

A person wearing a white protective suit and goggles is walking from left to right. The background is a solid blue color with a large, semi-transparent white square in the center. The word 'FLUXUS' is written in large, white, sans-serif capital letters across the middle of the image, with a small 'TM' trademark symbol at the end.

FLUXUSTM

CREATIVE PRACTICE WITH GENERATIVE AI - WORK EFFECTIVELY. KEEP YOUR AGENCY.

VIVA DESIGN Berlin · Santa Barbara

FLUXUSTM

AI WORKSHOPS,
TRAININGS & RETREATS

An approach for using AI -
creative, effective and conscious

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

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The Approach

A learning framework for human–AI creativity, developed through three years of university and studio research (PhD). AI acts as an amplifier, mirror and critical collaborator — the direction stays human.

PRINCIPLE 01

Intentionality over automation

Every AI touchpoint begins with a decision about what you actually want.

PRINCIPLE 02

Consciousness over convenience

Critical pauses after each output: bias, consent, copyright, consequence.

PRINCIPLE 03

Meaning over output

The measure is a project worth making, not the number of generations.

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	AI Discovery Lab	Five days	Beginner	A personal AI starter portfolio
02	Visual Futures Lab	One day	Some AI practice	A visual future scenario board
03	Creative Playground with AI	Six sessions	Beginner	A personal passion project
04	Project Development with AIDT	Six days	All levels	A concept, prototype and plan
05	Creative AI & Embodiment	Three days	Beginner	Visual worlds and a reset
06	Storytelling with Video AI	Three days	Advanced	Script, Storyboard, Short Film

AI Discovery Lab

A beginner's guide to generative AI

A guided lab across text, image, video, music, voice, avatars and creating simple prototypes. Participants compare forms of AI, learn prompting principles that transfer between platforms, and examine where output is inaccurate, generic or biased.

YOU LEAVE WITH

- A personal AI starter 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

Visual Futures 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.

THREE LENSES

- The environment — architecture, infrastructure, landscape, public space
- The artifact — an object, interface, garment or tool from that future
- The experience — people using, sharing or resisting the new system
- Plus a question set for bias, visual convention and what is missing



WHO FOR

Strategy and innovation teams

PREREQUISITE

Basic AI familiarity

BRING

A real challenge

03 SIX LIVE ONLINE SESSIONS

Creative Playground

Explore ideas, make things, build a creative habit

A playground for grown-ups: 5 sessions of short creative challenges, unexpected results and learning AI skills. This course includes time for discussions, peer-critique and conversations that help you build your personal passion project. Session six meets two to three weeks later for the presentation of either finished work or work-in-progress.

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

THE SIX SESSIONS

- Boost your creativity with AI
- Follow your curiosity — find more possible directions
- Generate unexpected ideas utilizing the power of 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



WHO FOR

Curious explorers

PREREQUISITE

None

SETTING

Live online

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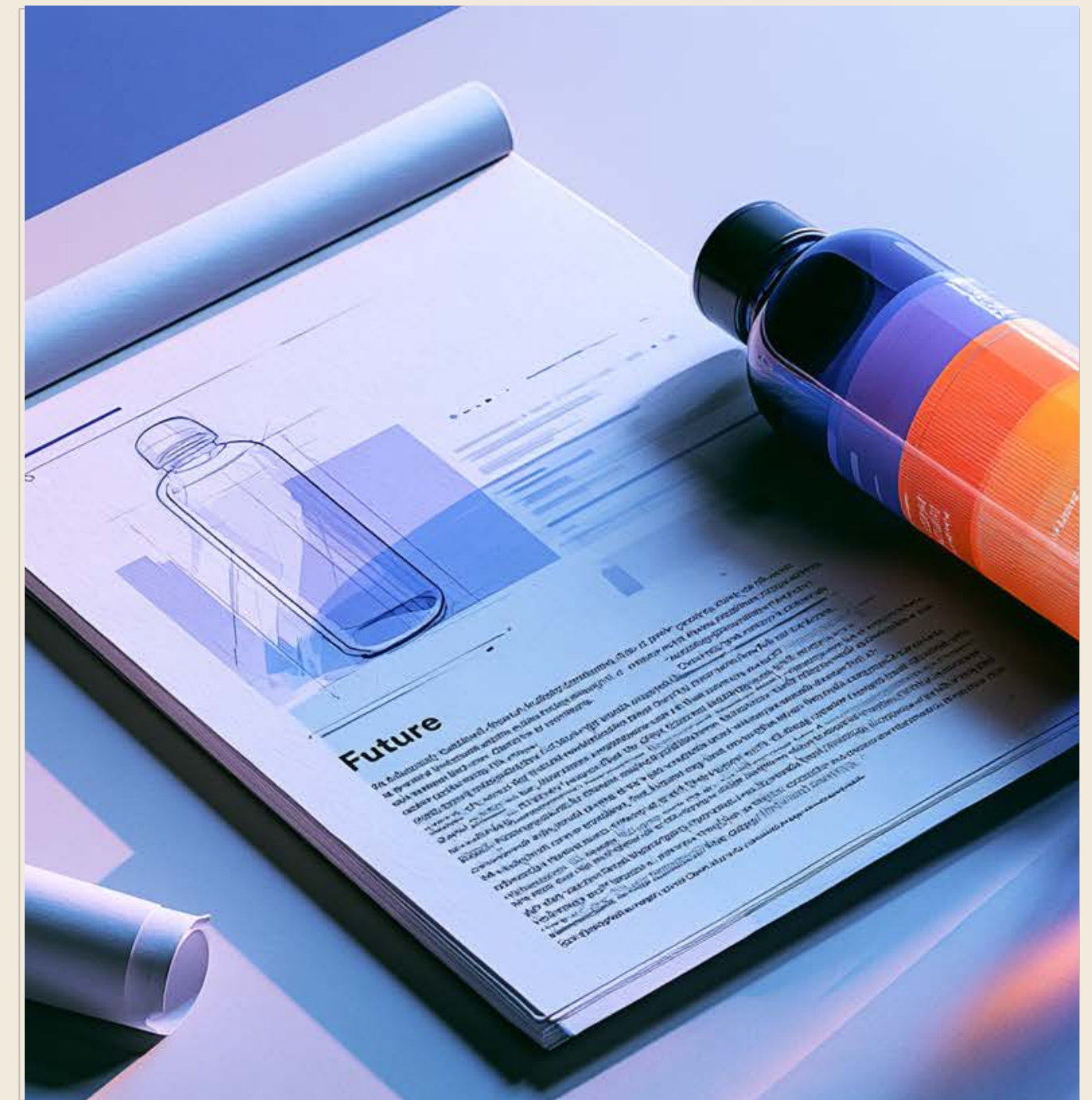
Project Development

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



WHO FOR

Founders and project owners

PREREQUISITE

Basic AI knowledge, a project idea

ALSO AS

One-day team format

Creative AI & Embodiment

5Rhythms movement meets creative AI exploration

Creativity emerges from imagination, emotion, embodiment and conscious presence. Each day opens and closes with movement, breathwork and intention-setting, followed by concentrated hours learning 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



WHO FOR	Individuals and partners
PREREQUISITE	None
SETTING	Berlin or in nature

06 1-5 DAYS 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.

1-5 Days

- World seeds — mood, direction and narrative tension
- Exploration engine — intentional prompting and visual consistency
- Living storyboard — short clips, scenes and story beats
- AI Video Tools - editing, enlarging images, framing scenes, etc
- Plus a critique checklist: bias, plausibility, provenance, brand fit



WHO FOR	Individuals and partners
PREREQUISITE	None
SETTING	Berlin or in nature



Ulrike Kerber

Creative director, AI artist and Researcher

Her motion design studio Viva Design is award-winning and a think tank for creativity and innovation in Santa Barbara, California, and Berlin, Germany. She is known for her creativity, design, art, and motion/video work.

Ulrike has given many creative workshops for design companies and is a public speaker and professor at Hyper Island and Berghs, Sweden, Media University, Berlin, and US design college SCAD. Her book, “The Best AI Tools for Designers,” is available on Amazon, and her AI workshops and AI ethics salons are ongoing events.

In her PhD research, she critically examines AI and its influence on creativity, socialization, and culture.

CONNECT

A fashion advertisement featuring three models walking from left to right against a solid light blue background. The central model is a woman with blonde hair, wearing a long, vibrant blue raincoat, blue trousers, a blue beanie, and dark sunglasses. To her left, a person in a red raincoat and red beanie walks away from the camera. To her right, a person in an orange raincoat and orange beanie walks towards the camera. The word 'CONNECT' is overlaid in large, white, sans-serif capital letters across the middle of the image.

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