CHE FACCIA HA L'IA?
(WHAT'S THE FACE OF AI?)

A series of nine presentations about the many aspects of AI. Visitors learn what AI is and how useful it can be, even in the most unexpected domains. They also discover some of the ethical questions it poses, and understand how citizens and the EU can help shape our high-tech future.

DA CHE PARTE STAI?
(WHICH SIDE ARE YOU ON?)

An Augmented Reality experience that tells four realistic stories of AI use. The software reacts to the visitors' choices, challenging their opinions with compelling counterarguments. Finally, it asks them the difficult question that regulators face: do you want this scenario to happen?

SAI MUOVERTI NEL FUTURO?
(HOW WILL YOU MOVE IN THE FUTURE?)

A Virtual Reality experience that lets visitors discover the future of mobility. The year is 2030, car ownership is a thing of the past and traffic is managed by a central AI infrastructure. While their e-driver takes care of everything, the visitors can relax, enjoy the ride, and share their opinion about AI-powered mobility.

www.museoscienza.org

www.ec.europa.eu/jrc/en

YOU & AI

Artificial intelligence as you have never seen and heard it before

A project by the Joint Research Centre and Museo Nazionale della Scienza e della Tecnologia Leonardo da Vinci

MUSEO NAZIONALE SCIENZA E TECNOLOGIA LEONARDO DA VINCI

European Commission

YOU & AI

is a visitor experience designed to highlight the benefits and challenges of Artificial Intelligence. This technology can reshape our society: will it lead us to a digital utopia, or a dystopia?

The European Union (EU) aims to develop an AI that is ethical, secure, and trustworthy. The EU differs from other global players in that its AI regulation, research, and investment are based on a strong ethical framework. However, when the territory is uncharted and the stakes so high, the ethically correct path may not be obvious. What do we want to achieve? What are the lines we are unwilling to cross?

YOU & AI

YOU&AI helps visitors discover some of the pros and cons of AI — and learn how blurred the lines are — through interaction with experts and cutting-edge extended reality experiences.

DA CHE PARTE STAI? *WHICH SIDE ARE YOU ON?*

GIFTS

This social media filter makes you picture-perfect in real life. The algorithm knows your friends' expectations and tells you how to become popular and wildly successful. Are you ready to follow all its suggestions?

EYES WIDE SHUT

In this refugee camp, displaced people can better integrate thanks to biometric identification. Is this the solution to all of a refugee's problems?

OPEN YOUR HEART

Meet the best dating app ever. No swiping needed: the app simply creates the perfect conditions for love to bloom. Will you let artificial intelligence be your Cupid?

PREDICTIVE POLICING

Data-driven surveillance has made Milano safer than ever. Statistics do not lie, the system works. Is anything more important to you than feeling completely safe?

HOW SCIENCE-BASED POLICYMAKING BECAME MUSEUM-WORTHY

The JRC has been pioneering collaborations with leading European science museums since 2017. These museums are a centrepiece of national educational and cultural strategies, and attract a growing number of visitors.

This success is linked to a growing interest in the big challenges of our times, namely the green and digital transitions. Citizens understand the impact that these historic endeavours have on their lives, and that managing them well requires solid scientific backing. To their growing audiences, science museums are not just cultural venues: they provide a learning experience and an opportunity for active citizenship.

Collaboration between the JRC and leading science museums is a natural fit: it strengthens the civic value of these institutions while bringing research-based policy closer to the citizens.

THE STRATEGY OF THE JRC FOCUSES ON FIVE ASPECTS

- Taking our message where people already go to learn about science

- Combining the expertise of our scientists and that of the museums' science communication professionals to develop engaging content

- Integrating information about the EU's science based policymaking into the museum experience: people absorb it as a by-product of their visit

- Using interactive experiences to gauge public perception of certain issues, while offering a user centred fruition

- Focusing on transportable, hardware-agnostic content that can be easily adapted for different locations and languages.