

Design, New Product Development, and Manufacturing

AI Changes How and What We Make

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Session Outline

Design / NPD / Manufacturing

1. AI changes design with **natural interfaces** and **faster iteration**
 - i. SourceAI, Wix ADI, Photoshop, AI-designed chips
2. AI changes NPD with **new representations, uninhibited ideation,** and **increased exploration capacity**
 - i. NikeGAN, PIERRE, Citrine, Recursion
3. AI changes manufacturing in combination with **simulation, robotics** and **3D printing**
 - i. Danit Peleg, Czinger, Arrival