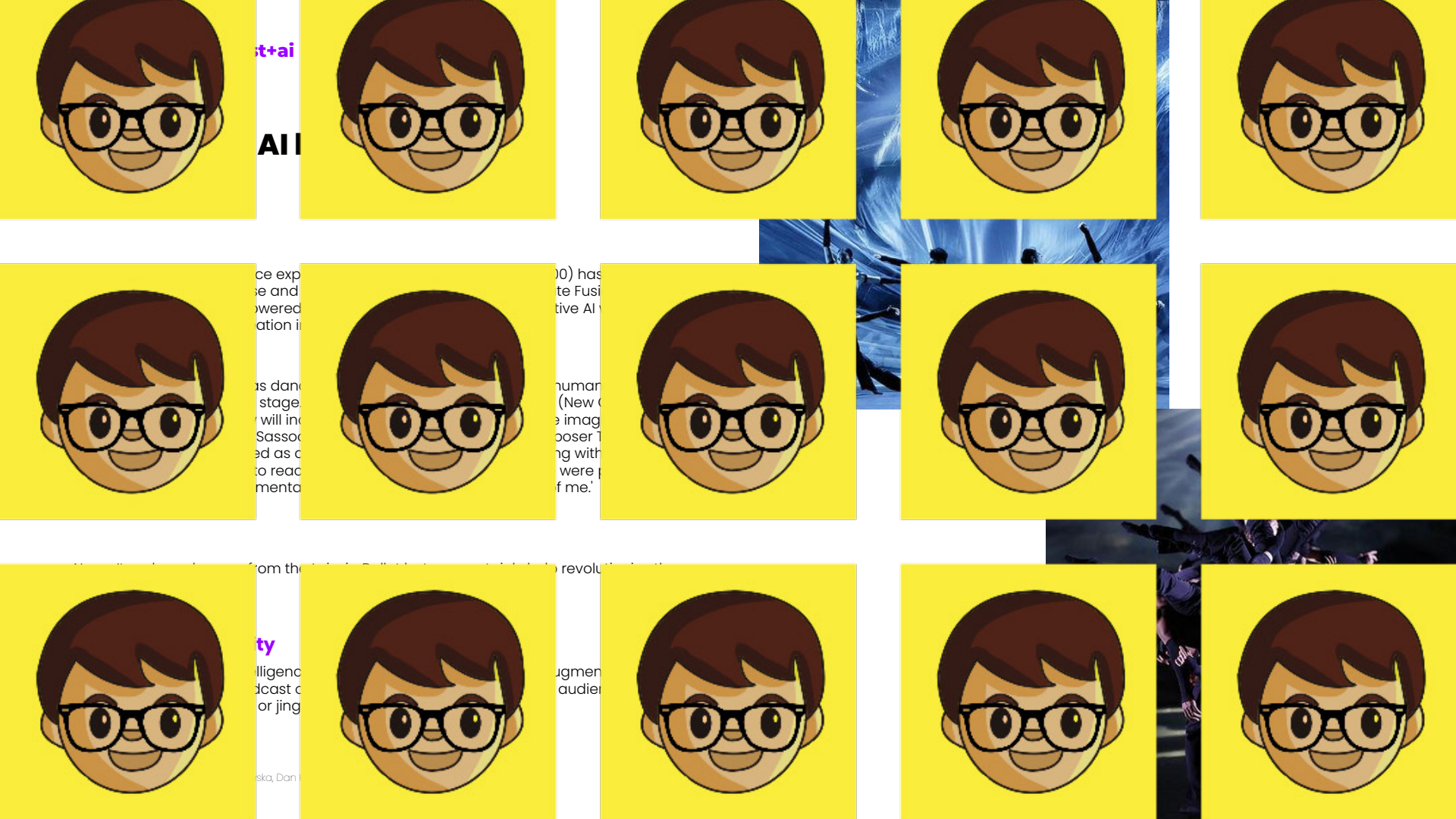

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American music streaming service Spotify introduced an AI-powered DJ feature in February 2023. It claims to identify a user's music taste so well that it can choose what to play for them. The AI DJ then banters about the tracks and artists in a realistic voice. While

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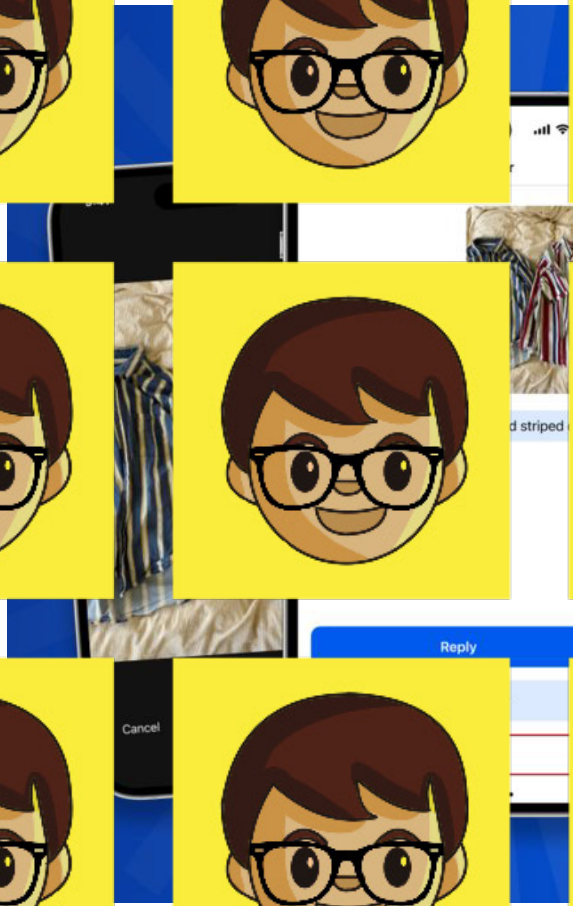

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The world's first AI Fashion Week (AIFW) is set to take place in New York between 20–21 April 2023. As AI mania takes over the world, this fashion week is perfectly timed and will be held at SoHo's Spring Studios, showing collections from emerging AI designers.

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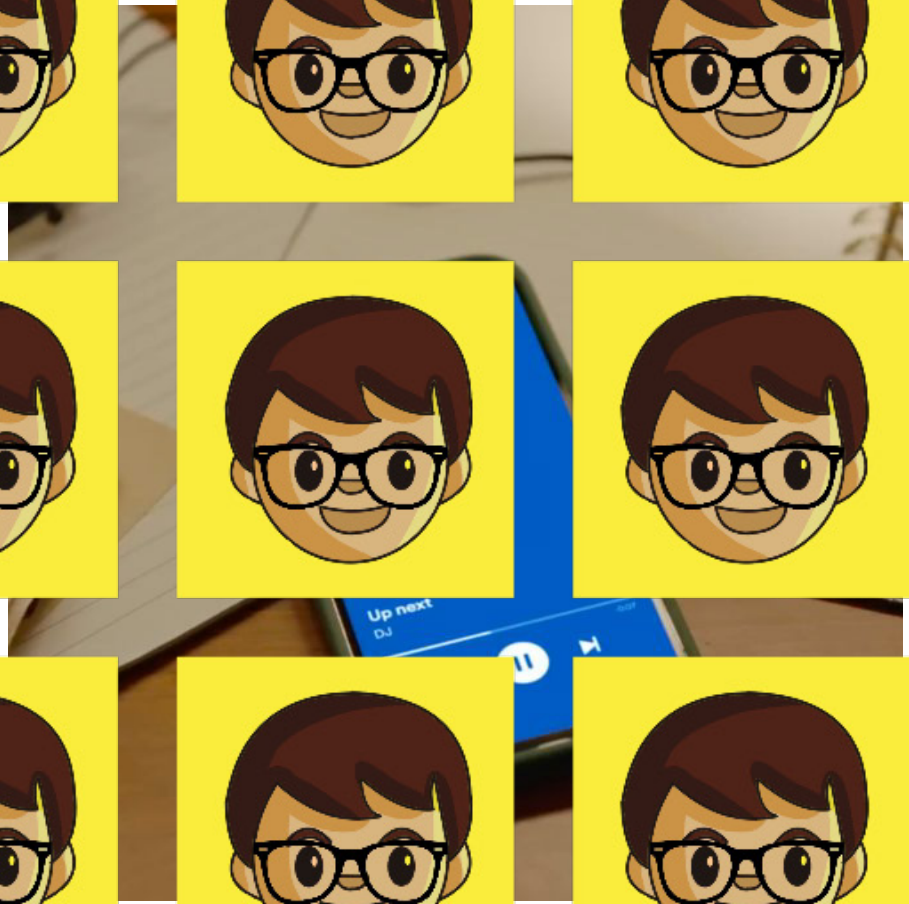

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of the advertising handbook, allowing brands to harness untapped avenues and facilitate hyper-reactive campaigns. Utilising this is cognac brand Rémy Martin, which has teamed up

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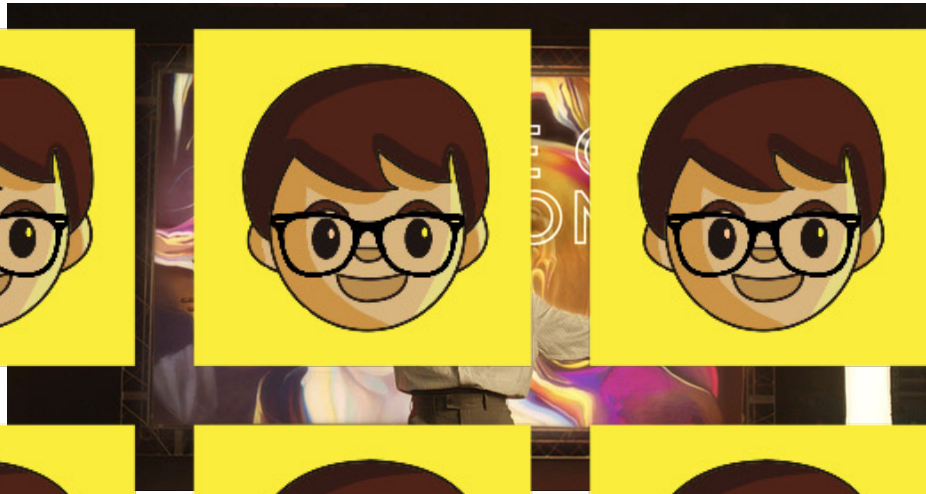

Usher comments: 'I am so impressed by the visuals that came out of the AI process – they
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Jardim Sonoro, one of Europe's leading electronic music festivals, is getting an artistic

technology gains popularity, it will add another marketing tool to the arsenal of creative agencies and branding businesses.

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AI t l st

The food brand is using artificial intelligence (AI) system Dall-E 2 to prove that it's the go-to brand for ketchup. For its latest marketing stunt, Heinz fed the software with random nd four of sauc anding

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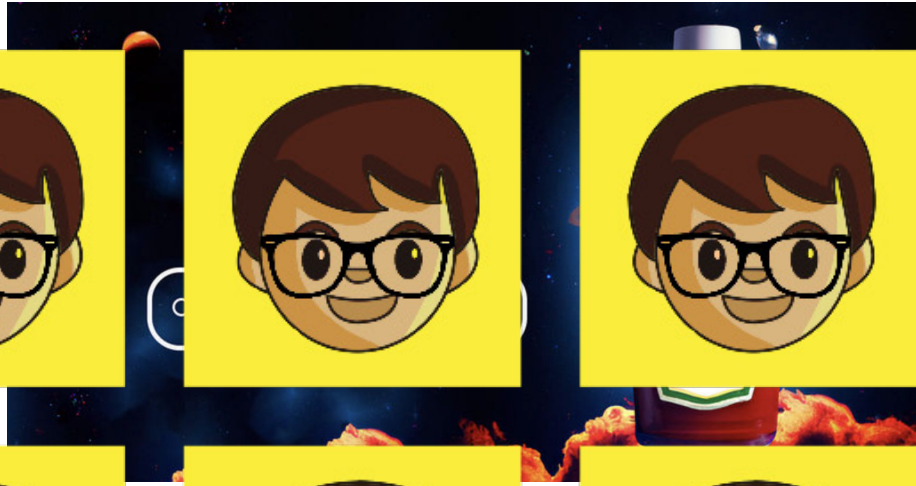

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