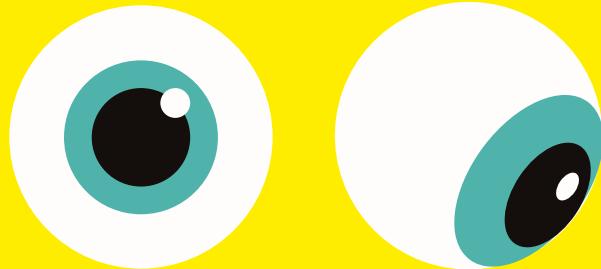


16.01

14:00 - 18:30



# THE FUTURE OF CREATIVE INDUSTRIES AND IP IN THE AGE OF AI

13:30 - 14:00

REGISTRATION

14:00 - 14:15

**OPENING NOTES**

Bernhard Sommer, President of Architect's Chamber East  
Austria(Engineering Consultants (ZT:OST)  
Paul Lensing (IPRE) Dietmar Wiegand (TU Wien/MUDT)

PART 1 : PROFITING FROM AI | A LOOK BEYOND THE HORIZON

14:15 - 14:25

**INTRODUCTION into the topic**

Ruby Sutton  
moderator

14:25 - 14:50

**LITERATURE, MUSIC, PICTURE:**

Profit from sharing “styles” Problems and a potential solution

Manuel Mofidian  
attorney at law, investor  
NIFTY BOOKS

14:50 - 15:10

**TECHNICAL SOLUTIONS**

for Ownership and Licensing  
Data Poisoning, MCP and Others

Johannes Oster TU WIEN, CAIML

15:10 - 15:20

**COFFEE BREAK**

PART 2 : AI IN ARCHITECTURE DESIGN | OPPORTUNITIES AND THREATS

15:20 - 16:00

**REAL CASES AND PROBLEMS**

from architecture practice

Shajay Bhooshan  
co-founder and head of ZAHA HADID CODE

16:00 - 16:40

**FINE ARTS: Designing with AI and keeping creations yours**

Art, AI, Adobe: creator's journey

Kris Kashtanova  
ADOBE

16:40 - 17:00

**AI CHANGING ARCHITECTURE AND EDUCATION**

next steps and risk avoidance

Mariya Korolova  
RED TU WIEN

17:00 - 17:20

**AI OVER-REGULATIONS**

Univ.Prof. Chris Piska  
UNI WIEN

17:20 - 17:50

**PANEL: STRATEGIES**

How to deal with AI in Architecture?

Mariya KOROLOVA, Johannes OSTER,  
Manuel MOFIDIAN, Christian PISKA,  
Bernhard SOMMER, Shajay BHOOSHAN

18:00 - 18:30

*Apéro and Networking*

+ audience moderator:  
Ruby SUTTON

# THE FUTURE OF CREATIVE INDUSTRIES AND IP IN THE AGE OF AI

## Bernhard Sommer

(Dipl.-Ing. Mag.)

... is a Vienna-based architect who studied architecture at TU Wien and later worked in offices in Vienna, Berlin, Luxembourg, and Tokyo. Since 2002, he has run his own practice and leads EXIKON – architecture & sustainability. His work in research and teaching focuses on Energy Design (including at the University of Applied Arts Vienna), and he served as Visiting Professor of Architectural Design at the Estonian Academy of Arts (2017–2020). Since 2022, he has been President of the Chamber of Architects and Consulting Engineers for Vienna, Lower Austria, and Burgenland.

## Paul Lensing

(M.Sc. MRICS)

... is a Vienna-based real estate and asset management professional associated with TU Wien's IPRE community. He studied Architecture at TU Wien and earned an M.Sc. in Real Estate Management from Danube University Krems. A member of the Royal Institution of Chartered Surveyors (MRICS), he is also listed as a lecturer at TU Wien. His background includes roles in the institutional real estate sector across Austria, Germany and CEE, with previous stations including ECE and CBRE Global Investors (Prague), and he has been named CEO of the Green Rating Alliance (Paris).

## Mariya Korolova

(M.Arch.)

... is an architect, researcher and lecturer at TU Wien, where she works as a University Assistant in the Research Unit Project Development and Management (RED) and as a Senior Researcher at the Institute of Property Research (IPRE). Her work connects real estate development, architecture and digital methods, with a focus on applied AI in development, management and design processes. Before joining TU Wien, she worked in several architecture and design offices in Ukraine and co-founded the Vienna-based design and architecture studio Digital Architects in 2016. She has also been affiliated with academic contexts at the University of Applied Arts Vienna and is linked to research at the University of Innsbruck (Institute of Experimental Architecture – Hochbau). At IPRE, she co-leads the AI initiative with Manuel Mofidian and coordinates related teaching modules and events.

## Shajay Bhooshan

(Dr. M.Arch.)

... is an Associate Director at Zaha Hadid Architects where he co-founded and heads the Computation and Design research group (ZHACODE, 2007). He is an alumnus and a studio-master at the post-graduate course of Design Research Laboratory at the Architectural Association, London (AADRL, 2006). There he explores the intersection of high-performance geometry and design, industrialised construction and urban development. Shajay pursued his scientific interests in digital design and robotic fabrication during his Doctoral studies at the Block Research Group (BRG, 2022) at the ETH, Zurich and previously as a M.Phil. graduate from University of Bath (2016).

## Dietmar Wiegand

(Univ.-Prof., Dipl.-Ing.)

... is Professor at TU Wien and Head of the Research Unit Project Development and Management at the Faculty of Architecture and Planning. His work focuses on how real estate and urban development projects can be planned, managed and made more sustainable across their full life cycle—at the intersection of architecture, economics and management. He studied architecture and sociology (including in Darmstadt and Madrid) and graduated in architecture from TU Darmstadt. Before joining TU Wien, he held academic and practice-oriented roles in research, teaching and project development (including TU Darmstadt, ZHAW and ETH Zurich). At TU Wien, his key topics include life-cycle-oriented development, decision-making under uncertainty (Real Options), and simulation and data-driven optimisation.

## Johannes Oster

(B.Sc.)

... is an AI engineer based in Vienna, active particularly in generative AI and digital humanism. He works as a Leading AI Engineer at Became AI, supporting companies with the ethical implementation of generative AI solutions. At TU Wien, he teaches in the context of the course "Generative AI" and is currently pursuing a Master's in Data Science. He holds a Bachelor's degree in Business Informatics from the University of Vienna. Beyond academia, he appears as a speaker at events and is listed as a co-organiser of the international Sigma Squared Summit, which connects young founders with experienced entrepreneurs.

New, powerful AI chips are making it possible for artificial intelligence to transform almost all areas of life and work – massively and at incredible speed. And with positive effects, for example in education! Large Language Models excel at solving mathematical problems, explaining the solution process, and answering questions. The creative industries are also being turned upside down. So-called Generative AI effortlessly generates images and videos that are almost indistinguishable from real-life scenes. And real actors with their characteristic voices and gestures can be abstracted and used to generate new content, just like a novel in the style of a particular author or building designs in the style of a specific architectural style, which naturally raises copyright issues.

The symposium addresses these questions in two parts. The first part looks beyond the horizon and looks to the profit-making with AI and how AI is entering the creative industries, with a focus on fine arts, literature and music. The second part is about opportunities and threats from the perspective of architecture, including real use cases and applications, current challenges and doubts, with considerations of IP and legal aspects

A key contribution comes from Kris Kashtanova, who had gone through first American legal case on protecting IP in her AI-generated work. She will also speak about her practice as an AI specialist at ADOBE coming from fine arts. The panel will focus on regulation and the broader consequences for creative industries.

The symposium is organized by RED TU Wien, IPRE, the Regional Chamber for Chartered Engineering Consultants in Vienna, Lower Austria and Burgenland (Kammer der Ziviltechnikerinnen für Wien, Niederösterreich und Burgenland) and Mofidian Kanzlei, and is held on the occasion of the 10-year anniversary of IPRE.

## Christian Piska

(Ao. Prof. Mag. Dr.)

... is a professor at the University of Vienna, where he has been researching and teaching for 30 years now, and also teaches at Danube University Krems, FH Campus Wien, and University of Krakow. He is an expert in public law as well as economic, environmental, and European Union law, and his expertise is frequently sought by institutions on current legal and regulatory questions. His research focuses on environmental and technology law, with particular emphasis on disruptive technologies and their societal and economic impact from a legal perspective. As a long-time technology enthusiast, he critically examines regulatory approaches and the risks of overregulation in rapidly evolving fields such as artificial intelligence, blockchain and crypto-assets, and data protection law. He also researches on climate-related fundamental rights and environmental law, contributing to discussions on climate protection and litigation.

## Kris Kashtanova

(M.Sc.)

... is an AI educator, consultant, activist, speaker, and filmmaker. She holds an MS in Computer Science, spent about ten years as a backend developer, and also has a BA in journalism focused on human rights and art, plus experience in commercial photography and art. She has led and advised startups as Head of AI/consultant and helped brands integrate AI into their workflows. On X (formerly Twitter), she built a large generative-AI community with 100k+ followers. Her AI work has been featured by outlets including The Wall Street Journal, Reuters, Bloomberg Law, and The Guardian. Her non-AI photography has appeared in publications such as the New York Post, The Telegraph, The Times & Sunday Times, and others. Since July 2023, she has worked at Adobe as Senior Creative Evangelist (Artificial Intelligence), where she speaks at conferences, creates educational workshops, and consults on AI training. She has taught/spoken at institutions and events including Columbia University, the Austrian Academy of Sciences, FIT, Villanova University, CreativeMornings, and Adobe MAX. She is the creator of "Zarya of the Dawn" and holds two AI-assisted copyrights.

## Manuel Mofidian

(Mag.lur.)

... is an attorney and founder of the Vienna law firm MOFIDIAN, specialising in venture capital, IT/tech law (especially SaaS and AI) and IP law. He teaches AI law as a lecturer at TU Wien and is active within IPRE, where he co-develops (with Mariya Korolova) a module on AI in real estate development and architecture and co-leads IPRE's AI initiative. He also lectures on legal, ethical and bias-related aspects of AI and teaches at the University of Vienna on AI regulation and new technologies.

Generative AI enables the large-scale abstraction, replication and of creative "styles", raising fundamental questions for intellectual property law. While current IP regimes are designed to protect concrete expressions, they largely fail to address the economic and cultural value embedded in styles, aesthetics and creative patterns. This creates a growing gap between technological capabilities and legal protection. This contribution explores why existing IP law might be structurally unprepared for AI-driven content creation and style extraction. Building on this gap, the talk introduces the idea behind Nifty as a practical and market-and community-oriented response.

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