

Culture for the Future: Digital Heritage & AI

Blending heritage and innovation for the next generation
By Laksmi De Neefe Suardana



POLIMODA, Florence, Italy



ARMA Museum, Ubud, Bali

"bridging tradition & modernity"



"create an image using this picture for the cover of the presentation do not include text just make it cool with CHANDI background behind and modern but cultural & Indonesian"





"Culture is our compass and our catalyst — guiding us forward while keeping us rooted."

3.1% of global GDP (\approx USD 2.25 trillion)
cultural and creative industries UNESCO, 2022

50 million jobs
worldwide (UNESCO, 2022)

over \$10 billion
digital heritage sector by 2030

over 45%
women and youth



"Where could this be?"

"How to keep culture alive, relevant, and meaningful in a globalized and digital age?"

Digital Heritage & AI



Indonesia's Role

9 UNESCO World Heritage Sites

7.8% to GDP (\approx USD 66 billion)
(Badan Ekonomi Kreatif Indonesia, 2023)

top 10 global creative exporters

19 million employments
(Badan Ekonomi Kreatif Indonesia, 2023)

12 Intangible Cultural Heritage traditions

"tech-powered cultural innovation — local wisdom thrives in a digital age"

UWRF: Culture & AI

Southeast Asia's leading literary event

Preserves storytelling traditions while embracing digital platforms

**UBUD WRITERS
& READERS FESTIVAL**
23-27 OCTOBER

Bridges global voices with local wisdom

"Artificial Intelligence & Indonesia's Linguistic Heritage"



"Preserved but reimaged"

AI as a tool to bring culture forward

Gemini

Google Gemini

AI as a part of a solution



Google Arts & Culture





“culture thrives when we make it relevant to younger audiences,
using technology not to replace, but to amplify.”