

AI Greenhouse Presents: Cinema as Expanded Perception

Two Days with Artefacto Films on AI, Documentary, and Machine Vision

Amsterdam, November 13-14, 2025

What happens when cinema learns to think through machines? How do we maintain documentary integrity when any image or sound could be synthetic?

AI Greenhouse - a two-year research collaboration between the [Netherlands Film Academy](#) and [AIXDESIGN](#) - invites filmmakers, media practitioners, and creative communities to two connected events exploring the shifting terrain of AI in documentary and moving image practice.

For this first edition, we're inviting Barcelona-based film studio [Artefacto](#) — longtime collaborators working at the intersection of non-fiction cinema, critical theory, and experimental AI systems — for a public lecture and hands-on workshop that move beyond hype and panic toward thoughtful, transparent engagement with these tools.

Artefacto is a centre for research, production, and innovation in film and technology fostering critical and creative use of technology in cinema and AI. With premieres at TIFF, NYFF, SXSW, IDFA, HOTDOCS, and CPH:DOX, and partnerships with Runway, Sónar+D, Hugging Face, UPF, and UAB, they're based in Barcelona with global collaborative networks. Learn more at artefactofilms.com/en

"Documentary's future depends not on refusing generative tools, but on wielding them with the humility and rigor the form has always demanded." — Artefacto

EVENING LECTURE: AI as Cinematic Apparatus

Thursday, November 13 | 18:45-21:30 | @ Netherlands Film Academy, Amsterdam

Filmmakers and researchers Anna Giralt Gris and Jorge Caballero explore how machine vision and generative models are reshaping the ways films are imagined, analyzed, and produced. Through projects like *Membrana*, *Artifacts of War*, and *09/05/1982*, they reveal cinema as an expanded field of thought — one that learns to think through algorithms, datasets, and probabilistic imagination.

This isn't about whether to use AI tools, but how we make processes visible and turn uncertainty into a new form of truth.

[RSVP for the lecture here](#) (free, limited seats)

Program:

- 18:45 Walk-in
 - 19:00 Artist Lecture
 - 20:00 Q&A
 - 20:30 Drinks + Chat
 - 21:30 Close
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FULL-DAY WORKSHOP: Transparent Workflows for Documentary Practice

Friday, November 14 | 10:00-17:00 | @ Netherlands Film Academy, Amsterdam

Move from theory to practice. This hands-on workshop offers concrete frameworks for working responsibly with AI tools in documentary contexts — not by rejecting or uncritically adopting them, but by developing workflows that make your process visible and your uncertainties explicit.

Through four exercises, participants will work directly with tools like Google Studio, FloraFauna, and ElevenLabs to understand how AI sees, interprets, and generates audiovisual material. You'll leave with practical experience using the CEI method (Congruence, Evidence, Uncertainty) and strategies for integrating captured, archival, and synthetic materials while maintaining documentary credibility.

Recommended for: Documentary filmmakers, film students, media professionals, and researchers curious about AI and storytelling. Some experience with image/video generation tools is helpful but not required.

[RSVP for the workshop here](#) (free, limited seats — full day attendance required)

About AI Greenhouse

AI Greenhouse is a two-year collaboration between the [Netherlands Film Academy](#) and [AIXDESIGN](#) to research and cultivate (more) responsible approaches to AI in filmmaking and film education.

Led by artist-researchers Nadia Piet and Pablo Núñez Palma, AI Greenhouse will organize a public event program and create the Creative's AI Literacy Cookbook — a set of experimental pedagogy practices to contribute to the ethical, sustainable and community-driven integration of AI in filmmaking.

Netherlands Film Academy is part of the Amsterdam University of the Arts and the only film school in The Netherlands training emerging filmmakers across all subdisciplines. Learn more at filmacademie.nl

AixDESIGN is an independent organization conducting critical and creative research on AI, challenging mainstream tech narratives by centering intersectional, inclusive, and ethical approaches through community-led projects. Learn more at aixdesign.co

Please help us spread the word :)

We'd love for you to join if you can and want to ask your help spreading the word within your networks, newsletters, and communities.

Sample post (feel free to copy as-is or edit as you see fit):

How do we maintain documentary integrity when any image could be synthetic? Join [AI Greenhouse](#) (a research project by [NFA](#) + [AixDESIGN](#)) and Barcelona-based [Artefacto Films](#) for a public artist lecture (Thu Nov 13, 18:45) and hands-on workshop (Fri Nov 14, 10:00-17:00) exploring AI in documentary practice. Hosted @ Netherlands Film Academy, Amsterdam. Free. RSVP for the artist lecture [here](#) and the workshop [here](#).

Additional info:

Artist lecture RSVP - <https://luma.com/pc0bmbzb>

Workshop RSVP - <https://luma.com/rkoov75x>

You can grab supporting images from [here](#).

Social accounts - feel free to tag us!

Netherlands Film Academy (NFA)

- LinkedIn: <https://www.linkedin.com/company/netherlands-film-academy>
- Instagram: <https://www.instagram.com/filmacademie/> (@filmacademie)

AixDESIGN

- LinkedIn: <https://www.linkedin.com/company/aixdesign>
- Instagram: <https://www.instagram.com/aixdesign.co/> (@aixdesign.co)

Artefacto Films

- LinkedIn: <https://linkedin.com/company/artefacto-films>
- Instagram: <https://www.instagram.com/artefactofilmico/> (@artefactofilmico)

For questions or additional info, contact Nadia Piet at hello@aixdesign.co.