

# Beyond BOUNDARIES

SPRING MARKET 2024 | MARCH 20<sup>th</sup> 2:00 PM

## UNDERSTANDING THE IMPACTS OF AI IN DESIGN



Frances Anderton



Brian Pinkett, AIA



Jeffrey Daniels, FAIA



Primo Orpilla

AI may revolutionize design by fostering creativity and streamlining efficiency, yet it could risk job displacement and compromise design authorship. How can we make the most of powerful machine learning while preserving and nurturing human creativity?

Join us for a lively discussion moderated by renowned architecture journalist Frances Anderton, including expert panelists Brian Pinkett, AIA, principal of Landry Design Group; Jeffrey Daniels, FAIA, principal of Jeffrey Daniels Architects, and director of the Architecture and Design Program at UCLA Extension; and interior designer Primo Orpilla, co-founder & principal of Studio O+A. They will share their unique and wide-ranging perspectives on the cutting-edge applications and ethical implications of AI, and how to leverage it in unexpected ways. Reception to follow.

**March 20<sup>th</sup> at 2:00 PM**

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