

Press release

"What about nAIture?" - LAND explores new horizons at MDW24

Investigating the relationship between nature, artificial intelligence and urban space through the mediation of art is the aim of the talk launched by LAND on the occasion of the Fuorisalone at Milan Design Week 2024. A debate evocatively titled "What about nAIture? dialogue between art and urban design", which will see Nikolas Neubert, CIO of LAND, discussing with the well-known digital artist Paola Pinna in the Wunderkammer exhibition space in via Varese 12.

Milan, 22 March 2024 – In an era in which technological innovation and urban sustainability are increasingly intertwined, we are called upon to open up to new horizons in which the disciplines interpenetrate in an osmotic relationship. From this perspective, **LAND** is proposing the **talk format** already experimented with in the last two editions of the **Fuorisalone** to explore the capacity of art to go beyond the limits of physical reality, by analysing its connection with urban design.

The talk will feature the participation of **Nikolas Neubert, Chief Innovation Officer of LAND** and expert in AI applied to urban planning. He will bring the expertise of **LAND Research Lab** in research and innovation, which spans multiple years of achievements exploring emerging trends and technologies for landscape development, where the use of AI helps to fasten the planning and approval processes.

Neubert will discuss it with the **digital artist Paola Pinna**, who has been investigating for years what it means to be human today, by focusing on the spiritual and magical aspect of life in our age characterised by technological development. The discussion will help to understand how, thanks to careful artistic direction, AI becomes a creative tool capable of autonomously generating shapes, colours and fragments of faces, while offering a preview of how technological-artistic innovation can redefine the boundaries of the urban experience.

The event will be held on **Monday, 15 April, at 4.30 p.m. in the Wunderkammer in Via Varese 12**, LAND's exhibition space. The exhibition created on the occasion of the **20th anniversary of the Green Rays** will be the backdrop of the talk: an emblematic example of how technological progress has changed design methods and, along with them, the role of the designer. The talk will be recorded and then broadcasted in order to be watched during Milan Design Week and beyond.

Artificial intelligence's crucial role in designing urban spaces that respect and enhance the natural environment, contributing to greater resilience and renewed well-being for citizens, will be at the centre of the debate. A dialogue between art and urbanism that opens up new design paradigms, where technology enriches the fabric of our cities with new experiential possibilities.

At the same time, the discussion will investigate the **fundamental contribution of art**. Through new technologies such as NFT, art can bridge the urban community and the concepts of sustainable urbanism, acting as a catalyst for positive change, including in social behaviour. Indeed, art can communicate complex visions intuitively, provoking reflection and **discussion on the future of our cities** and our relationship with technology and nature.

Therefore, the talk will be a unique opportunity for professionals, technology and art enthusiasts, as well as merely curious, to discuss **AI's potential in shaping the urban environments of the future**. By stimulating dialogue between seemingly distant fields, the event intends to develop a reflection on how we can make our cities more adapted to human needs and more resilient to climate change.

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LAND

LAND – an acronym for Landscape, Architecture, Nature, and Development – is an international landscape consultancy with offices in Austria, Canada, Germany, Italy, Saudi Arabia, and Switzerland. Andreas Kipar and a Team of 200 landscape architects, architects, urban planners, agronomists, engineers, and researchers are dedicated to the regeneration of regions, cities, and places since 1990.

LAND's consulting, planning, and design activities aim to improve people's well-being and environment through the implementation of climate-positive solutions and participatory processes that lead to sustainable development.

We provide consultancy to public and private clients on how to innovate with nature, applying international policies and promoting collaborative planning procedures. Together with our clients and our extensive network of partners, we leverage the opportunities of the green transition for our communities.

Among our main projects: Green Rays strategy, Porta Nuova, Piazzale Loreto, and the re-development of the former EXPO site MIND in Milan; Essen's Urban Open Space Strategy and Krupp Park, comprising ThyssenKrupp HQ, and the Freiheit Emscher in Essen; Ruhr Regional Green Infrastructure Strategy; the renaturation of the Airolo valley and Cassarate River Park in Switzerland; Saint-Laurent biodiversity Corridor in Montreal; Al Urubah Park in Riyadh and EXPO 2020 Dubai in the UAE; strategic consulting in landscaping, infrastructure, and renewable energy through, among other things, Landscape Information Modeling LIM©, as well as the research and innovation projects UrbAlytics and T-Factor funded by the European Commission. LAND's work has been recognized through numerous prestigious international awards, amongst them Premio Mercurio, MIPIM, Wan Awards, Biennale Pisa, Passive and Low Energy Architecture Award (PLEA), European Garden Award 2023.

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About Paola Pinna

Paola Pinna (Cagliari, 1994) is a visual artist specializing in 3D and digital art. She studied illustration and Digital Arts at Camberwell College of Arts in London, where she honed her craft.

Since 2020, she has been actively engaged in creative commercial projects, collaborating with prominent brands like Adidas, Vogue and many more. She exhibits at various international fairs and exhibitions, and she is an active member of the cryptoart world since 2021.

Through her art, Paola delves into the essence of contemporary human existence, with a particular focus on its magical and spiritual dimensions. Characterized by the presence of avatars, her works reframe and explore fragments of modernity, embracing the new possibilities presented by the metaverse and advancements in technology.

About Nikolas Neubert

Nikolas is a pioneer in the field of digital and sustainable urban development. With an implementation-oriented approach, he mediates between traditional urban planning and emerging trends focusing on innovative technological tools and solutions (such as AI or Big Data) to make our cities more sustainable. He served as a department head at the research and technology organisation AIT, where he opened the world's first AI-driven urban planning lab. In addition, he has worked as a branch manager for the urban planning firm AS+P and as a sustainability consultant and urban planner for consulting firms such as ARUP, with offices in Shanghai, Brasilia and Frankfurt. He is also a guest lecturer at various prestigious institutions.