

Get involved!

- Join the HAMLET Community Hub – Collaborate with artists, developers & AI experts!
- Stay Updated – Follow our journey as we revolutionize the Cultural and Creative Industries!
- Reach out – Are you an artist, game developer, performer, or policymaker? Let's connect!

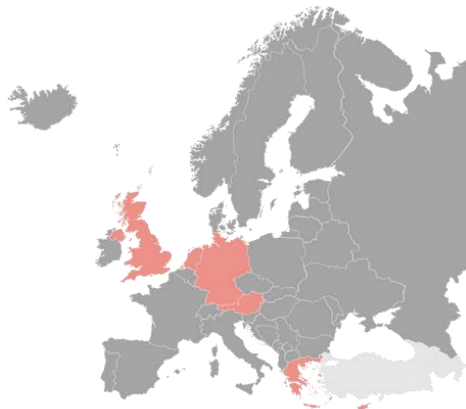
Duration: 01/2025 – 01/2028

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Consortium

Twelve partners across six EU countries, including academic institutions and SMEs



ARISTOTLE
UNIVERSITY
OF THESSALONIKI



the audience agency



CERTH
CENTRE FOR
RESEARCH & TECHNOLOGY
HELLAS



CYENS
CENTRE OF EXCELLENCE



dans
amsterdam

waag futurelab



Interested to know more?



www.hamlet.eu

Empowering Cultural
and Creative Industries
through AI &
Collaboration



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About HAMLET

HAMLET leverages AI to enhance creativity, collaboration, and efficiency in the Cultural and Creative Industries. It aims to empower artists, game developers, and performers through a digital hub that facilitates collaboration, resource sharing, and AI integration to streamline the creative process.

Why HAMLET?

- **Unlock AI-Powered Creativity:** AI tools to enhance creative process.
- **Connect & Collaborate:** With creators and industry professionals.
- **Innovate & Experiment:** Use AI to prototype, adapt, and create content.
- **New Revenue & Business Models:** Shared profit models and resource collaboration.
- **Protect Your Work:** Built-in IP protection.



Core Innovations & Enablers

- **Procedural Content Generation & Cultural Adaptation**
 - For gaming & storytelling
- **Music-to-Movement Translation**
 - For AI-enhanced choreography
- **Adaptive Narrative & Immersive XR Design**
 - For digital theatre & performance art
- **Audience Engagement Analytics**
 - To align content with real-time trends
- **HAMLET Community Hub**
 - A digital platform for cross-sector collaboration

Pilot Projects: AI in Action

- **Pilot 1 – Human-AI Collaborative Game Development**
 - Explores AI as a creative partner in game development.
- **Pilot 2 – Budget Restrained Game Development**
 - Independent game studios create quality games on a budget with automated asset creation.
- **Pilot 3 – Archetype Alchemy**
 - Explores AI-assisted choreography to transform predefined dance archetypes into dynamic performances.
- **Pilot 4 – Echoes Inspire, Words Ignite**
 - AI analyzes social media trends creating adaptive, wordless narratives, blending traditional theatre with VR.

