

A photograph of a modern outdoor lounge set on a terrace. The set includes a large sectional sofa with light-colored cushions and a dark wood coffee table. In the background, there is a swimming pool and a view of the ocean under a clear blue sky. The text is overlaid on the upper half of the image.

ARTIFICIAL INTELLIGENCE AND CUSTOMER EXPERIENCE IN THE LUXURY DESIGN INDUSTRY

Matteo Bianchini

Lifestyle innovation day - Lugano - April 22nd, 2024

Traditional AI



Generative AI

Traditional AI



Traditional AI: how it can impact the design industry customer experience

PERSONALIZATION



Product Recommendations

Style Matching

Curated Collections

Maturity Level



ENHANCED CUSTOMER SERVICE



Virtual Assistants (VAs)

Personalized Communication

Augmented Reality (AR)



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Traditional AI - personalization

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Q P C

Noctambule Floor 4 High Cylinder Big Base


Design by Konstantin Grcic , 2019

Standing lamps consisting of interconnecting glass modules reaching a height of 2,17 metres (85.43"). Cylindrical and semi-spherical transparent blown glass structure, die cast...

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Michael Anastassiades
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From € 750,00



Traditional AI - AR

Quotation

MAXALTO



Generative AI: how it can impact the design industry customer experience

PERSONALIZED DESIGN



- Co-Creation with AI
- AI-Generated Design Options
- Customization on Demand

Maturity Level



ENHANCED INSPIRATION



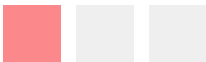
- AI-Generated Mood Boards
- Interactive Design Spaces
- AI-Powered Inspiration Tools



DESIGN EXPERIENCE ELEVATION



- AI-Driven Material Exploration
- AI-Generated Designs
- Storytelling Through Design



Generative AI

Generative AI: easier said than done

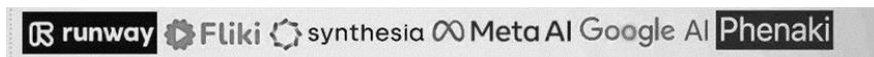
Text-to-image

(T2I)



Text-to-video

(T2V)



Text-to-audio

(T2A)



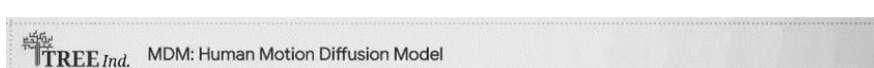
Text-to-text

(T2T)



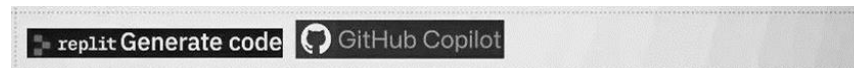
Text-to-motion

(T2M)



Text-to-code

(T2C)



Text-to-NFT

(T2N)



Text-to-3D

(T2D)



Audio-to-Text

(A2T)



Audio-to-Audio

(A2A)



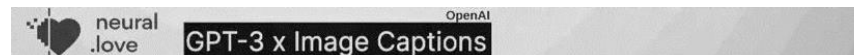
Brain-to-Text

(B2T)



Image-to-Text

(I2T)



AI image generation for the design industry: an example with Midjourney

Main steps explained

1 Open **Discord** and navigate to the midjourney channel



2 **Prompt the request** using /imagine tag. In this case we used the link to a picture of a Taccia lamp and asked to set it in a luxury Miami villa

```
/imagine prompt: https://s.mj.run/ZH07ZoJye in a luxury miami villa
```

3 **Receive 4 drafts**, you can choose to **upscale one of them** or to **create an alternate version** of one of them. In this case we asked midjourney to upscale the 4th version



4

Final result. Flawed because the lamp is not the original one, even if the picture was provided as an input in the prompt.



AI: image generation examples



Prompt: sofa in a luxury minimalist living room

AI: image generation examples



Prompt: <https://s.mj.run/sagO5Z4yaQE> living room, brutalist

Mixed Generative AI and post production live



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8 of 13 | Shown in Gray finish, lit

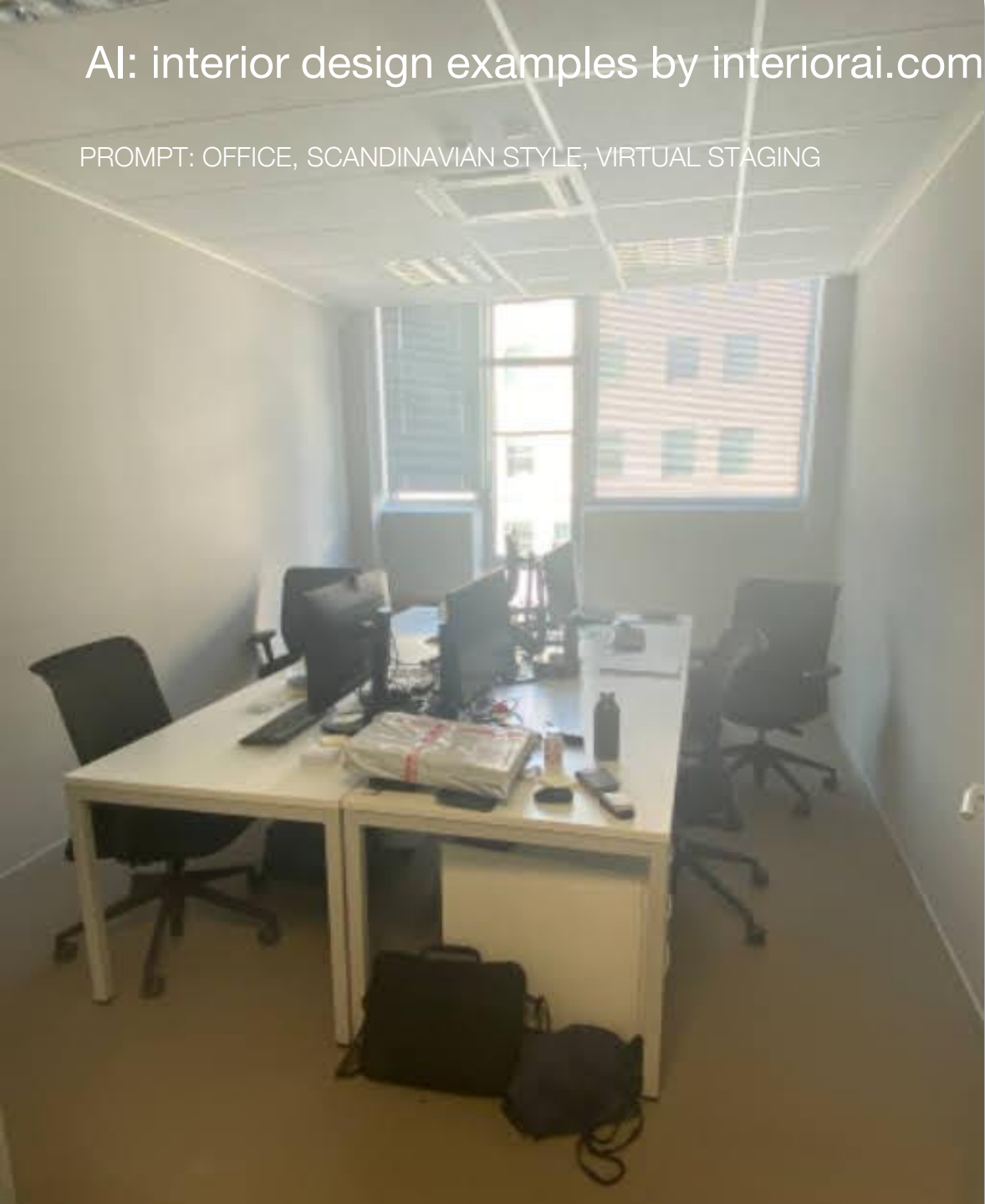
AI: interior design examples by interiorai.com

PROMPT: OFFICE, SCANDINAVIAN STYLE, VIRTUAL STAGING



AI: interior design examples by interiorai.com

PROMPT: OFFICE, SCANDINAVIAN STYLE, VIRTUAL STAGING



Millions of combinations

Other available rooms:

Living room	Fitness gym
Bedroom	Coffee shop
Bathroom	Clothing store
Attic	Walk in closet
Kitchen	Toilet
Dining room	Restaurant
Study room	Office
Home office	Coworking space
Gaming room	Hotel lobby
Outdoor pool area	Hotel room
Outdoor patio	Hotel bathroom
Outdoor garden	Exhibition space
Meeting room	Onsen
Workshop	Mudroom
	Drop zone

Other available styles:

Chinese New Year	Cottage core
Modern	Coastal
Minimalist	French country
Scandinavian	Cyberpunk
Contemporary	Art nouveau
Interior AI	Maximalist
Zen	Vaporwave
Mid Century modern	Gaming room
Tropical	Baroque
Biophilic	Christmas
Industrial	Ski chalet
Art deco	Sketch
Farmhouse	Tribal
Bohemian	Medieval
Rustic	Halloween
Vintage	Easter
Japanese design	Neoclassic

Thank you