

SOCB – School of Collectively Building
International Conference 05 on Art, Architecture, Anthropology in the Age of Artificial
Intelligence, 04-5 Sep 2026

CONFERENCE PROGRAMME



DAY ONE - 04 Sep 2026 10:00-13:00 Vienna Time (Online Presentations)

Venue: Virtual, Microsoft Teams

Click Link: [Join Conference](#)

Conference ID: 394 438 858 012 49

Passcode: HW2k3nE6

10:00 to 10:10	Introduction
10:10 to 10:35	Keynote Speaker - Prof. Bhupendra Kumar <i>Title: The Anthropology of Value: Neuro finance, Culture & AI.</i>
10:35 to 11:00	Presentation - Dr. Yali Zhang <i>Title: At-Home Cyberspace to AI-Mediated Domestic Space: A Feminist Autoethnographic Approach to Architecture, Emotion and Embodiment.</i>
11:00 to 11:25	Presentation - Dr. Gábor Soós <i>Title: World-Shaped AI in a Living Landscape: Tihany Water Museum and the Architecture of Collective Knowledge.</i>
11:25 to 11:50	Presentation - Ar. Arie Hayun <i>Title: Mass Housing in the AI Era: Between Replication and Creativity.</i>
11:50 to 12:00	Q&A
12:00 to 13:00	Panel Discussion with Keynote and Delegates

Conference and Panel Chair:

Santosh Kumar Ketham, Moritz Elbert and Dieter Soerensen

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10:00 to 10:10	Reflections
10:10 to 10:35	Keynote Speaker – Assoc. Dir. Feras EL Thalji <i>Title: The Disappearing Draftsperson Exploring labour, deskilling, and status in the AI-mediated Design office through an Anthropological.</i>
10:35 to 11:00	Presentation - Prof. Heba Mourad <i>Title: Rethinking Architectural Originality in the Age of Algorithmic Creativity: A Knowledge-Based Framework for Evaluating Design Transformation.</i>
11:00 to 11:25	Presentation - Ar. Jose Antonio Lara-Hernandez <i>Title: Assessing Architectural Knowledge in the Age of Generative AI.</i>
11:25 to 11:50	Presentation - Prof. Gaetano di Gregorio <i>Title: Artificial Intelligence and Creativity: Risks, Opportunities and Evaluations.</i>
11:50 to 12:00	Q&A
12:00 to 13:00	Panel Discussion with Keynote and Delegates

Conference Panel Chair:

Santosh Kumar Ketham, Moritz Elbert and Dieter Soerensen

***Note:**

Dear All,

1. Please make sure to keep your microphones muted at all times during the presentations and panel discussions.
2. If you have any questions, please post them in the chat or raise your hand during the Q&A session.
3. You may switch on your cameras if you wish.
4. Please note that the conference will be recorded.

Thank you for your cooperation, participation, and support.