

# RESEARCH THEME

**Title of the doctoral research** Exploring the complex relation between Design and AI

---

**Proponent professor** Mauro Ceconello

---

**Abstract** As Artificial Intelligence (AI) is becoming pervasive, mastered by engineering and computer science, the research aims at focusing the role of design in the relationship between the latest technologies and their users, filling the gap which is creating incomprehension and suspicion in the human and AI-enhanced device interaction. As Paola Antonelli stated in a recent interview in the occasion of Artificial Imperfection seminar, AI can be a new raw material for designers. With a human-centered and design-driven perspective, two main questions need to be answered: what can design do for AI? And, conversely: what can AI do for design? Based on Interaction Design research and experimentations, the investigation concentrates on physical artefacts (whether industrial products or spaces) and, in particular, on the aesthetics of interaction related to the embodiment of AI. Designers have always been translators of innovation in ordinary life, fostering meaningful experiences, which does not have to be just useful and understandable. Riding the wave of this technological opportunity, which is now emerging in international design academies and research centers (MIT, Alvar Aalto, Carnegie Mellon, Aarhus University, University, CIID) the research is open to cover in-depth analysis and perspectives about formal appearance, functional definition and interaction modalities that, currently and in the future, are going to influence ordinary life: from residential to work and public spaces.

---

**Keywords** Artificial Intelligence, Interaction Design, Aesthetics of Interaction