

A person wearing a white protective suit and goggles is walking from left to right. The background is a solid blue color. A large, semi-transparent white square is positioned behind the person, partially obscured by the text. The word 'FLUXUS' is written in large, white, sans-serif capital letters across the center of the image. A small 'TM' trademark symbol is located at the top right of the 'S' in 'FLUXUS'.

FLUXUSTM

COLLABORATE CONSCIOUSLY + CREATIVELY WITH AI

FLUXUSTM

AI WORKSHOPS, TRAININGS & RETREATS

Utilizing the power of AI -
creative, effective and conscious

Develop projects with AI, while engaging
your critical thinking, expanding creativity,
judgment, agency, and direction.

FLUXUSTM | Creative AI workshops for teams
Led by Ulrike Kerber, founder of Viva Design
ulrikekerber.com/fluxusworkshops



FLUXUS Framework

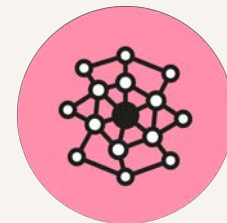
A learning framework for human–AI creativity, developed through university and design studio research with three empirical studies and autoethnographic reflections (PhD) in 2026.



Embodied Presence

Be present in your body. Feel.
Reflect. Pay attention. Design your
pace and start with intention.

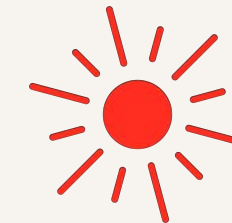
PRINCIPLE 01



Community

Build strong teams through connection
and clear communication, and research
your audience in the real world — not
only with AI.

PRINCIPLE 02



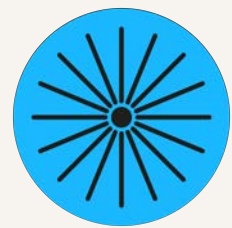
Expanded Ideation

Expand first, before narrowing or
selecting. Your end result will shine far
brighter when the ideation phase has
been explored expansively with AI.

PRINCIPLE 03

FLUXUS Framework

We see AI as an awkward collaborator — an amplifier, a mirror and a critic: talented, but in need of direction. That direction comes from the human side of the relationship. Humans remain the authors and creators, and keep their agency by staying vigilant and active.



AI Literacy Skills

Learn AI technical skills and effective prompting. Experiment with different tools and models to understand their limits and steer them well.

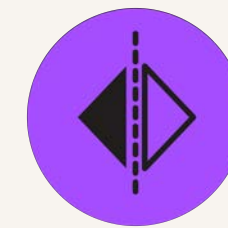
PRINCIPLE 04



Critical Mindset

Change perspectives. Question yourself, and question AI outputs — their biases, assumptions and when to use them at all.

PRINCIPLE 05



Reflection + Feedback

Reflect on what you did and where you are going. Create a safe space for constructive feedback with peers and stakeholders.

PRINCIPLE 06

Approach

Creative work with AI is not linear. We work in agile, iterative cycles — Do, Reflect, Synthesize, Apply — so ideas mature through repeated making, not one big "perfect" plan.

01 Learn By Making

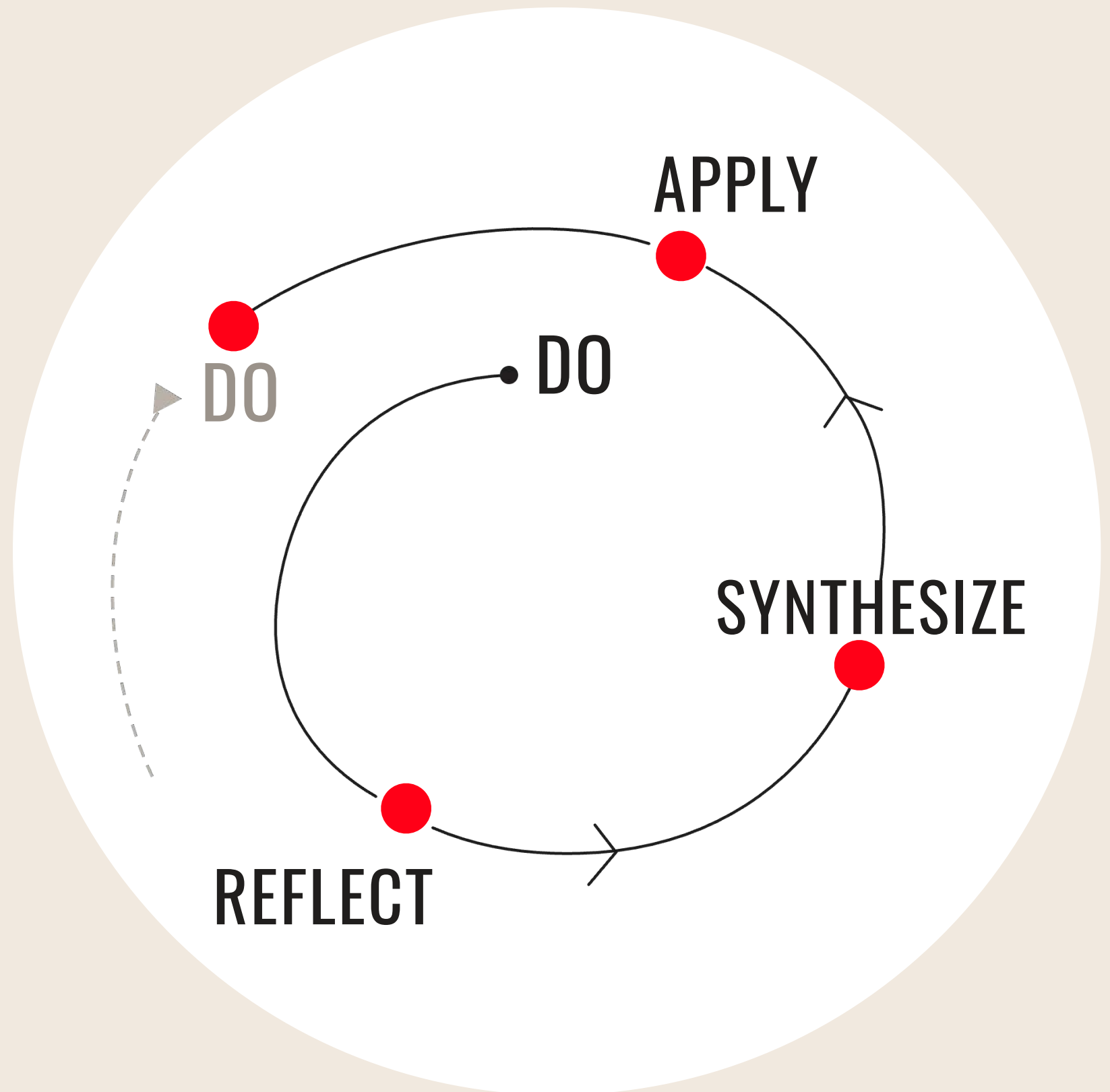
Small, fast prototypes surface problems early, while change is still cheap.

02 Reflection Built In

Every loop pauses to observe, discuss and decide — the human stays the director.

03 Grow With Each Cycle

Insights and new behaviours carry forward; the spiral widens as understanding deepens.



FLUXUS WORKSHOPS

Six Formats

From a single day to six sessions — for individuals, teams, universities and companies. Formats are adaptable to group, interests and available time.



Formats at a Glance

NO.	PROGRAMME	LENGTH	LEVEL	YOU LEAVE WITH
01	Storytelling with Video AI	5 Days	Advanced	Script, Storyboard, Short Film
02	Future Scenario Lab	2-4 Hours	Basic AI	A visual future scenario board
03	From Idea to Impact with AIDT	Five to Six days	All levels	A concept, prototype and plan
04	FLUXUS Embodiment + Creative AI	Three days	Beginner	Visual worlds and a reset
05	AI Creative Playground	Six sessions	Beginner	A personal passion project
06	Know Yourself First	2-4 Hours	Beginner	A personal Reference Moodboard + Prompt Library

01 5 DAYS COURSE OR RETREAT

Image & Video Storytelling

From Idea to Short Film

Design studio sessions for exploring many visual directions fast and then making decisions with AI demonstrating multiple perspectives. AI is treated as the awkward collaborator — talented, surprising, occasionally strange, and always guided by you. Let's create stories that are meaningful, with extraordinary aesthetics, and purpose. This workshop addresses a video workflow that leads to professional results.

OUTCOME

- World seeds — mood, direction and narrative tension in prompts
- Exploration engine — intentional prompting and visual consistency
- Living storyboard — short clips, scenes and story beats
- Completed AI Film
- AI Video Tools Testing and Comparisons - editing, enlarging images, framing scenes, etc
- Critique checklist: bias, plausibility, provenance, brand fit



WHO FOR

Individuals and partners

PREREQUISITE

AI Knowledge

SETTING

In-Person or Online

02 2-4 HOUR WORKSHOP

Future Scenario Lab

Build and critique future scenarios with AI

Scenario thinking, conscious prompting and generative images turn an abstract future into something a team is imagining, visualizing and eventually building. Participants build one future world through three connected lenses, and then challenge it.

OUTCOME

- a visual future scenario connected to a real project, organization, or personal question with three lenses
- 1. The environment — architecture, infrastructure, landscape
- 2. The artifact — an object, interface, garment or tool from that future
- 3. The experience — people using, sharing or resisting the new system
- Plus critical questions for bias, visual convention and what is missing



WHO FOR

Strategy and innovation teams

PREREQUISITE

Basic AI familiarity

BRING

A real challenge

03 SIX-DAY INTENSIVE

Project Development

From idea to impact with AI-assisted Design Thinking

This course gives you structure and protected time to move one real idea forward. GenAI works as research assistant, questioning partner and prototyping tool — you stay creative director and decision-maker throughout. Let's move this project to a satisfying place where it has been thoroughly examined from multiple perspectives.

THE PROJECT JOURNEY

- Clarify the intention, context, audience and central challenge
- Research needs, assumptions and possible consequences
- Generate alternatives beyond the first solution
- Visualize, prototype, test — and write the next steps down

OUTCOME

- Expanded set of ideas, selection criteria, and visual prototype.



WHO FOR

Founders and project owners

PREREQUISITE

AI knowledge, a project idea

ALSO AS

One-day team format

04 THREE-DAY RETREAT

Creative AI & Embodiment

Creative AI meets 5Rhythms movement

Creativity emerges from imagination, emotion, embodiment and conscious presence. The day opens and closes with movement, breathwork and intention-setting, followed by concentrated hours learning technology and applying current image and video AI tools.

THE RHYTHM OF A DAY

- Morning — 5Rhythms movement, breathwork, intention-setting
- Day — guided creative exercises with image and video AI
- Evening — sound bath, meditation, reflection and integration
- Throughout — shared meals, community and creative courage

OUTCOME

- A renewed sense of creative agency, a collection of new ideas, and practical methods for combining embodied awareness with AI-supported experimentation.



WHO FOR	Individuals and partners
PREREQUISITE	None
SETTING	In-person

05. SIX-DAY INTENSIVE

AI Creative Playground

A six-session discovery lab for curious creators -
In-person or live online course

A playground full of tips and inspirations for beginners and curious creators who want to develop a project through playful experiments with text, images, video, sound, and storytelling. We are building AI workflows and creative habits that last beyond the course.

Participants compare forms of AI, learn prompting principles that transfer between platforms, and examine where output is inaccurate, generic or biased.

OUTCOME

- A pathway to an ongoing creative habit
- A personal AI project or portfolio of your own experiments
- Working prompting principles and a way to judge output
- Criteria for choosing tools by purpose rather than novelty
- A realistic plan for keeping up without the overwhelm



WHO FOR	Teams and individuals
PREREQUISITE	None
SETTING	In person or online

06 2-4 H workshop

Know Yourself First

AI can generate almost anything, but it cannot decide what makes you tick.

Through playful visual inquiry, participants explore their tastes, influences, values, moods, materials, styles, and preferred ways of working. These discoveries are translated into a personal reference board, visual vocabulary, creative criteria, and reusable prompt library.

- Boost your creativity with AI: follow your curiosity and find more possible directions
- Generate unexpected ideas utilizing patterns and juxtapositions with AI
- Learn to discern, choose one idea to develop
- Critical Thinking - Alert yourself
- Create your visual world: mood, character, style, make, refine and present — with peer feedback

OUTCOME

- A personal creative compass moodboard that helps participants direct AI with greater clarity and create more intentional, consistent, and recognizable results.

The sky is the limit here. Let's create!



WHO FOR

Curious explorers

PREREQUISITE

None

SETTING

Live online

THE FOUNDER



Ulrike Kerber

Creative Director, AI Artist and Researcher

Ulrike Kerber is a creative director, educator, and founder of Viva Design, an award-winning motion design studio working across Berlin and Santa Barbara. She has led creative workshops for design teams and taught at Hyper Island, Berghs, Media University Berlin, and SCAD.

Her FLUXUS workshops bring together hands-on work with AI, creative direction, and critical reflection. In her PhD research, she examines how designers and content creators use AI, with particular attention to creativity, critical thinking, authorship, and human judgment.

CONNECT

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