

WORKSHOP

AI as a Creative Development Partner

November 26-27, 2026

Le(Serre, Strada dell'Artigiano 26/7
Basaldella — Udine, Italy

Curated by

MIDPOINT
INSTITUTE

AI as a Creative Development Partner

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Generative AI has more and more become a part of creative development. On one hand as a tool for generating content, but much more as a way of researching, questioning, organising and challenging ideas.

This two-day practical workshop introduces producers, writers and directors to ways of using conversational AI tools such as ChatGPT or Claude during the development of a feature film or series project. Working primarily with their own projects, participants explore how AI can support research and ideation and help turn fragmented development material into coherent working documents. Additionally participants will gain insight how these tools can offer different perspectives on a project without infringing on any central creative decisions.

A focus will be on helping participants look at their projects from different angles and test how the material might be understood by audiences, commissioners, funders or potential partners.

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The workshop will also look at how these methods can support the preparation of project and pitch materials and how a structured approach through these tools can help to clarify, test and communicate ideas that already come from the creative team.

Short introductions and demonstrations alternate with extensive hands-on sessions using participants' own material. No previous experience with AI tools is required.

Selected participants will have the opportunity to request an optional script consultation of up to 120' with script consultants from the MIDPOINT Institute's network of tutors. The consultation, available at an additional cost, will be held online during January and February 2027.

AI as a Creative Development Partner

What the Program Covers

Introduction to Generative AI as a Creative Development Partner

Possibilities, limitations and practical ways of integrating AI into development processes.

Legality, Sustainability, Ethics

Overview of the core questions being debated on industry and broader levels.

AI for Research & Ideation

Using AI for background research, exploring a subject more broadly and generating questions that help develop ideas further.

From Notes to Structured Material

Using AI for background research, exploring a subject more broadly and generating questions that help develop ideas further.

Exploring Different Perspectives

Looking at a project through the perspectives of specific audiences, commissioners, funders, co-producers or other relevant partners.

Preparing & Testing Project Materials

Using AI to help organise, sharpen and test project descriptions, presentations and other pitch materials.

On demand online script consultation

Receive expert feedback on your project in development after your experience with AI as a creative partner.

AI as a Creative Development Partner

Application

FILL IN THE FORM

<https://lsaaonln6dn.typeform.com/MidpointAI>

DEADLINE FOR SUBMISSION

October 4, 2026

Workshop dates: November 26-27, 2026

Location: Udine, Italy

Who can apply:

- Professions: Writers, directors and producers
- Beginners with basic familiarity with AI tools

Selection process

The selection is performed by the MIDPOINT Institute selection committee. All applicants will be notified of the selection results via e-mail provided in the application form. Priority will be given to applicants working on a narrative feature film/series project in development.

Participation Fee

Single participant: 800 € + VAT

Team with 2 participants: 1.400 € + VAT (700 € + VAT each)

Additional online script consultation: 800 € + VAT per team/project

Participation fee includes tuition and board during the workshop.

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Tutors



Gerhard Maier / Germany

After working in the film and TV industry for over a decade, where he escorted movies and series through their life cycles by scouting on markets, creating press books, articles, and reviews Gerhard Maier was editor-in-chief of two of Germany's largest point-of-sale entertainment print publications. Since 2014 Gerhard put his life-long obsession with TV series to better use as part of the founding trio of SerienCamp, Germany's first festival dedicated exclusively to serial storytelling.

As artistic director of SerienCamp Festival and SerienCamp Conference, he curates formats, speakers, and topics and is head of the festival's programming team. When he is not working on SerienCamp, hosting its podcast or curating for conferences like Reeperbahn Festival or Input>Output Symposium, he's a guest lecturer at film schools and training programs.

Recently he is giving workshops and talks as well as facilitating think tank sessions with a strong focus on developments in Generative AI, its possibilities, challenges and impact on storytelling industries.



Katri Manninen / Finland

With three decades of prolific storytelling experience in Finland, Katri Manninen has created or co-created 12 TV series, authored 29 books, and contributed to 5 feature films. Her acclaimed thriller series "Shadow Lines" has received international recognition, including praise from The New York Times and The Wall Street Journal. Known as "The Most Artificially Intelligent Screenwriter" Katri blends traditional narrative techniques with AI capabilities, advocating for technology to enhance rather than replace the human element in storytelling. Her celebrated AI workshops emphasize a practical, engaging, and human-centered approach, inspiring filmmakers to explore digital tools while maintaining their unique voice and creativity in the evolving technological landscape.



MIDPOINT Institute is an international audiovisual training and networking institution offering comprehensive professional support in film and series development, individual skills development, and post-production. Through collaborations with a distinctive network of partners, MIDPOINT's activities are closely linked to the European audiovisual market, actively monitoring and adapting to evolving industry trends and demands.

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