



NORDFY

Integrating Design Technology into the Design Process

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Agenda

1.

What is the impact

in the AEC and
what comes next

2.

Threats & Risks

to the business model
and your clients

3.

Opportunity & Reward

Business Integration &
the Future of Work

1. What is the Impact?

**Generative AI is a type
of AI that **can create
new content**, such as **text,
images, or music.****

Natural Language Processing

TI Act as a Marketing and Sales expert. How can I present the topic of Artificial Intelligence to a group of top CEOs from the Danish Industry?

Title: "AI Unleashed: Transforming Danish Industry for Tomorrow's Success"

Ladies and gentlemen,

It is an honor to stand before you today to discuss a topic that has the potential to reshape the landscape of the Danish industry and drive unprecedented growth – Artificial Intelligence.

Introduction: Setting the Stage

Picture this: a world where machines learn, adapt, and make decisions like humans, but at an unmatched speed and scale. This is the world of Artificial Intelligence, and it's not just a buzzword; it's a game-changer.

ChatGPT

prompt The prompt to imagine

 `/imagine`

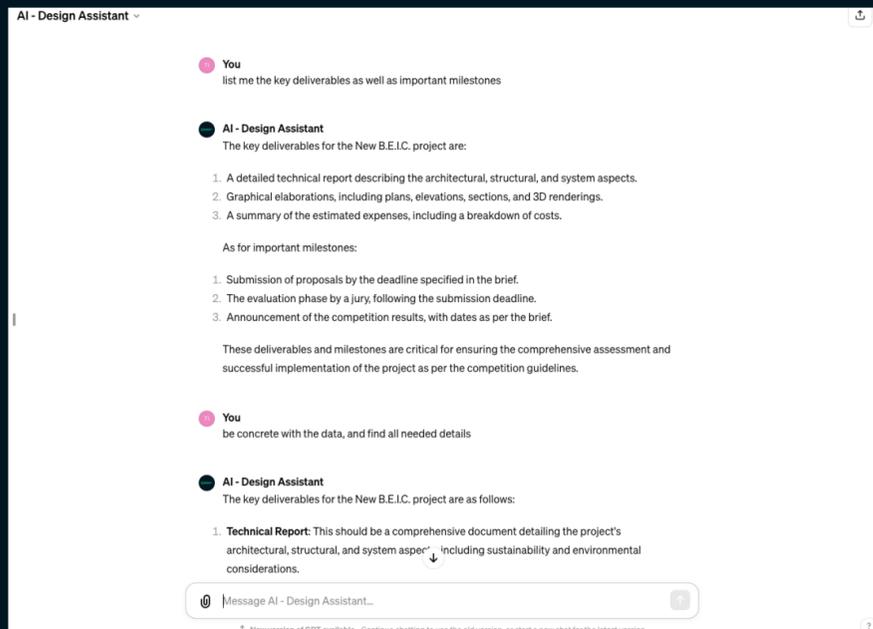
Text Prompt

prompt The prompt to imagine

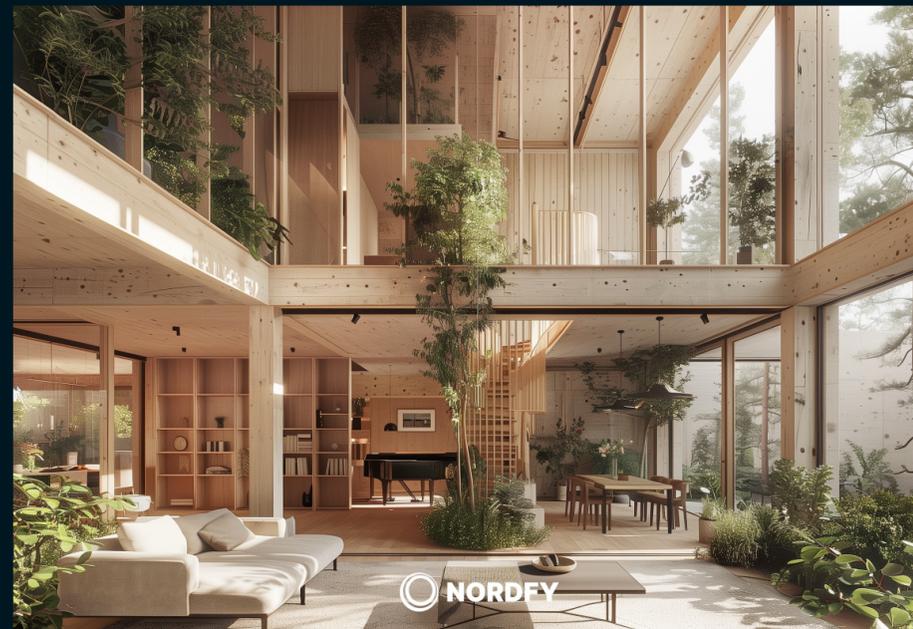
 `/imagine`

MidJourney

Infinite Imagination



Text-to-text



Text-to-image

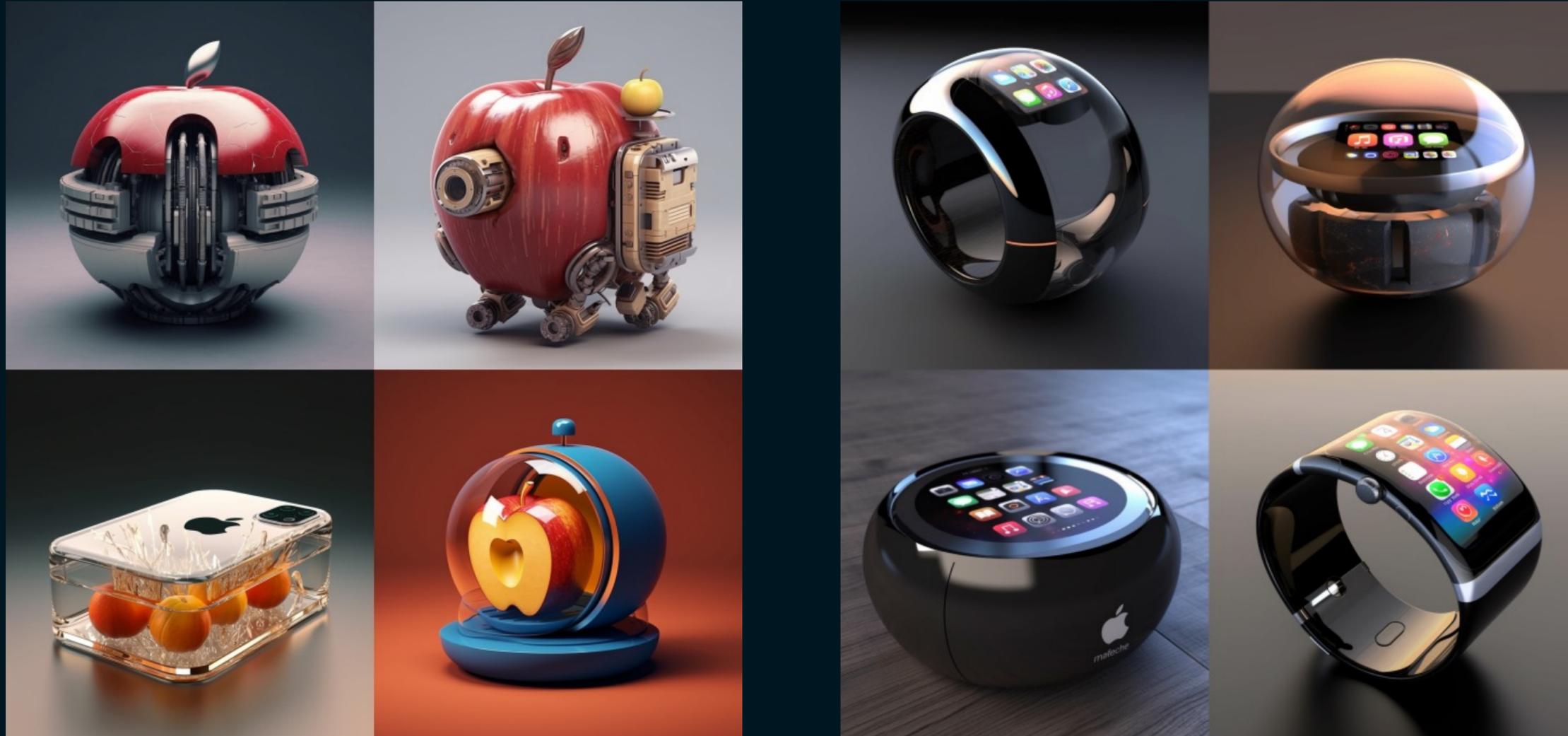


Text-to-video



Text-to-audio

Machine vs Human Thinking



A new Apple product

*A new technological device,
designed by Apple company*

Visual Extraction and Reasoning



detect objects



The image you sent shows a bunch of colorful balloons flying over a road. I can detect the following objects in the image:

- Balloons (multiple)
- Road
- Sky
- Trees

What would happen if the strings attached to the balloons were cut?

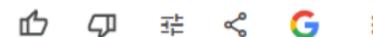
View other drafts

If the strings attached to the balloons were cut, the balloons would float up to their maximum height, which is determined by the buoyancy of the helium inside the balloon and the weight of the balloon itself. Helium is lighter than air, so the balloons will continue to rise until they reach a point where the air pressure and density are equal to the helium gas inside the balloon. At this point, the balloons will stop rising and will begin to float along with the air currents, being carried by the wind.

The exact height that the balloons reach will depend on a number of factors, including the size and shape of the balloons, the amount of helium in the balloons, and the weather conditions. In general, helium balloons can reach heights of up to 10 kilometers (6.2 miles).

It is important to note that helium balloons can be a hazard to wildlife and the environment. If balloons are released into the air, they can float for long distances and end up in trees, power lines, and other areas where they can cause problems. Additionally, balloons can be mistaken for food by animals, which can lead to choking and other health hazards.

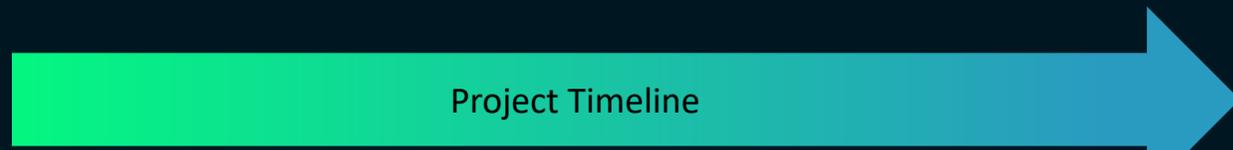
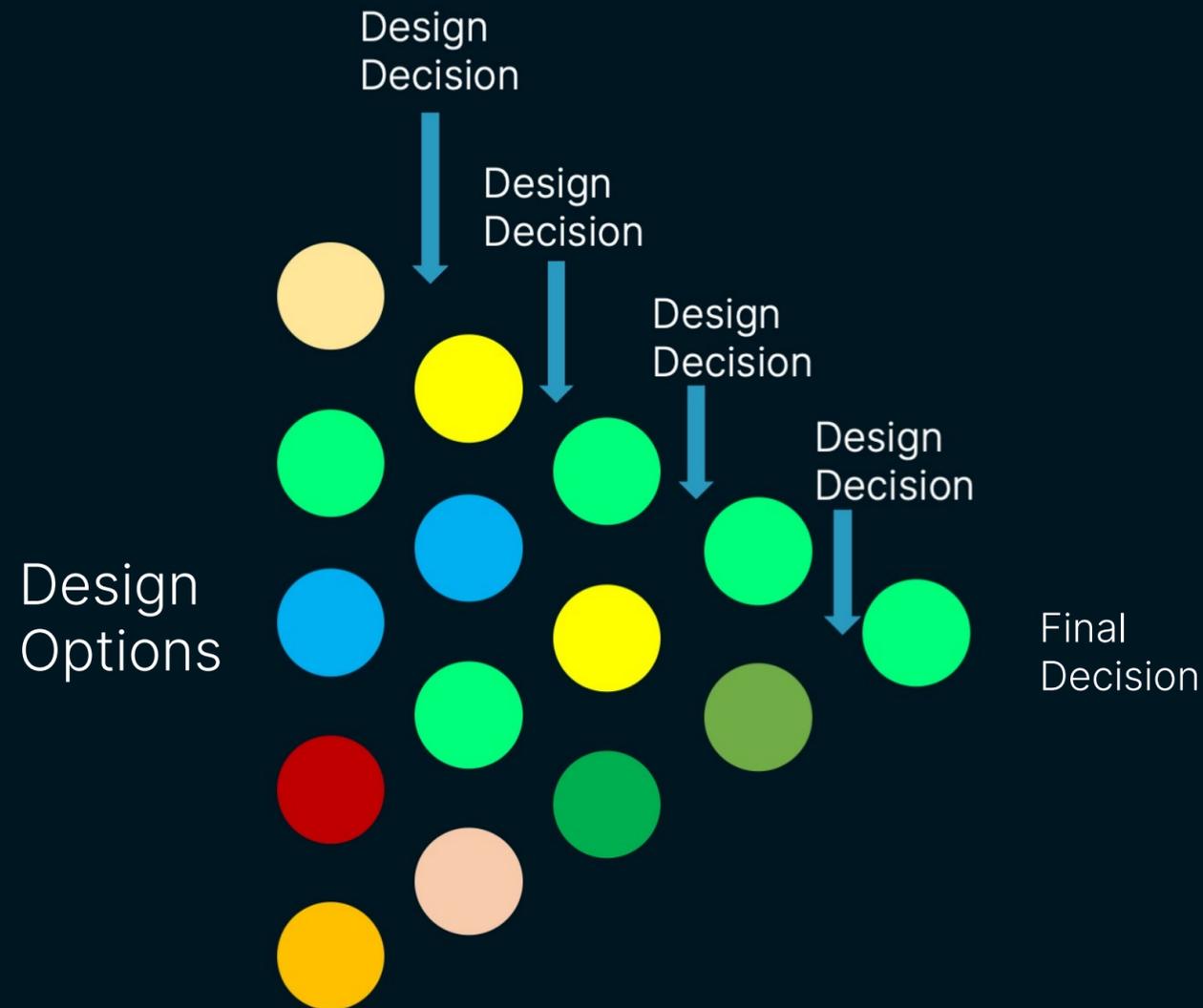
If you are planning to use helium balloons, please be sure to dispose of them properly. You can do this by popping the balloons and recycling the latex material.



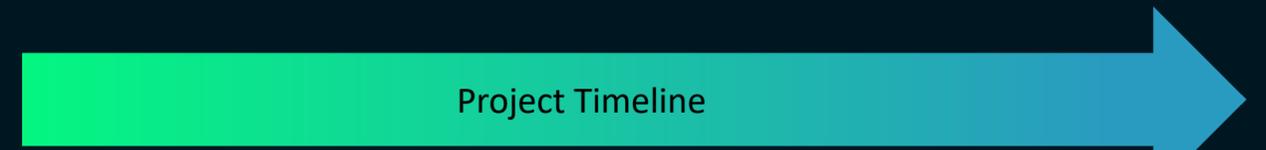
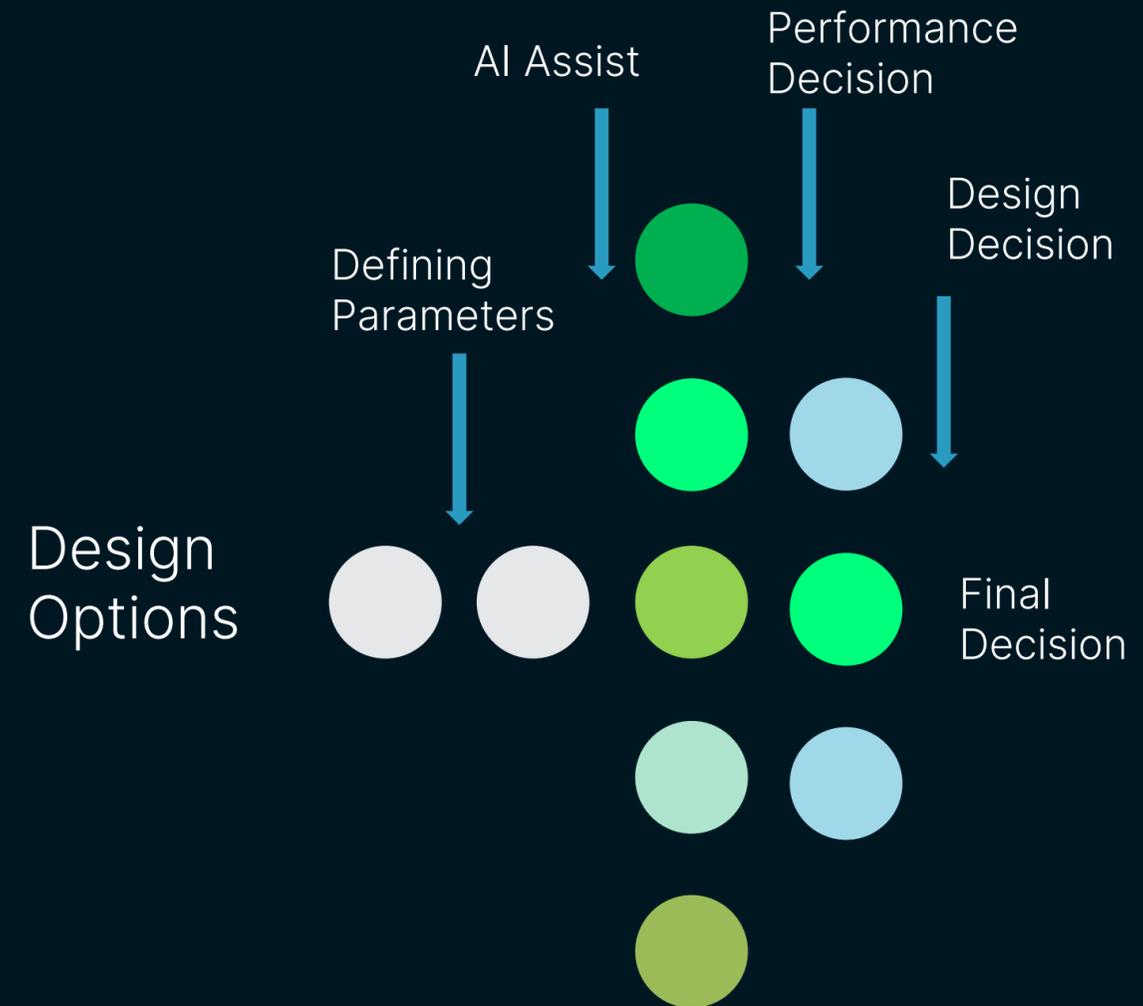
New Design Workflow

Human + AI Design Approach

Changes in Process and Decision Making



Common Workflow



New Workflow

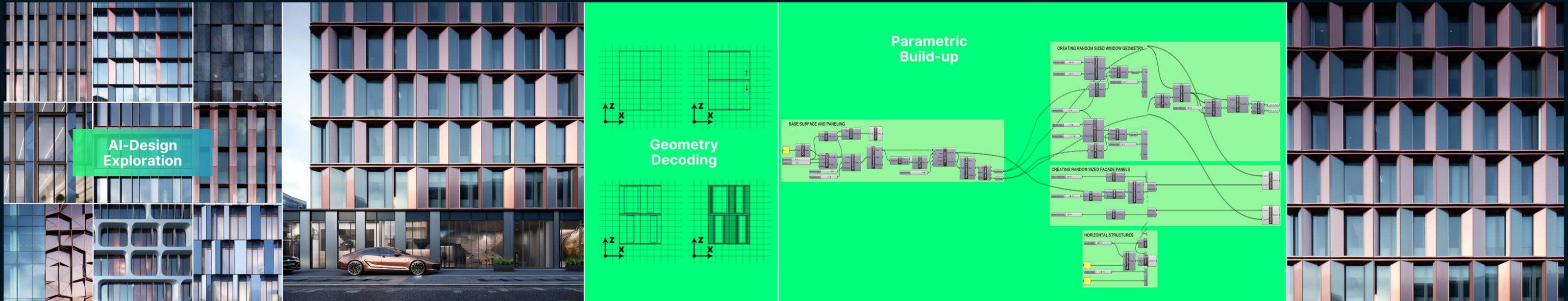
A new Design Workflow

For Idea Exploration



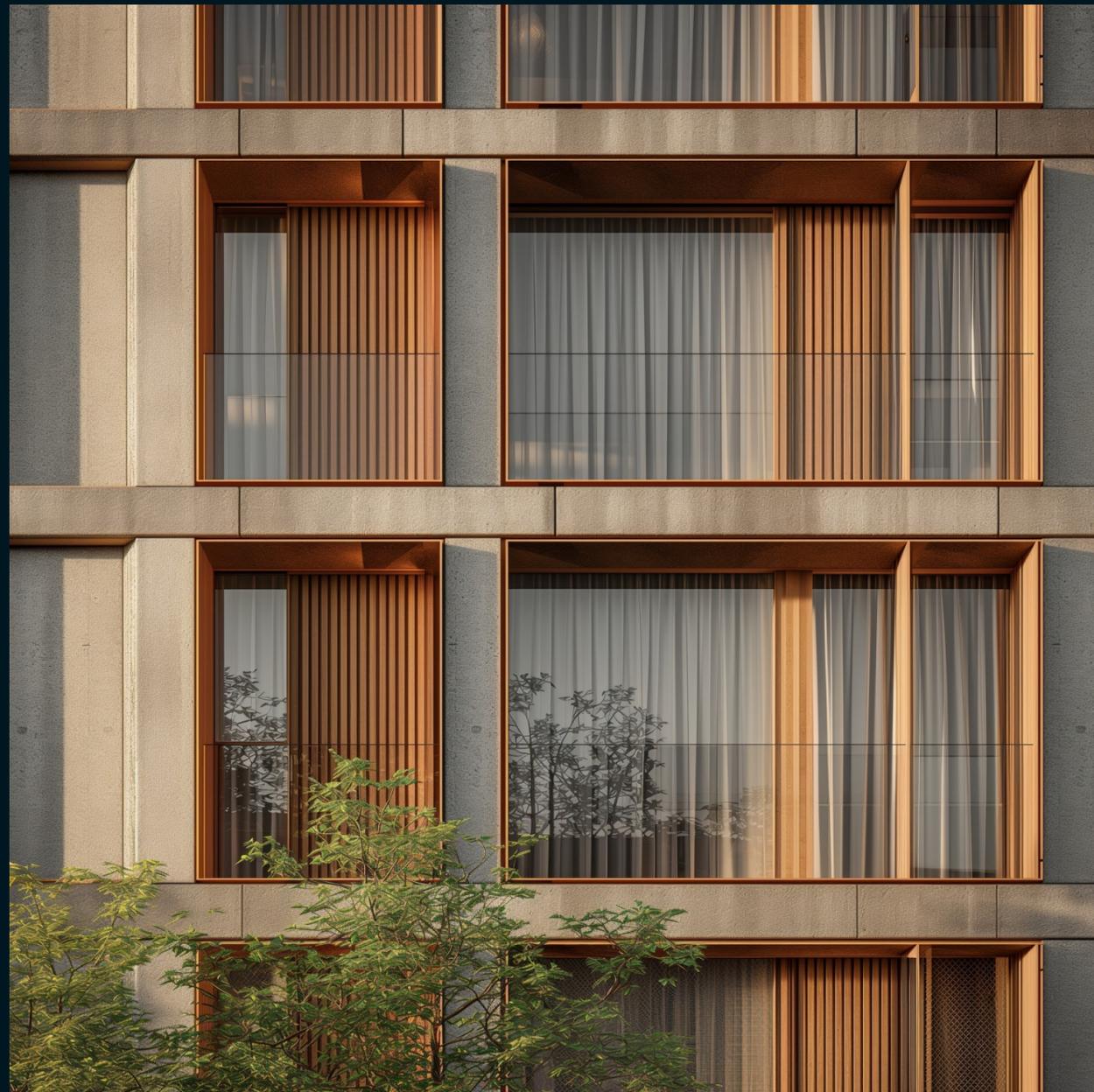
A new Design Workflow

Improved Efficiencies



A new Design Workflow

Improved Consistency



Human + AI Design Approach

Recalibrate the Mindset



Prescriptive Design

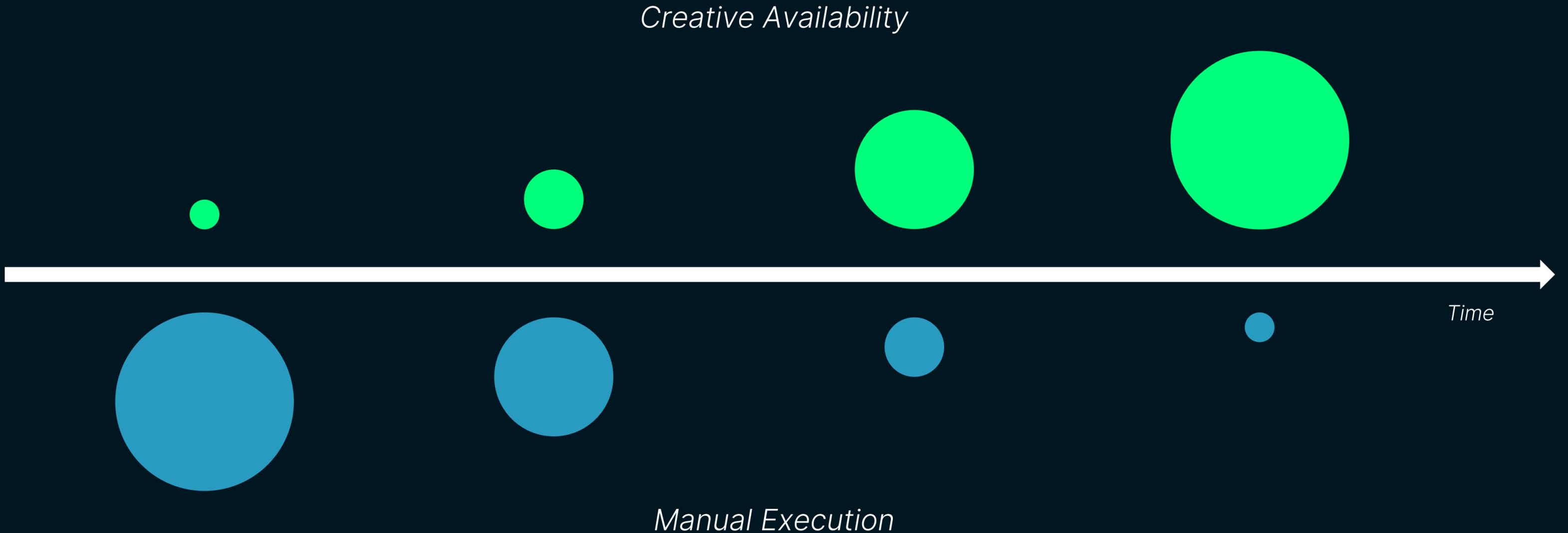


Descriptive Design



What comes next?

The Decreasing Role of Manual Labor



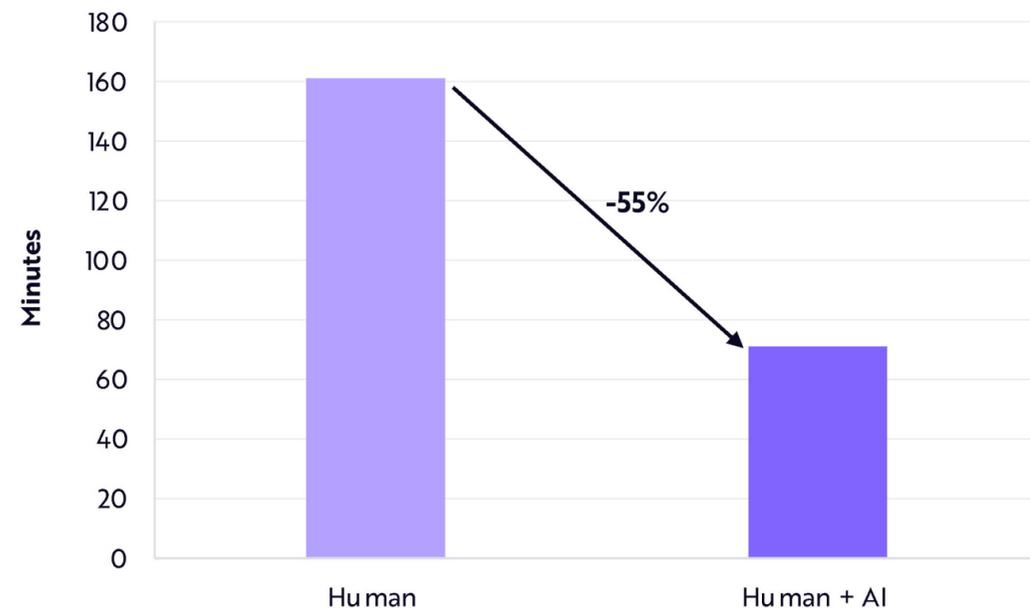
2. Threats & Risks

AI in the business model

Coding Assistants

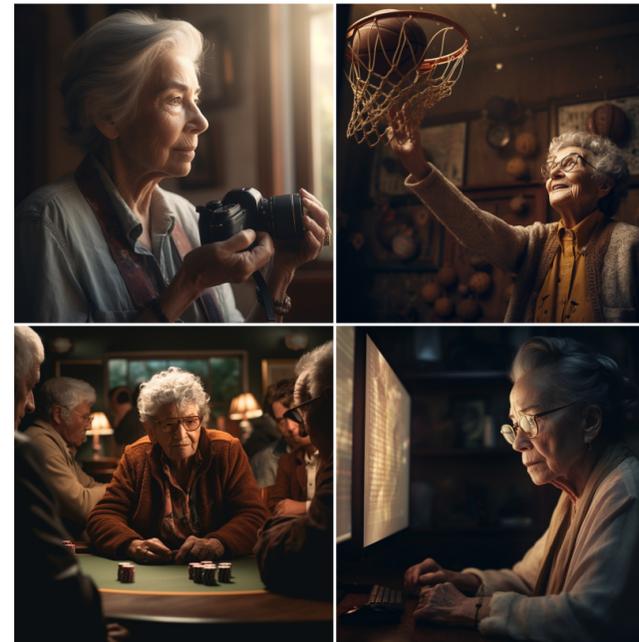
Software engineers completed a coding task in less than half the time with AI coding assistant GitHub Copilot.

Time to Complete Coding Tasks: 2022*



Generative Image Models

According to our research, AI can create a graphic design for just \$0.08** in minutes — a *di minimis* cost compared to \$150 for human labor.



Human

Cost \$150
Time 5 Hours



Generative AI

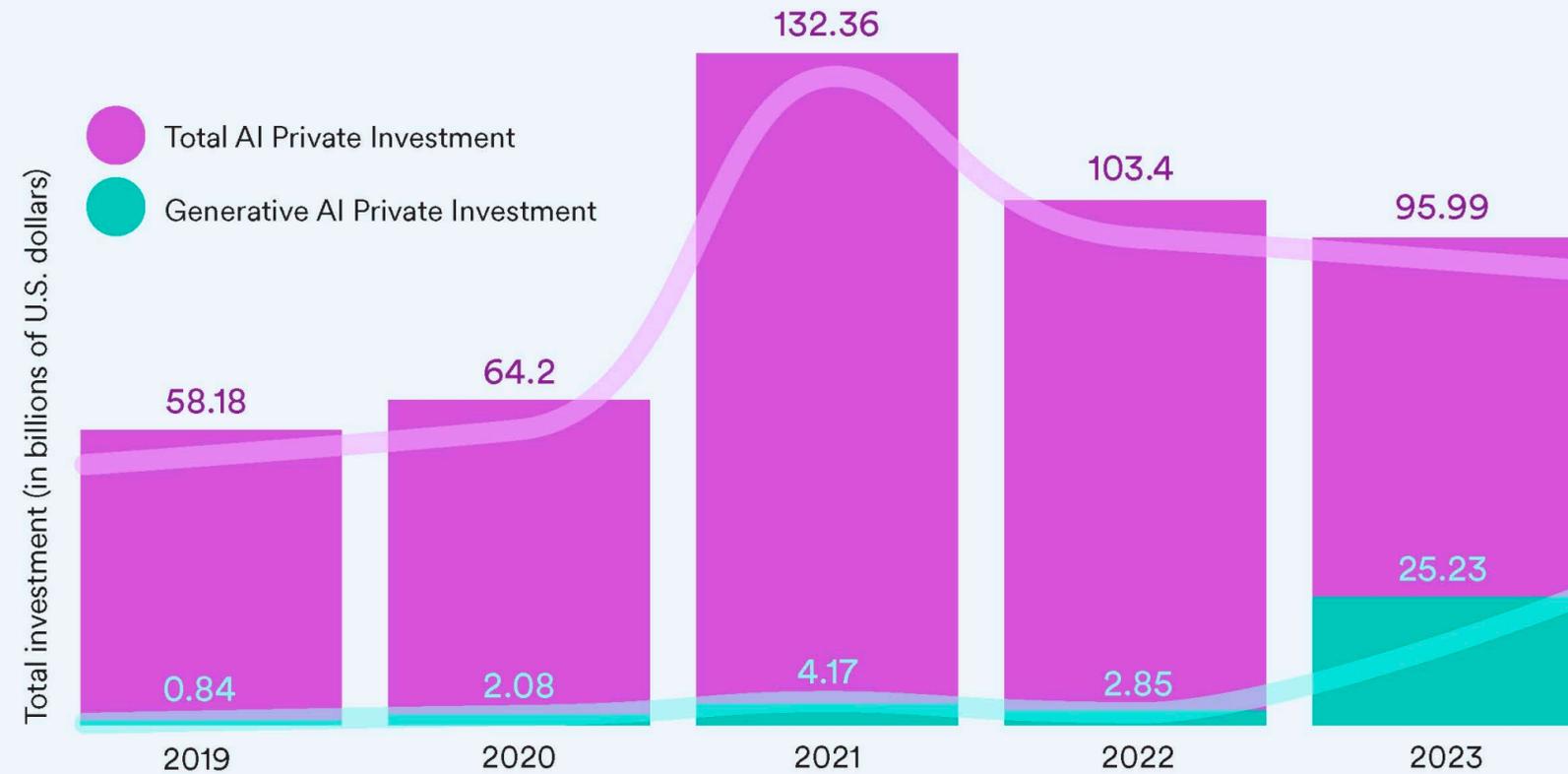
Cost \$0.08
Time < 1 Minute

AI in the business model

Private investment in generative AI

Total investment dips, but GenAI investment sees surge

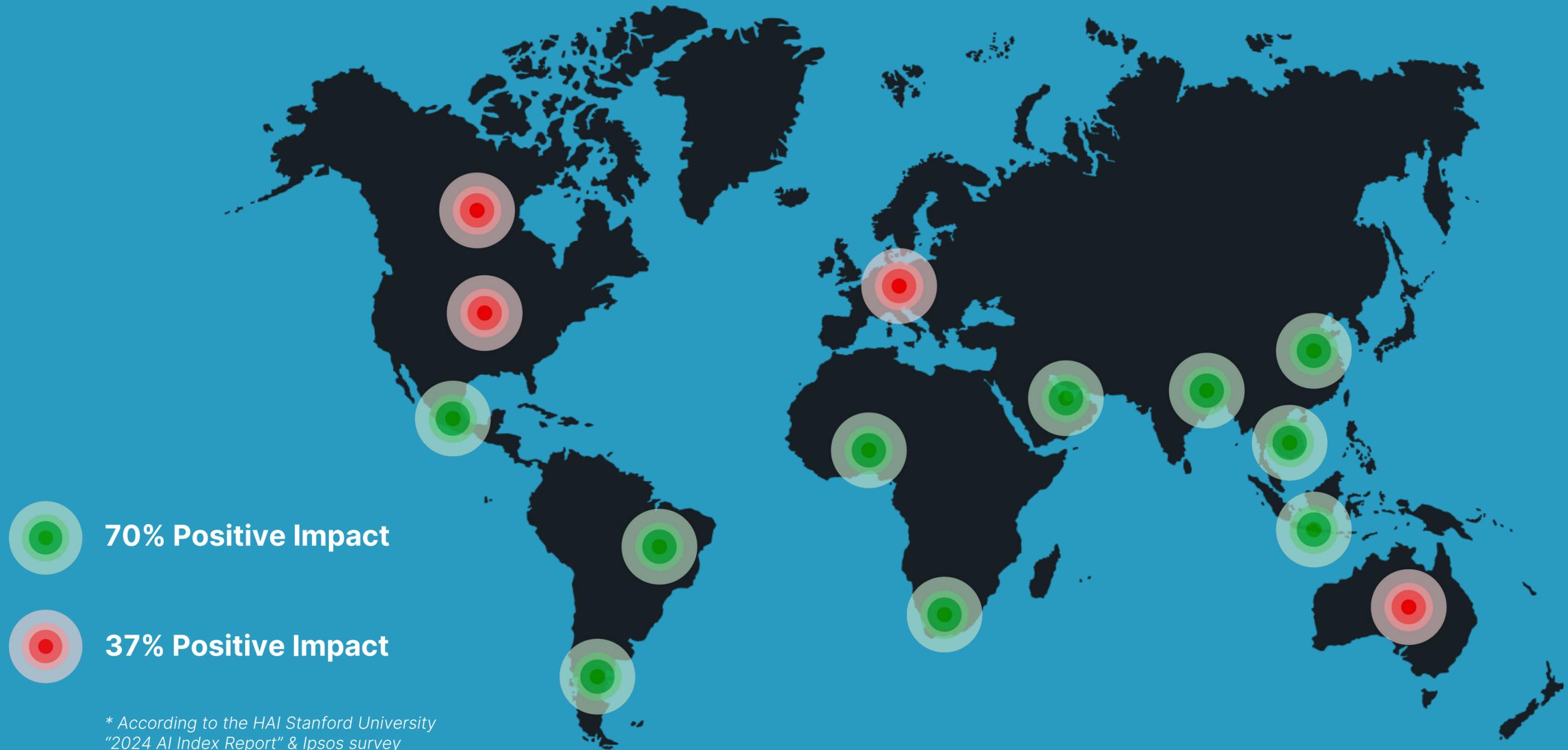
Source: Quid 2023 | Chart: 2024 AI Index report



Risks

- **Security & Privacy** (*EvilGPT, cybercrime, phishing*)
- **Terrorism** (*infrastructure, building data*)
- **Identity & Impersonation** (*vendor relations, false bidding*)
- **Bias & Ethics** (*vernacular, sourcing, “good”*)
- **Job Losses** (*outdated, competitiveness*)
- **Business Model Disruption** (*value-based pricing*)

Structural Demographic Differences



** According to the HAI Stanford University
"2024 AI Index Report" & Ipsos survey*

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***“Everything that is predictable
will be automated”***

Anthony Slumbers

Planning Process & Licensing



Disruptive \neq Negative

3. Opportunity & Reward

Mindset shift > Lifelong Education

What are you selling?

Skill

What is that you do
today, that
cannot be automated
in 5 years time?

Value

What is that you can
give to your clients
that makes you
indispensable?

Promote a Culture of Exploration

Co-create with your clients



***“You don’t want to be in a position
where you’re behind everyone else”***

