## "The potential of AI"

"Imagine for a moment that you're in an office, hard at work.

But it's **no ordinary office**. By observing cues like your posture, tone of voice, and breathing patterns, it can **sense your mood and tailor the lighting and sound accordingly**. Through gradual ambient shifts, the space around you **can take the edge off when you're stressed, or boost your creativity when you hit a lull**. Imagine further that you're a designer, using tools with equally perceptive abilities: at each step in the process, they riff on your ideas based on their knowledge of your own creative persona, contrasted with features from the best work of others."

Potential for who?

