

TAH Centre for
Innovations in
Technology, Art,
and Humanities

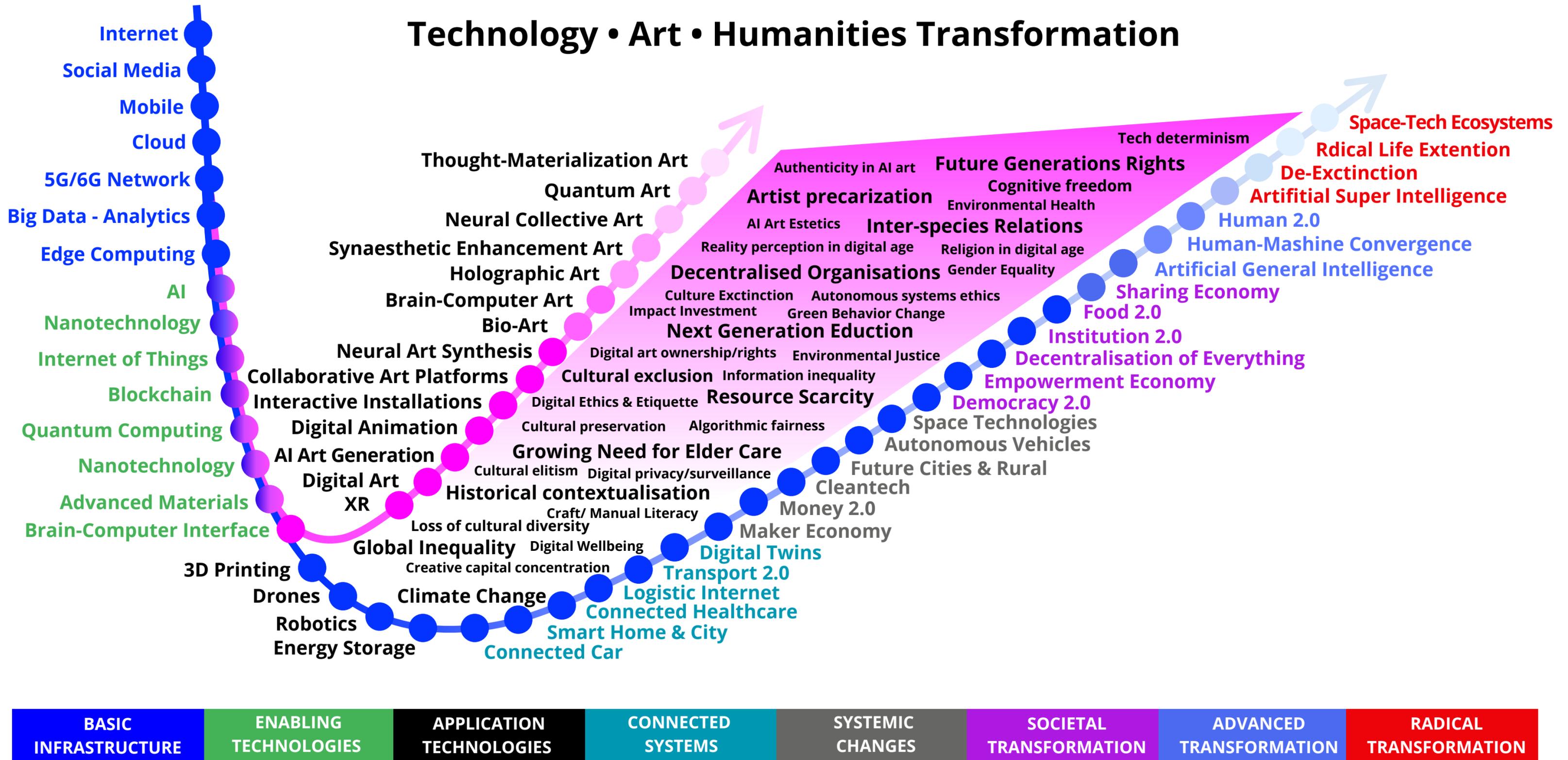
Strengthening business transformation and innovativeness through the use of AI

AMSP ČR & GCCI

Marcel Kraus, Founder & CEO

Nov 18, 2025

Technology • Art • Humanities Transformation



Based on Peter Fisk's original framework (2023), significantly modified and expanded by Marcel Kraus (2024) to reflect Technology-Art-Humanities integration, emerging challenges and transformative impacts.

TAH Centre

Technology ▪ Art ▪ Humanities

Creating innovation that is technically sound, culturally meaningful, and socially responsible.

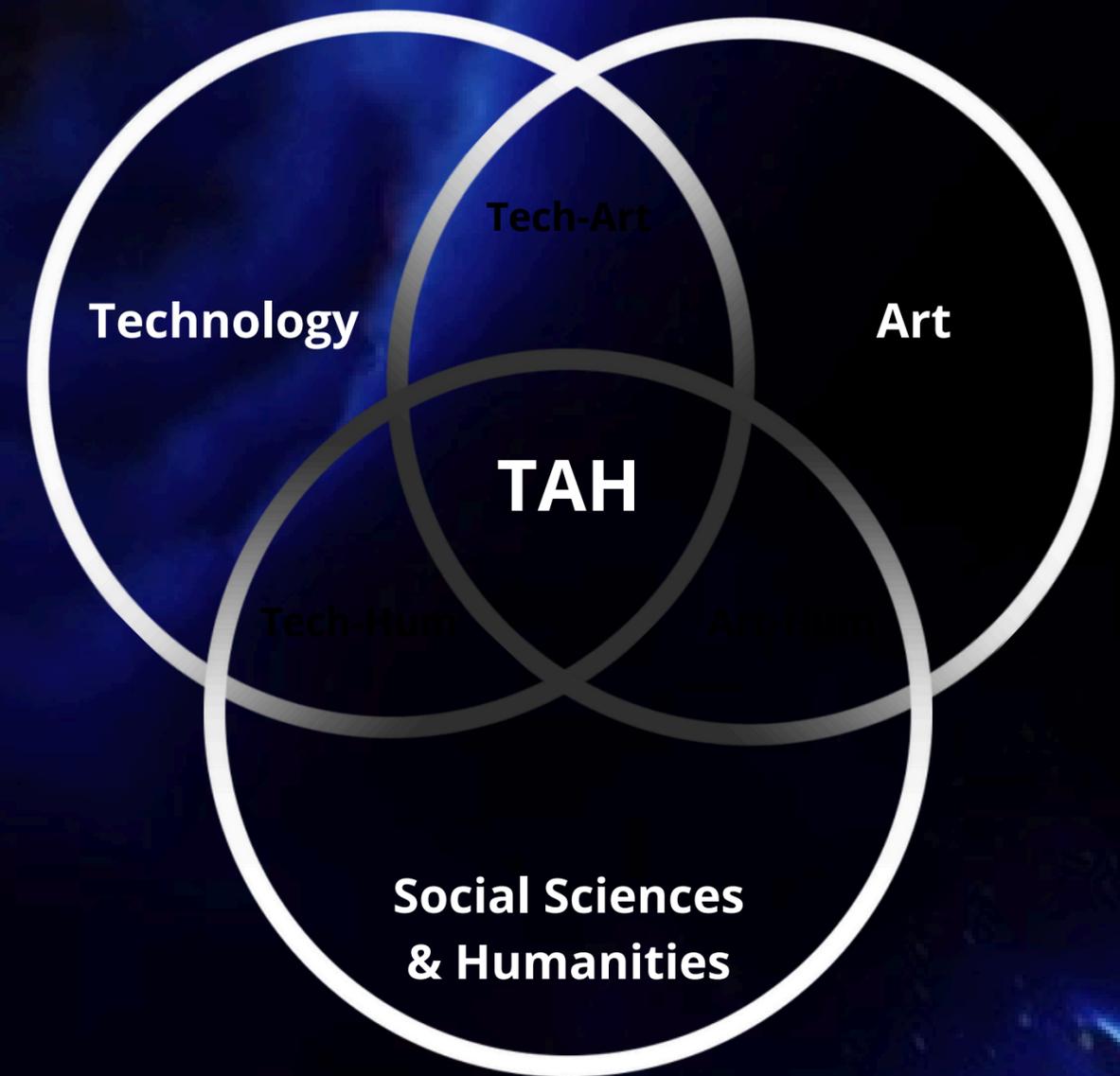
Established: 2024 | Prague, Czechia

Form: Association & Research organisation

Community: 60+ TAH Manifesto signatories

Advisors: Oxford, Edinburgh, MIT, NTNU, Fraunhofer

Activities: Research ▪ Education ▪ Policy ▪ Community



TAH International Board



Hasan Bakhshi

Creative Economy Policy
Creative PEC, Newcastle University



Jennifer Edmond

Digital Humanities
Trinity College Dublin



Christine Gerrard

Humanities
TORCH - University of Oxford



Christoph Köller

Impact SSHA
Görgen & Köller



Ramesh Raskar

Camera Culture & AI
MIT Media Lab
(TAH IAB alumni)



Jairaj Mashru

Creative Business
Advisor



Caroline Parkinson

Creative Technology
Edinburgh Futures Institute



Andrew Perkis

Art & Technology
Norwegian University
of Science and Technology



Steffen Preissler

Knowledge and Technology Transfer
Fraunhofer ISI

TAH Activities 2025

Education

TAH Impact Academy

TAH Centre's educational platform merging tech, art and humanities competencies for navigating future challenges

AI & Literature

Professional development course with the Edinburgh Futures Institute for writers exploring practical, creative and ethical approaches to writing with AI

Art-Tech For Higher Education

Professional development course for European educators exploring technical, ethical, and creative approaches to AI-enhanced higher education

Character & Innovation

Developing partnership with CERC anchoring character and virtues in responsible technology futures

Innovation

TransINNOVATE 2025 - 2027

Erasmus+ project developing AI-powered education framework for transdisciplinary capacity building

AI & Writers

Research study mapping writers' AI usage patterns and identifying educational needs for responsible creative practice

Thinking Through Places

Project proposal (HE) exploring how AI can unlock the potential of place-based cultural heritage for creative industries and society on responsible way

ECLAIRE

Project proposal (HE) - climate adaptation and landscape resilience incl. art-tech communication and stakeholder engagement methodologies

Engagement

REACT 2025

Co-organizing academic conference in Vienna examining culture-technology intersections - CultTech Summit

AI Days Opening Ceremony

is TAH's annual flagship event launching national discourse on responsible AI development

Governance

Policy Agenda

Supporting Transdisciplinary Innovation presenting 10 recommendations for systemic change in research and innovation policy

Advocacy

TAH's active participation in ministerial working groups and policy consultations, articulating collective positions on research and innovation frameworks

Guild

Guild - initial modelling of collaborative consultancy at the intersection of culture, technology, and society.

TransINNOVATE

Grant Project – Erasmus+
10/2025 – 09/2027

Develops practical frameworks for integrating technology, arts, and humanities in higher and vocational education. TAH leads methodology development and AI-powered learning tools.



Tobias Buser

TAH Centred
Transdisciplinary
Methods Expert



Lenka Hámošová

TAH Centre
Human-AI Co-creation &
Facilitator



Ilja Panić

TAH Centre
AI-powered Teaching Tool



Štěpán Kleník

TAH Centre
Educational Experience
Design



Co-funded by
the European Union



TransINNOVATE
Bridging Disciplines for Innovation



TransINNOVATE

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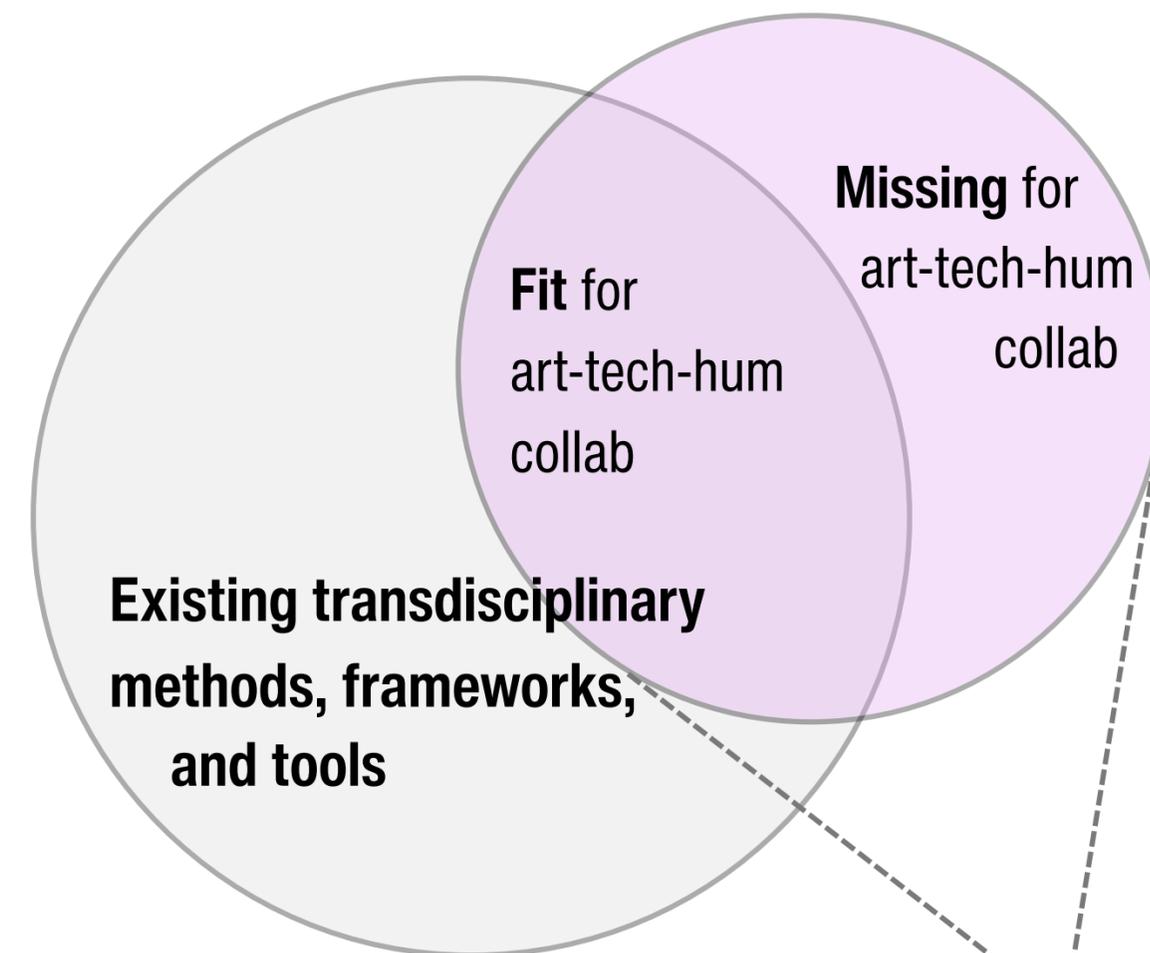
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the European Union



TransINNOVATE
Bridging Disciplines for Innovation



Art-Tech-Humanities Transdisciplinarity



AI-Powered learning tool &
Micro-credential course

REACT Conference

 culttech
summit

Thank You! See you



REACT 2025
A NEW ACADEMIC
CONFERENCE

co-created with

**TAH — Centre
for Innovations in
Technology, Art,
and Humanities**

Vienna —————> 20//21 October



**Anastasia
Bonch-Osmolovskaya**

CultTech Association, Austria

Guild Initiative

A collaborative consultancy platform operating at the intersection of culture, technology, and society - transforming how we address complex, transdisciplinary challenges.

- **Expert Network:** A guild of specialists sharing revenue from client projects
- **Flexible Model:** Multi-purpose network adapting to each client's unique brief
- **Revenue Sharing:** Transparent, contribution-based allocation among active contributors



**Lukáš
Likavčan**

Philosopher
Institute of Philosophy,
Slovak Academy of Sciences
Founding member of the TAH Centre

TAH Impact Academy

TAH IMPACT
ACADEMY

- TAH Centre's educational platform
- Merging tech, art, and humanities competencies for navigating future challenges
- Some courses eligible for Erasmus+ mobility funding



Art & Tech for Higher Education

Vision of the Course

Art-Tech for Higher Education is a four-day hands-on course that equips university educators with practical skills and ethical frameworks for using generative AI in teaching and research. Participants will explore applications across text, image, audio, and video, while reflecting on issues of academic integrity, authorship, and privacy.



Art & Tech for Higher Education

What to expect?

- 👉 **5-day course** in English
- 👉 Hands-on **workshops** led by **internationally recognized experts**
- 👉 **Multidisciplinary** team of tutors
- 👉 **Networking** with academics, educators, researchers, creatives and artist
- 👉 **International certificate** of TAH Impact Academy
- 👉 Eligible for **Erasmus+ mobility funding**

After completing the course, you will be able to:

Create innovative educational content effectively using AI tools, generative visual technologies, and sound design

Understand learning experience of all senses that engage students through multi-sensory approach

Develop compelling educational narratives using AI-generated teaching material

Evaluate ethical aspects of using AI in academic environments

Character Edu & Tech Leadership

(negotiated)

Vision of the Course

We are building an innovative leadership course for AI&Tech professionals who want to create responsible, culturally-informed innovations that serve society and contribute to sustainable development.

Partner

Centre for Character Education

Collaborators

EDIH (Czechia)

Inner Development Golas Czechia

Guarantors:

Prof. Jennifer Edmond (Ireland)

Prof. Jan Hábl (Czechia)

Jairaj Mashru (India)

Character Edu & Tech Leadership

(negotiated)

The program integrates four dimensions that are rarely combined in tech leadership education:

CHARACTER VIRTUES

Participants develop courage, wisdom, justice, and compassion - not as abstract ideals but as practiced skills essential for navigating complex decisions.

CULTURAL CREATIVITY

Learning to value art, humanities, and design thinking - not just as tools, but as sources of meaning. Fresh perspectives on technological challenges reveal new possibilities others miss.

COLLABORATIVE INTELLIGENCE

Beyond individual leadership - developing capacity for co-creation, stakeholder dialogue, and collective action. Learning to mobilise diverse perspectives for shared impact and equitable outcomes.

COMMERCIAL COMPASS

Participants learn to spot commercial opportunities that align values with value creation: business ventures that generate profit while advancing social and cultural good.

Character Edu & Tech Leadership

Discussion

What leadership challenges do you currently face most?

- Navigating ethical dilemmas in AI/tech development
- Leading diverse, cross-cultural teams
- Balancing innovation with societal responsibility
- Building collaborative cultures across silos
- Making difficult decisions under uncertainty
- Understanding non-technical stakeholders (humanities, arts, policy)
- Managing the human impact of technology
- Other

Character Edu & Tech Leadership

Diskussion

What would be worthwhile for you as a tech leader?

- Enhanced ethical decision-making capabilities
- Improved cross-cultural collaboration skills
- Practical tools for responsible innovation
- Network of like-minded tech leaders
- Personal growth & self-awareness
- Credential/certificate for career advancement
- Specific project/challenge solved through coursework
- Other

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Thank you!