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On using AI in experience design

How leading creatives think about and use AI is also a topic in the new *Experience & Event Design 2025/2026*. Read an excerpt from the interview by author Katharina Stein with Christoph Diederichs (Atelier Markgraph) and Sören Fricke (SOLIDSENSE):

AI is widely discussed. What concrete and advantageous usage possibilities do you see for it in experience design? In what areas can it change the sector the most? And where do you see critical challenges or limitations?

Christoph Diederichs:

Until now we have viewed AI with positive interest, but we are also aware of the critical aspects such as the required energy and the possible effects on the creative industry. Our professional field requires story writers, programmers, voice actors and designers. Handing this field over to AI is not in the interests of our creative ambitions and self-understanding. This does not mean that we don't use AI in a targeted manner. We use it, for visualisations or for summarising content.

The use of generative AI for experiences is of interest if visitors suddenly experience not only predefined content anymore but instead it evolves and changes individually according to the user. This offers a completely new way of thinking for experiences. We are already trying out this approach in initial realisations.

Ultimately, AI enables us to make our work more efficient.

Sören Fricke:

One could no doubt write pages about this. AI makes it possible to create individually tailored interactions and experiences without great effort. Keyword: user-centred experience design.

However, the data basis for this is often lacking. Many customers do not have a sufficient understanding of their visitors and have therefore not optimised their content for various user groups.

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The biggest change is to be expected in digital or mixed physical-digital experiences. There will no longer be websites with rigid navigation, in future they will be created individually for users "on the fly" from a content pool. It will be similar for touch applications at exhibition stands, in showrooms and museums.

The greatest challenge will be to shift ways of thinking when compiling the content, away from linearity and towards AI-curated swarm intelligence.

Excerpt from the interview by Katharina Stein with Christoph Diederichs (Atelier Markgraph) and Sören Fricke (SOLIDSENSE)



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Especially at the current time, shared experiences are of immeasurable value. They forge a sense of community, strengthen trust and foster optimism. They open up opportunities for new perspectives, moments of inspiration and a temporary escape from everyday life. New technologies play a key role in this. With aesthetic spatial experiences, events that bring people together and immersive, interactive worlds, this edition addresses precisely this: the essential value of live communication.

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