

3-Day Retreat

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FLUXUS – Creative Retreat with AI

Three Days to Reconnect, Imagine, Experiment, and Create with AI

What becomes possible when teams step away from everyday routines, reconnect with their creativity, and learn to work with AI more consciously?

FLUXUS – Creative Retreat with AI is a three-day immersive experience for leadership teams, creative departments, innovation teams, consultants, strategists, and interdisciplinary groups.

The retreat creates space to think differently.

Participants move between imagination and making, AI experimentation and critical reflection, focused work and movement, individual exploration and shared experience.

This is not a conventional AI training.

We use GenAI where it helps us generate, expand, visualize, or prototype ideas, but the focus remains on human creativity, judgment, curiosity, and connection.

AI becomes an Awkward Collaborator: fast, surprising, inspiring, sometimes generic, sometimes brilliant, sometimes wrong. Participants learn how to use those capabilities without allowing the technology to determine the direction.

And throughout the three days, we repeatedly leave the screen.

Oliver guides embodiment and 5Rhythms-based movement sessions that help participants reset attention, reconnect with physical experience, and strengthen presence and connection within the group.

The retreat follows a simple rhythm:

Arrive. Move. Imagine. Make. Question. Reflect.

FLUXUS is grounded in Ulrike Kerber's doctoral research on creativity, design education, and GenAI. The framework was developed through empirical studies across different learning contexts, including design students, professional learners, and expert interviews. The research examined how people work with GenAI during ideation, prototyping, and creative decision-making, and what helps them maintain agency,

judgment, confidence, and a sense of authorship. FLUXUS translates those findings into a practical framework combining creative expansion, AI literacy, critical reflection, community, embodiment, and reflective practice.

Why FLUXUS?

AI can generate hundreds of possibilities. But **Which one matters?**

And how do we expand the field of possibilities without losing ourselves?

FLUXUS approaches creativity as more than a cognitive task. Creative work is influenced by attention, physical state, social connection, technical understanding, judgment, and reflection. The framework brings together six dimensions:

Body

Move, arrive, reset, and reconnect with attention and physical experience.

Community

Share unfinished ideas, compare perspectives, challenge assumptions, and learn together.

Creative Expansion

Move beyond the obvious through divergent thinking, experimentation, unusual combinations, and “What if?” questions.

AI Literacy

Understand enough about GenAI to use it deliberately and effectively.

Critical Judgment

Recognize what is useful, generic, inaccurate, stereotypical, or strategically weak.

Reflective Practice

Notice how AI affects thinking, decisions, habits, confidence, and creative agency.

The intention is not simply to become faster with AI.

It is to become more imaginative, more discerning, and more conscious about how we create with it.

Who Is This For?

The retreat is designed for teams who want to explore creativity and AI beyond productivity.

It is especially relevant for:

- leadership teams
- creative and communication departments
- innovation teams
- consulting teams
- product and service teams
- strategy departments
- transformation teams
- interdisciplinary project groups
- public-sector and government teams working on innovation or future-oriented challenges

Participants do not need to be designers or AI specialists.

Some experience with GenAI is helpful, but curiosity and willingness to experiment matter more.

What Happens During the Three Days?

The retreat combines short inputs, playful creative challenges, movement, team exercises, AI experimentation, visual prototyping, conversation, and reflection.

Participants may work around a real organizational question or explore a shared creative challenge.

You might:

- imagine a service that does not yet exist
- rethink a customer or citizen experience
- turn an organizational problem into a speculative opportunity
- visualize a possible future

- create an unexpected product or campaign idea
- build a visual world around a strategy
- combine ideas from completely different fields
- generate deliberately bad ideas before discovering a better one
- create a small visual or audiovisual prototype

The work does not need to become a polished business case.

The point is to **open possibilities first**, then decide what is worth developing.

Day 1 – Arrive and Open Up

The retreat begins with the people in the room.

Oliver guides an embodied arrival to help participants step out of everyday work mode and become present.

We then explore creativity through analog and AI-assisted exercises designed to loosen assumptions and expand possibilities.

Participants experiment with:

- divergent thinking
- reframing challenges
- unusual combinations
- curiosity
- conscious prompting
- the Awkward Collaborator mindset
- knowing when AI helps and when it does not

The day ends with a longer movement session inspired by **5Rhythms**, creating a physical transition out of analytical work and into shared experience.

Day 2 – Imagine and Make

The second day begins with a short embodied check-in.

Teams select promising ideas and start making them visible.

Depending on the challenge, they might work with:

- future environments
- products
- services
- customer experiences
- visual concepts
- brand worlds
- speculative artifacts
- image sequences
- short video experiments

Participants explore image and video AI through practical play rather than technical instruction.

The focus is on creating **variations**, not one perfect answer.

AI can produce endless options. Participants decide which ones feel meaningful, relevant, surprising, useful, or worth developing. This echoes the Creative Discovery Lab approach, where the human remains responsible for selecting and shaping what deserves further attention.

The day closes with another movement session or quieter embodied alternative.

Day 3 – Question, Refine, and Apply

The third day begins with an embodied partner exercise around attention, listening, and responsiveness.

Then the group becomes more critical.

Teams examine what they created and ask:

- What is genuinely interesting here?
- What feels predictable?
- What assumptions are hidden inside the idea?
- Who benefits?
- Who is missing?
- What did AI introduce that nobody intended?
- What looks convincing simply because it is visually polished?
- What would happen if one central assumption failed?
- What should remain human?

Teams revise one element of their concept and bring their strongest ideas together into a concise visual or audiovisual proposition.

The retreat closes with reflection on what can transfer back into everyday professional practice.

Where can AI expand creativity?

Where does human expertise remain essential?

When should we stop prompting?

When should we not use AI at all?

The final session returns to movement and community with a celebratory **5Rhythms-inspired closing**.

What Teams Take Away

Participants leave with:

- a collection of creative experiments
- one or more visual concepts or prototypes
- practical methods for divergent thinking and reframing challenges
- experience using text, image, and video AI creatively
- clearer criteria for evaluating AI-generated ideas
- a practical understanding of the Awkward Collaborator mindset
- experience integrating movement, reflection, and peer exchange into creative work
- new perspectives on how AI can support innovation without replacing human judgment
- a shared vocabulary for creativity, agency, AI literacy, and critical use
- ideas worth continuing after the retreat

But the most important outcome may be simpler:

Teams leave having thought together differently.

The FLUXUS Principle

AI can expand the field of possibility.

But it cannot decide what is worth pursuing.

The retreat therefore keeps returning to the same question:

What do we want to create, and what kind of future do we actually want to participate in building?

Facilitators

Ulrike Kerber

Creativity, AI, Futures Thinking, and FLUXUS

Ulrike Kerber is a creative director, motion designer, educator, and PhD researcher working at the intersection of design, generative AI, creativity, and learning.

She developed the FLUXUS framework to help designers, teams, and organizations work with AI while strengthening creative agency, experimentation, critical judgment, and reflective practice.

She brings more than 25 years of experience in visual communication and motion design, with work for international media and entertainment organizations including Disney, MTV, Nickelodeon, BBC, Discovery, and Showtime.

Her work has been recognized with an Emmy nomination and multiple Promax Awards.

Today, she teaches and facilitates workshops around AI-supported creativity, design, future thinking, visual storytelling, and human-AI collaboration in higher education and professional contexts.

Her current research asks how designers can make full use of GenAI while retaining direction, judgment, and a strong sense of their own creative identity.

Oliver Euchner

Embodiment, 5Rhythms, Presence, and Human Connection

Oliver brings the embodied dimension of FLUXUS into the retreat.

His work centers on movement, awareness, presence, and connection through 5Rhythms-inspired practice and other embodied approaches.

Across the three days, Oliver guides short arrival practices, movement-based resets, partner exercises, and longer dance sessions that help participants step away from screens and reconnect with physical experience. The intention is not performance. Movement becomes a way to reset attention, notice creative energy, become more present with other people, and integrate what has happened during intensive periods of thinking and making.

Within FLUXUS, embodiment is not an optional wellness break.

It is part of the creative process.

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