
HAMLET Project - Newsletter Issue #2

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Human-centered gen Ai framework for cultural industries' digital transition

Newsletter issue #2 - June 2026

Over the past months, HAMLET has continued advancing human-centred Generative AI for Europe's Cultural and Creative Industries.

This issue highlights:

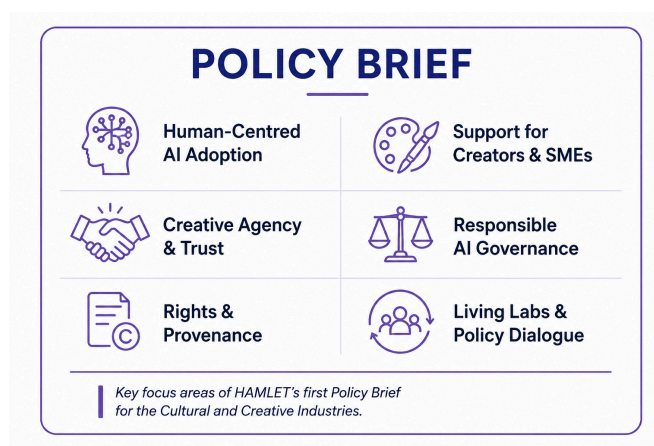
- The release of HAMLET's first Policy Brief
- Policy engagement with European decision makers
- HAMLET Consortium Meeting in Cyprus
- Scientific dissemination activities
- The first release of the HAMLET Community Hub

AT A GLANCE

HAMLET is a Horizon Europe Innovation Action developing a human-centered Generative AI framework for the Cultural and Creative Industries. Through seven AI enablers, a collaborative community hub, real-world pilots and an ethical governance framework, the project aims to support creative professionals in adopting AI responsibly and effectively.



POLICY BRIEF



HAMLET Releases its First Policy Brief

HAMLET has released its first Policy Brief, offering a practical policy playbook for responsible and human-centered AI adoption in the Cultural and Creative Industries.

As Generative AI reshapes creative production, the brief looks at what is needed for AI tools to become usable, trustworthy and fair in real creative workflows. It draws on HAMLET's stakeholder engagement, co-creation activities, ethical research and pilot use cases to identify policy priorities for creators, SMEs, cultural organizations, technology providers and public authorities.

The brief is structured around seven Policy Action Cards (PACs), proposing practical measures such as creator-as-co-developer rules for AI tools, adoption vouchers and safe adoption kits for smaller CCI actors, minimum responsible AI documentation, rights and provenance metadata, Living Lab-to-policy testbeds, fair work and value-sharing safeguards, and longer-term support for open, interoperable and auditable infrastructure.

This first version of the HAMLET policy playbook provides a starting point for further policy dialogue, pilot validation and stakeholder feedback in the next phase of the project.

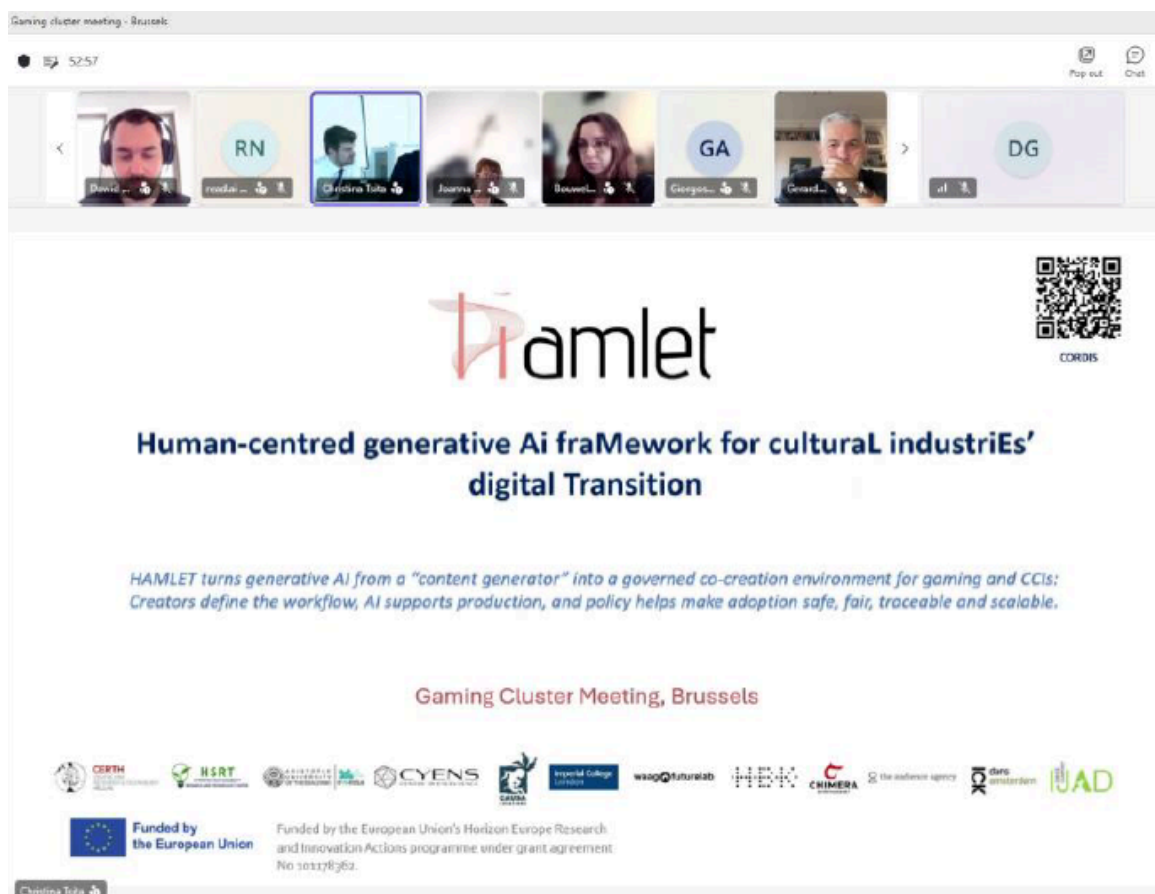
[Download HAMLET policy playbook](#)

Policy engagement

HAMLET at the Games for Culture Cluster Meeting in Brussels

On 10 June 2026, HAMLET participated in the [Games for Culture Cluster \(GCC\)](#) Meeting at the REA premises in Brussels, bringing together EU-funded projects working on games, culture, AI, education, innovation and policy.

As lead of the GCC, HAMLET supported the cluster dialogue and contributed to discussions on how EU-funded research can inform future policy priorities for the European gaming ecosystem and the wider Cultural and Creative Industries.



HAMLET project coordinator Anastasios Drosou presented the project's work on responsible AI adoption, positioning generative AI as part of a governed co-creation environment where creators remain central, AI supports production workflows, and policy helps make adoption safe, fair, traceable and scalable.

The discussion also highlighted the need to protect and scale European innovation in game development, involve developers as co-creators of AI tools, improve validation pathways for smaller studios, and support open, interoperable and auditable AI infrastructures.

Through the Cluster, HAMLET will continue working with sister projects to turn project evidence into shared policy input, open outputs and practical recommendations for responsible AI in gaming and the wider CCIs.

HAMLET Consortium Meeting in Cyprus



The HAMLET consortium gathered in Cyprus for its latest plenary meeting, hosted by [CYENS Centre of Excellence](#). Over two productive days, partners reviewed progress across all Work Packages and aligned priorities for the next phase of the project. Discussions focused on the first HAMLET Policy Brief, human-centred AI enabler development, system integration, pilot preparation and real-

market validation activities.

The meeting also provided an opportunity to advance discussions on ethics, human-centred design and the impact of Generative AI on the Cultural and Creative Industries, helping ensure a coordinated approach as HAMLET moves towards pilot implementation and validation.

COMMUNITY HUB

Community Hub first release Enters Pilot Testing Phase

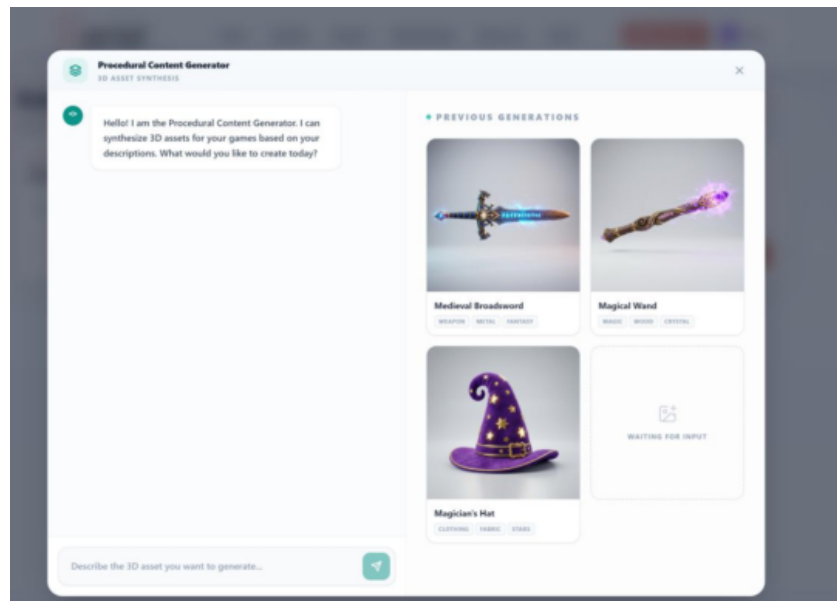
HAMLET has completed the first release of its Collaborative Community Hub, the central digital environment where the project's AI tools, creative workflows and collaboration spaces come together.

The first version of the Hub includes the Home Dashboard, the Enablers Catalogue, sandbox-style views for our AI tools, project workspaces, chatroom functionality and backend structures for authentication, asset handling and future enabler interaction.

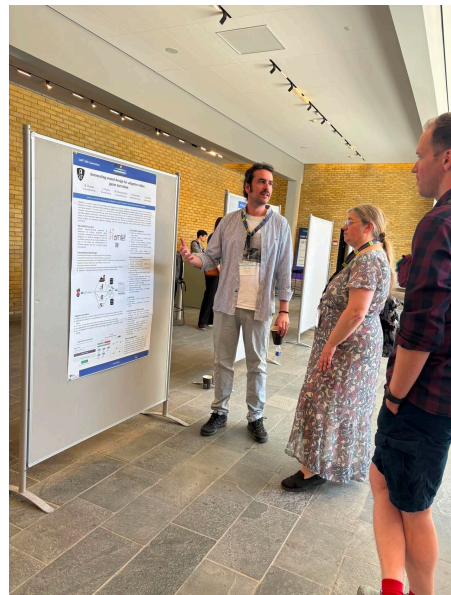
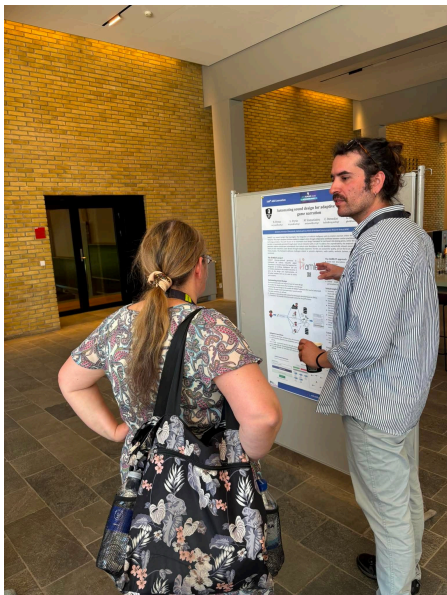
Through the Hub, users will be able to explore HAMLET's AI enablers, organize creative projects, exchange material, collaborate with others and interact with an AI-powered assistant that helps them discover and combine tools through natural-language interaction.

Following this first implementation baseline, HAMLET is now moving towards controlled consortium and pilot-facing testing. Feedback from partners and pilot participants will guide the

next refinements, including further enabler integration, improved search and recommendation functions, stronger collaboration features and stabilization towards a validated pilot-ready service.



HAMLET at Audio Engineering Society (AES) Convention 2026



HAMLET was presented at the 160th Audio Engineering Society (AES) Convention in Copenhagen through the poster "Automating Sound Design for Adaptive Video Game Narration" by Nikolaos Vryzas (AUTH). The work explores how AI can support adaptive storytelling by transforming text-based scene descriptions into immersive soundscapes for interactive experiences, while keeping human creators at the centre of the creative process. Discussions with the audio engineering community focused on human-AI collaboration, adaptive narration, creative control and authorship, and semantic scene-to-audio

generation. These exchanges contribute to HAMLET's ongoing research on human-centred AI for the Cultural and Creative Industries, ensuring that creative professionals remain actively involved in the design and use of AI-enabled tools.

■ Synergies and Clustering

HAMLET continues to strengthen its links with related EU-funded projects working on culture, creativity, AI, immersive technologies, performance and digital innovation. In the next period, the project will explore also exchanges with the projects ELLIE and AMPLIFY, opening opportunities for shared visibility, policy dialogue and knowledge exchange across complementary cultural and creative sectors.



ELLIE is dedicated to using technology to enhance and preserve cultural heritage for wider communities. The project bridges traditional heritage practices with modern innovation, making history, culture and tradition more accessible, engaging and participatory through immersive digital experiences.

A central concept in ELLIE is the **Internet of Senses**, which expands digital interaction beyond sight and sound by integrating touch, smell, hearing, sight and other sensory dimensions into cultural experiences. For cultural heritage, this means moving from passive viewing to active participation: audiences could experience the atmosphere of a historical ship, engage with a traditional dance studio, or interact with museum and craft heritage in more immersive ways.

ELLIE's **pilot activities** include:

1. Supporting Florence Craftsmanship in the Product Design Process
2. Tall Ship Glenlee: Materializing an Adventurous Floating Internet of Senses
3. Virtual and Enhanced Guided Tours of a Greek Museum
4. Virtual Reality Dance Studio – Traditional Cyprus Dance



ELLIE Project website



AMPLIFY focuses on how AI, XR and other digital technologies can support live music, performance and cultural participation while keeping artists and audiences at the centre. The project explores multimodal, accessible and empathic digital experiences, with recent work connecting community opera, immersive music, AI-generated 3D memories, spatial audio and audience response research.

Recent AMPLIFY milestones include the **Òpera Prima** press launch in Barcelona, led by Fundació del Gran Teatre del Liceu, where the project presented “La rosa dels set pètals,” a community-driven opera bringing the heritage, memories and voices of the Sant Andreu neighbourhood onto the historic stage.

AMPLIFY also participated in **ACM IMX 2026 in Athlone**, Ireland, hosted by project partner TUS. There, the consortium connected with the global interactive media community and presented three research papers exploring AI-generated 3D immersive memories, VR and tablet interaction for an immersive jazz concert with spatial audio, and infant physiological responses to live musical performance using wearable sensors.



[AMPLIFY Project Website](#)

The project has also launched the **AMPLIFY Live Music & AI Survey**, an open questionnaire on the role of AI in the live music sector. The consultation invites musicians, performing artists, sound engineers, producers, promoters and venue owners to share their views on how AI can support the sector while keeping the human element at the centre of performance. The survey is open until 31 July 2026.

[Participate in AMPLIFY survey](#)

HAMLET, AMPLIFY and ELLIE partners have started exploring possible exchanges around policy questions for responsible AI use in live and performance-based creative sectors. HAMLET contributes complementary perspectives from choreography, dance, theatre, audience engagement and human-centred AI governance. This creates a useful basis for comparing how AI can support creative workflows without replacing artistic agency, authorship, embodied practice or audience connection.

These emerging synergies connect closely with HAMLET's work on responsible AI, creative workflows, audience engagement, immersive experiences, policy dialogue and human-centered digital tools for the Cultural and Creative Industries.

Coming next

In the next period, HAMLET will continue moving from design and early implementation towards validation, stakeholder engagement and exploitation planning. Upcoming activities include further Community Hub refinement, pilot-facing integration, policy dialogue, clustering with sister projects, and additional events to be announced soon.

On **13–14 October 2026**, HAMLET will be part of the **EDN Digital Working Group Atelier, “Re-visioning Creative Processes in Dance with New Technologies,”** hosted by ICK Dans Amsterdam Space for Dance Art. The Atelier will bring together interdisciplinary dance artists and creative coders to experiment hands-on with technologies developed through HAMLET and PREMIERE, including HAMLET’s Movement-to-Music Generation Enabler and Dance Style Analysis and Generation Enabler.

The consortium is also preparing to share the HAMLET Training Material Framework publicly soon.



Follow HAMLET project



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