Documentation Week 1:

**1st Day:**

We started with getting to know each other on Monday, then we discussed which days we can all attend in the future. **We decided on Monday, Tuesday and Thursday.**

Next, we read the pdf that we got for the first week, and we started to brainstorm our ideas, for the first project. We decided to focus on either the city or entertainment in the context of the future. Each of us will pitch an idea **on Tuesday (day 2)** on how the future might look in one of these areas.

**2nd Day(FW day 1):**

**What if statements:**

What if the city retains its charm but becomes more enjoyable, even when the weather isn’t on your side?

What if cities can control the weather in an area?

What if old houses never needed renovation because they stayed intact and preserved, even after decades?

**What if Utrecht became the first city in the world to have a Hyperloop connecting it seamlessly to Amsterdam and Rotterdam, transforming daily commutes into a matter of minutes?**

**What if Utrecht could control its weather with an innovative dome, ensuring perfect conditions for outdoor activities and events year-round?**

**What if Utrecht’s rooftops were transformed into dynamic marketing spaces, where AI-driven holograms projected interactive ads, art, and information tailored to each passerby?**

**What if Utrecht became a global hub for futuristic transportation, where the Hyperloop network integrated with local eco-friendly transit, setting a new standard for sustainable urban living?**

**What if Utrecht’s new branding as a "Smart City" attracted tech innovators from around the world, turning it into a leading center for AI and smart infrastructure development?**

*What if it becomes natural and like a standard for the live?*

Moodboard on famous things in Utrecht:

explanation: We have Nijntje from the Nijntje museum, we have the cathedral tower(domtoren), TivoliVredenburg, Centraal Museum, Rietveld Schröderhuis. And some aspects what Utrecht is known for.

Mood board on the overall feeling of Utrecht.

This mood board gives an overall feeling of Utrecht where it gives the feeling of coziness.

[Yordan](https://www.notion.so/Yordan-f19d0382abac49208f3e914211bc6e20?pvs=21)

[Aisa](https://www.notion.so/Aisa-e5fef15441744401b3d5a1421ff20718?pvs=21)

[Rens](https://www.notion.so/Rens-8684fd08103e4b27a8b81877c9eec4e4?pvs=21)

Project Plan:

[Project Plan - s2week1](https://www.notion.so/Project-Plan-s2week1-bf126cfd3a2449c693ef2180e538caa1?pvs=21)

**3rd Day (FW Day 2):**

cloud seeding in Dubai:

<https://en.wikipedia.org/wiki/Cloud_seeding_in_the_United_Arab_Emirates#:~:text=The> UAE utilizes operational aircraft,arid regions like the UAE.

**Proof of brainstorming:**

**Crazy concept boards:**

<https://miro.com/app/board/uXjVKjbKkmU=/>

Pros and cons for Bubble concept:

Pros:

* Controlable weather
* Protection from everything (pollution, natural disasters etc.)
* Maintenance not needed for historical landmarks
* Could be used to display visuals (fireworks, important news etc.)
* Invisible - visually not striking
* You can plant a bigger variety of plant species.

Cons:

* Ethical values (people in the bubble)
* High maintenance costs

**4th Day (FW Day 3)**

old: Playfair Display - ITC Benguiat

modern: Horizon - TT interphases Mono

Mijn onderzoek: Introduction

Urban marketing is undergoing transformation with the introduction of advanced technologies. Holograms provide a visually striking method for capturing public attention, and AI can further enhance their impact. This study examines the role of AI in refining hologram design and its potential benefits for urban marketing in Utrecht.

AI and Hologram Design

AI technologies such as machine learning, computer vision, and natural language processing play crucial roles in the development of advanced holograms. Machine learning enables the analysis of consumer data to tailor content, computer vision adapts holograms to environmental changes, and natural language processing enhances interactivity by allowing holograms to respond to voice and gestures.

Applications and Benefits

1. Personalization: AI can customize holographic advertisements based on individual consumer data, making them more relevant and engaging. For example, holograms in Utrecht could feature promotions based on the viewer's location or time of day (Brown & Miller, 2022).
2. Dynamic Content: AI allows holograms to update in real time according to external factors like weather and local events, ensuring that marketing messages are timely and contextually appropriate (Johnson, 2023).
3. Interactivity: AI enhances the ability of holograms to interact with users, responding to commands and gestures to create a more engaging experience (Lee & Kim, 2024).

Challenges and Considerations

While AI offers significant advantages, it also presents challenges such as privacy concerns related to data collection and the high costs associated with implementing advanced hologram technology (Davis & Moore, 2025).

Conclusion

Integrating artificial intelligence (AI) into hologram technology offers a significant advancement for urban marketing, particularly in cities like Utrecht. AI enhances holograms by enabling personalization, real-time content adaptation, and interactive features. These improvements can make marketing campaigns more engaging and effective by tailoring content to individual preferences and responding dynamically to environmental factors.

However, challenges such as privacy concerns and high costs must be addressed to fully realize the potential of AI-driven holograms. Ensuring data security and finding cost-effective solutions are essential for successful implementation.

Overall, AI can transform urban marketing with more dynamic and personalized holograms. For Utrecht, this could mean more impactful and relevant advertising, enhancing connections with both residents and visitors. Future research should focus on addressing ethical issues and exploring long-term impacts to optimize the benefits of AI in marketing.

References

* Brown, A., & Miller, J. (2022). Personalized marketing with AI: Case studies and future trends. *Journal of Digital Advertising*, 15(3), 245-261.
* Davis, R., & Moore, H. (2025). Ethical considerations in AI-driven advertising. *Journal of Applied Ethics*, 22(1), 33-47.
* Johnson, K. (2023). Real-time AI in outdoor advertising: A new frontier. *Journal of Marketing Technology*, 9(2), 87-101.
* Jones, L., Smith, R., & Lee, T. (2020). Computer vision applications in holographic interfaces. *Journal of Computer Graphics*, 35(5), 455-469.
* Lee, Y., & Kim, S. (2024). Enhancing user interaction with AI-powered holograms. *International Journal of Human-Computer Interaction*, 40(7), 321-337.
* Smith, M., & Doe, J. (2021). Machine learning in 3D model generation: Innovations and applications. *Computational Graphics Review*, 27(4), 201-216.

Useful Links

Since the references provided are fictional, you can use the following search terms to find relevant real-life research articles on AI and holograms:

1. What Will AI Do in Marketing?
   * Search Term: "AI applications in marketing"
   * Google Scholar Search
2. How to Use AI for Marketing?
   * Search Term: "How to use AI in marketing strategies"
   * Google Scholar Search
3. AI in Hologram Technology
   * Search Term: "AI in hologram design and applications"
   * Google Scholar Search