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Mays Business School

2025 CMIS AI Conference

"Thriving in an AI World"

February 21, 2025 | 8:00am - 6:30pm | Phillips Event Center

The Council for the Management of Information Systems (CMIS) at Texas A&M University's Mays Business School is excited to announce the 2025 AI Conference, "Thriving in an AI World." This event aims to bring together leading experts, academics, industry leaders, and innovators to explore how businesses, industries, and individuals can adapt and excel in a rapidly evolving artificial intelligence (AI) landscape.

Conference Schedule

7:45 AM	Arrival and Breakfast
8:15AM - 8:35AM	Welcome and Introduction
8:40AM - 11:00AM	Breakout Sessions
11:00AM - 11:40 AM	Joint Session
11:45AM - 12:45AM	Lunch
1:00PM - 5:00PM	Breakout Sessions
5:00 - 6:30PM	Silent Auction, Announcements, and Networking

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TRACK ONE

Thriving in an AI World

8:40 AM - 10:40AM	From Overwhelmed to Empowered: Using Microsoft Copilot to Conquer Your New Job: Hands-on Lab Claire Callahan & Clarence Stone & Kelsey Fowle, EY
10:40AM - 11:00AM	Break
11:00AM - 11:40AM	Joint Session - How Retailers Are Using Generative AI (GenAI) to Unlock Value Creation Paul Tepfenhart, Google
11:45AM - 12:45AM	Lunch
1:00PM - 3:00PM	Building AI and ML Powered Applications Without Machine Learning Expertise Bineesh Ravindran, AWS
3:00PM - 5:00PM	Building a Local Language Model Development Environment: Hands-on Lab John Zenick, Command Zero
5:00PM - 6:30PM	Silent Auction Announcements Networking

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TRACK TWO

Thriving in an AI World

8:40 AM - 9:20AM	Instant Insights Fuel Faster Supply Chain Innovation with Generative AI and Seamless Collaboration Assets Mark Harmon, IBM
9:25AM - 10:05AM	Beyond the Buzz: A Strategic Framework for Generative AI Products Apurva Shrivastava, Amazon & Aditya Patil
10:05AM - 10:15AM	Break
10:15AM - 10:55AM	AI in Research Administation Matthew Voss, TAMU IT
11:00AM - 11:40AM	Joint Session - How Retailers Are Using Generative AI (GenAI) to Unlock Value Creation Paul Tepfenhart, Google
11:45AM - 12:45AM	Lunch
1:00PM - 1:40PM	Embracing the Future: Navigating Workforce Evolution in the Age of AI Claire Callahan & Clarence Stone & Kelsey Fowle, EY
1:45PM - 2:25PM	The AI Powered IT Department James Davis, RSM
2:25PM - 2:35PM	Break
2:35PM - 3:15PM	AI in Business Strategy & Operations Ginny Torno, Houston Methodist
3:15PM - 3:55PM	Designing Next-Gen Go-to-Market Strategies: Unleashing AI for a Competitive Edge Trevor Dunham & Curtis Schroeder, Varicent
4:00PM - 4:40PM	Navigating New Horizons: Insights from 3 Transformative Use Cases in Industry Manufacturing Anand M. Gnanamoorthy, Marymount University

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TRACK THREE

Thriving in an AI World

8:40 AM - 9:20AM	AI and the Intelligent Enterprise David Lance, Golin
9:25AM - 10:05AM	Harnessing AI for Organizational Restructuring: Methods, Insights, and Future Innovations Nilesh Patel, TAMU EAS & Dr. Xiangwu (Chuck) Zuo, TAMU EAS/CSE
10:05AM - 10:15AM	Break
10:15AM - 10:55AM	No Session
11:00AM - 11:40AM	Joint Session - How Retailers Are Using Generative AI (GenAI) to Unlock Value Creation Paul Tepfenhart, Google
11:45AM - 12:45AM	Lunch
1:00PM - 1:40PM	AGpiliot: The AI Agronomic Assistant Lawrence King, Headstorm
1:45PM - 2:25PM	The Future of AI Steven Brown & Dan Wald, Booz Allen
2:25PM - 2:35PM	Break
2:35PM - 3:15PM	TAMU AI Service Strategy Michael Leary, TAMU IT
3:15PM - 3:55PM	Enhancing Generative AI Accuracy with Knowledge Graphs: Introducing GraphRAG Dr. Srujan Kotikela, TAMU
4:00PM - 4:40PM	Urban AI: Driving Innovation for Sustainable and Resilient Cities Dr. Xinyue Ye, TAMU Eng

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Thriving in an AI World
Sessions at a Glance

Hands-on Labs

Claire Callahan
Partner/Principal, Future of Work Leader for Financial Services Tax
EY

From Overwhelmed to Empowered: Using Microsoft Copilot to Conquer Your New Job Hands-on Lab

Clarence Stone
Senior Manager - GenAI Product Innovation Leader
EY

Kelsey Fowle
Consulting Analyst - Financial Services
EY

Imagine landing your first job straight out of college—exciting, right? But then, the coworker who's supposed to show you the ropes suddenly goes on leave. In his place, he leaves you a massive playbook detailing how to do your job. Overwhelmed? Don't be!

Join our fun and interactive workshop where we'll show you how to turn that intimidating manual into your very own AI-powered sidekick using Microsoft Copilot. No more drowning in pages of procedures or scratching your head over complex tasks. With Copilot, you can create a smart assistant that simplifies the information and helps you tackle your coworker's responsibilities with confidence.

What You'll Experience:

- Make the Complex Simple: Learn how to harness Microsoft Copilot to break down extensive documents into easy-to-understand, actionable steps.
- Hands-On AI Magic: We'll guide you through setting up your own AI assistant by feeding in job details and linking that hefty playbook, transforming it into an interactive helper that answers your questions on the fly.
- Boost Your Work Confidence: Discover how to quickly adapt to new tasks and challenges, making you stand out as a proactive and resourceful team member.
- Engaging and Fun Learning Environment: This isn't just another tech seminar. Expect live demos, collaborative activities, and a chance to play around with cutting-edge AI tools in a relaxed setting.

No prior experience with AI or Microsoft Copilot? No worries! This workshop is designed for college students and those looking to upskill themselves or their teams in the professional world. We're here to make learning about AI accessible, enjoyable, and directly applicable to real-life situations you might face at work.

By the end of the session, you'll have turned that 50-page headache into a personalized assistant that makes your job easier and sets you up for success. Plus, you'll walk away with cool new skills to impress your friends and future employers.

Don't let unexpected work challenges get you down. Turn them into opportunities to shine with a little help from Microsoft Copilot. Come join us and let's conquer that manual together!

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Building AI and ML Powered Applications Without Machine Learning Expertise

Bineesh Ravindran
Solutions Architect, SLG
AWS

This presentation introduces strategies for building AI and ML-powered applications without extensive machine learning expertise. It covers generative AI fundamentals, implementation challenges, and AWS's suite of tools designed to make AI accessible to business teams. The deck focuses on Amazon Q, a versatile AI assistant that integrates with enterprise systems and enhances workforce productivity. It also touches on other AWS AI services, emphasizing security, customization, and ease of use, demonstrating AWS's commitment to democratizing AI technology. The session concludes with a hands-on workshop, allowing participants to experience Amazon Q - Virtual Assistant/Chatbot firsthand.

Building a Local Language Model Development Environment: Hands-On Lab

John Zenick
Security Researcher
Command Zero

Participants in this session will leave with an understanding of how to use the most popular language model framework to run their own version of ChatGPT. Participants will gain hands-on experience using Hugging Face Hub to find open source language model weights for use with llama.cpp, then configure their model weights to perform inference in a web-based front end that can be run on their devices.

Using the provided materials, participants will clone git repositories, configure hugging face hub, learn how to select and download open source models for their hardware, how to spot dangerous repositories that may execute arbitrary code, how to configure llama.cpp to perform inference, and finally, how to integrate this with an open source web-based user interface.

We will cover three types of research enabled by this lab. First, System Prompt Engineering, which involves modifying the very first prompt that initiates the language model. In popular models such as ChatGPT, OpenAI determines this prompt. In your lab, you choose this prompt. Second, llama.cpp configuration options. Tuning the context window size, temperature, in-suffix, and in-prefix can profoundly affect how your model performs. Finally, models can be configured to interact with themselves, enabling research into how models perform over time without constant interaction by an end user.

The provided materials and hands-on experience will enable participants to create local, cloud, or hybrid labs to run their ChatGPT/LLM implementation and perform further language model research.

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Thriving in an AI World
Sessions at a Glance

Presentations

Instant Insights Fuel Faster Supply Chain Innovation with Generative AI and Seamless Collaboration Assets

Mark Harmon
IT Manager, Hybrid Cloud Services
IBM

The use of Generative AI is transforming the supply chain industry by leveraging real-time data, automation, and predictive analytics to drive innovation, productivity, and responsiveness. By building deeper human-tech partnerships, AI assets are revolutionizing the way supply chains operate.

How Retailers Are Using AI and Generative AI (GenAI) to Unlock Value Creation

Paul Tepfenhart
Global Director
Retail & Consumer Strategy & Solutions
Google

This presentation focuses on how retailers are using AI and Generative AI (GenAI) to unlock value creation by accelerating and transforming their businesses. The presentation will explore AI's impact in areas like customer experience, logistics, marketing, and merchandising assortments. It will cover how GenAI is being used in retail to streamline customer service, generate marketing materials, and improve product information. Specific examples from companies like Carrefour, Wayfair, and Kroger will be highlighted to showcase the real-world impact of these technologies. The presentation will also emphasize Google Cloud's Vertex AI platform as a flexible solution for retail AI applications.

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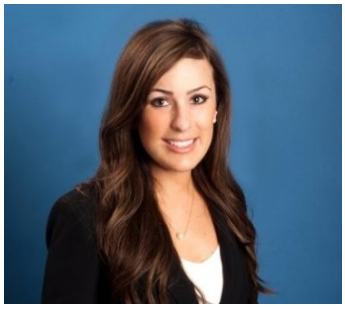

Claire Callahan
Partner/Principal, Future of Work Leader for Financial Services Tax
EY

Embracing the Future: Navigating Workforce Evolution in the Age of AI

Clarence Stone
Senior Manager - GenAI Product Innovation Leader
EY

Kelsey Fowle
Consulting Analyst - Financial Services
EY

Artificial Intelligence (AI) is not just a buzzword—it's a transformative force reshaping industries, job roles, and the very nature of work itself. As we stand on the cusp of this new era, understanding how to navigate the evolving workforce landscape is crucial for both individuals and organizations.

Join our dynamic panel discussion where thought leaders, industry experts, and innovators come together to explore the profound impact of AI on the future of work. We'll dive into how AI is altering job roles, the emergence of new career opportunities, and the essential skills needed to thrive. The conversation will cover real-world examples of successful human-AI collaboration, addressing both the opportunities and challenges that come with integrating AI into the workplace.

AGpilot: The AI Agronomic Assistant

Lawerence King
Founder and CEO
Headstorm

AGpilot is an app, built by Headstorm, that utilizes Gen AI to seamlessly integrate grower-advisor interactions with vast troves of both external and internal data. Leveraging sources such as Microsoft's ADMA solution for external data, and proprietary data repositories developed by ag retailers, AGpilot transforms raw information into actionable insights in real-time. By automating research tasks and consolidating relevant data, AGpilot empowers advisors to perform their duties more efficiently and effectively.

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The AI Powered IT Department

James Davis
Management Consulting,
Technology Advisory
RSM

In today's rapidly evolving technological landscape, the integration of Artificial Intelligence (AI) into IT departments is revolutionizing the way organizations operate. This speech explores the transformative impact of AI on IT departments, highlighting its role in enhancing efficiency, security, and innovation.

AI-powered IT departments leverage advanced algorithms and machine learning to automate routine tasks, such as system monitoring, data analysis, and troubleshooting. This automation not only reduces the workload on IT professionals but also minimizes human error, leading to more reliable and efficient operations. AI-driven predictive analytics enable proactive maintenance, identifying potential issues before they escalate into critical problems, thus ensuring uninterrupted service and reducing downtime.

Moreover, AI enhances cybersecurity by detecting and responding to threats in real-time. Machine learning models analyze vast amounts of data to identify unusual patterns and potential security breaches, providing a robust defense against cyberattacks. This proactive approach to security helps safeguard sensitive information and maintain the integrity of IT systems.

AI also fosters innovation within IT departments by enabling the development of intelligent applications and services. From chatbots that provide instant customer support to AI-driven development tools that streamline coding processes, the possibilities are endless. By embracing AI, IT departments can focus on strategic initiatives, driving digital transformation and delivering greater value to the organization.

In conclusion, an AI-powered IT department is not just a futuristic concept but a present-day reality that offers significant benefits. By harnessing the power of AI, organizations can achieve higher efficiency, enhanced security, and continuous innovation, positioning themselves for success in the digital age.

The Future of AI

Steven Brown
Prinicipal Director of NASA
Cyber
Booz Allen

Dan Wald
Prinicipal Director of
Aerospace AI
Booz Allen

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Enhancing Generative AI Accuracy with Knowledge Graphs: Introducing GraphRAG

Dr. Srujan Kotikela
Clinical Assistant Professor
Mays Business School, Texas A&M University

Generative AI models, particularly large language models (LLMs), have shown remarkable abilities in natural language generation. However, they are often limited by key challenges: hallucinations, inaccurate outputs, and rapidly outdated knowledge. These issues hinder the reliability of LLMs in high-stakes applications where factual precision is critical.

Retrieval-Augmented Generation (RAG) has emerged as a powerful approach to enhance LLMs by providing external, factual knowledge during generation. This presentation explores various RAG methodologies, including Vector RAG, SQL RAG, and GraphRAG, focusing on how these approaches help mitigate hallucinations and improve factual accuracy.

We will dive deeper into GraphRAG, an approach that integrates LLMs with knowledge graphs for retrieval. Knowledge graphs provide a structured, semantically rich representation of data, enabling better contextual understanding and more accurate retrieval. Unlike other RAG approaches, knowledge graphs excel in representing relationships and connections, providing a more reliable and comprehensive knowledge base. The session will introduce knowledge graphs, emphasizing their advantages over traditional vector-based and tabular retrieval methods. We will discuss how their structured data and ability to encode relationships result in better grounding for LLMs.

The presentation will include real-world case studies comparing different RAG approaches, highlighting the superior performance of GraphRAG in terms of accuracy and reduced hallucinations. A live demo will showcase how GraphRAG can effectively leverage domain-specific knowledge to improve the reliability of LLM outputs, demonstrating the potential of this approach to revolutionize the accuracy of generative AI.

Harnessing AI for Organizational Restructuring: Methods, Insights, and Future Innovations

Nilesh Patel
Executive Director
Texas A&M University EAS

Dr. Xiangwu (Chuck) Zuo
Software Developer
Texas A&M University EAS/CSE

This presentation delves into how Artificial Intelligence (AI) can address complex human resource (HR) challenges by transforming workforce alignment processes. Faced with the difficulty of inconsistent job titles and descriptions during an organizational restructuring, we developed and implemented an AI-powered solution that combined Named Entity Recognition (NER) and K-means clustering to analyze employee job descriptions. This approach enabled HR teams to extract key skills and responsibilities, group employees with similar profiles, and make informed decisions on role assignments.

Building on this success, we explore future directions in AI innovation. Introducing Reinforcement Prompting, a novel framework leveraging reinforcement learning to generate high-quality synthetic data, we demonstrate how this approach could be used to train neural networks for HR tasks such as role matching and skills gap analysis. This ensures privacy preservation while addressing data scarcity challenges, paving the way for scalable AI applications in workforce optimization.

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Designing Next-Gen Go-to-Market Strategies: Unleashing AI for a Competitive Edge

Trevor Dunham
Vice President of Product Management
Varicent

Curtis Schroeder
Head of Research & Insight
Varicent

In today's competitive landscape, businesses must leverage AI to stay ahead, but the challenge often lies in translating AI's potential into actionable go-to-market (GTM) strategies. As GTM strategies evolve, the companies that embrace AI and focus on experiments, break-through findings, and adaptable models will be the ones that thrive.

Designed for business leaders eager to explore AI beyond theory, this session bridges the gap between strategic planning and execution by showcasing how AI can serve as both a catalyst for innovation and a tool for navigating uncertainty. By connecting proven AI applications to practical, real-world challenges, the session empowers participants to envision how AI can not only optimize existing processes but also uncover entirely new opportunities for growth and differentiation in highly competitive markets.

The session will also contrast traditional AI approaches, often led by data science teams and focused on complex, resource-intensive models, with the rise of Generative AI (GenAI), which democratizes AI adoption through user-friendly, creative, and context-aware solutions. Attendees will gain insights into how this shift enables faster experimentation, broader accessibility, and more agile go-to-market strategies across industries.

Participants will explore the business imperative of AI in GTM through real-world examples of how organizations use AI to enhance customer segmentation, streamline sales operations, and pivot their business through market disruption. The session will also provide a structured framework for evaluating AI opportunities leveraging the design thinking principles of "Rose-Bud-Thorn" and guiding attendees on how to assess initiatives based on value and complexity.

By the end of the session, participants will leave with a practical framework for identifying and evaluating AI opportunities, prioritizing initiatives based on value and complexity, and applying these techniques to their own business contexts to operationalize AI effectively.

Beyond the Buzz: A Strategic Framework for Generative AI Products

Apurva Shrivastava
Product Manager
Amazon

Aditya Patil
Data Scientist

As Generative AI reshapes the technology landscape, product managers and data scientists face the challenge of separating hype from practical value. This presentation offers a structured analysis of the current Generative AI ecosystem, drawing parallels with traditional technology stacks to provide familiar context for practitioners.

We begin by clarifying the fundamental distinctions between AI, Machine Learning, and Large Language Models, addressing common misconceptions that often lead to misaligned implementation strategies. The framework presents Generative AI as a new computational layer, comparing it with the traditional operating system stack to illustrate its transformative potential and limitations.

Through detailed case studies, we examine successful Generative AI implementations like Microsoft's Copilot and Apple's ML-powered features, analyzing why they succeed where others fail. We'll contrast these with less successful applications, such as direct SQL generation tools, to extract practical lessons about user experience, reliability, and value proposition.

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Navigating New Horizons: Insights from 3 Transformative Use Cases in Industrial Manufacturing

Anand M. Gnanamoorthy
Director of Corporate Strategy and
Business Development
Marymount University

Integrating Generative AI into business strategy and operations marks a pivotal shift in how companies approach innovation and competitiveness. This presentation dives into a Generative AI initiative launched by a global leader in industrial equipment manufacturing located in North America. Recognized for its commitment to operational excellence and innovation, this manufacturer is leveraging AI to address critical challenges and opportunities in its industrial and commercial segments.

This project exemplifies the organization's forward-thinking approach to AI adoption, focusing on three proof-of-concept (PoC) projects:

1. AI-Driven Technical Support: Designed to enhance the productivity of technical support teams by optimizing product selection, installation, and service. This tool aims to streamline operations and elevate customer satisfaction.
2. Demand Stimulation Tool: Focused on generating demand for equipment, parts, and services among existing customers by analyzing historical data and predicting future needs.
3. New Customer Finder: An AI-powered solution identifying high-potential customers and equipping sales teams with tailored insights to engage them effectively, driving growth and market penetration.

These case studies demonstrate how the manufacturer leverages Generative AI to enhance strategic planning, refine decision-making processes, and improve operational efficiency. By focusing on measurable business outcomes, such as increased revenue, reduced operational costs, and enhanced customer engagement, the initiative is setting the foundation for sustainable innovation.

In addition to the technical aspects, the presentation will delve into the cultural and organizational dimensions of adopting AI at scale. It will discuss the challenges of integrating AI into traditional workflows, ensuring ethical AI use, and managing change within a diverse global organization.

Key takeaways include:

- Insights into the structured implementation of Generative AI tools across varied business use cases.
- Strategies for fostering collaboration between technology and business teams.
- Lessons on building a scalable and adaptable framework for AI integration that aligns with organizational goals.

This presentation will illustrate how AI transforms strategic and operational landscapes in a real-world, industry-leading context. Attendees will gain practical knowledge and inspiration to apply AI in their respective industries.

TAMU AI Service Strategy

Michael Leary
Chief Technology Officer
TAMU IT

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AI and the Intelligent Enterprise

David Lance
Vice President, Global AI Technology Lead
Golin

In today's rapidly evolving digital landscape, artificial intelligence (AI) has become a cornerstone of business transformation. However, many organizations struggle to understand their current AI capabilities and how to progress towards becoming a fully intelligent enterprise. This presentation introduces Bottle Rocket's Intelligent Enterprise Matrix, a powerful tool designed to assess and guide companies on their AI maturity journey.

The Intelligent Enterprise Matrix provides a visual roadmap from basic AI implementation (the "Black Box" stage) to full AI maturity (the "Intelligent Enterprise" stage). It is structured along two critical axes: data availability and level of automation. As organizations progress through the matrix, they increase their capabilities in both dimensions, unlocking new potential for innovation and efficiency.

The presentation walks the audience through each stage of the matrix, offering insights into the characteristics, challenges, and opportunities at each level. From the foundational "Black Box" stage with limited digital integration, through intermediate stages involving cloud computing, machine learning, and IoT technologies, to the pinnacle "Intelligent Enterprise" stage where AI is deeply embedded in all aspects of the organization.

AI in Business Strategy & Operations

Ginny Torno
Executive Director of Innovation and
IT Clinical Systems
Houston Methodist

AI has reshaped strategic planning, decision making, and operations in multiple ways at Houston Methodist. Virtual Intensive Care Units are operating in all 8 hospitals. These units monitor patients with a centralized system that uses AI algorithms to identify emerging or currently emergent patient situations. A central monitoring team watches this data and responds to alerts that are identified. There are many real-life examples that can be shared where Houston Methodist was able to intervene and prevent patients from declining, or otherwise assist before the issue may have been caught without this technology's presence.

A different AI enabled technology is used in typical patient rooms, where a button is placed on a patient's chest. This allows central monitoring by the same central team, but with data populating less often. This technology has also detected patient deterioration and allowed us to intervene before an unfortunate event occurs. It also allows us to make operational adjustments to manually check patient vitals less often, allowing nurses to spend time on more critical tasks, and allowing our patients to rest at night.

A third AI technology monitors operating rooms to identify opportunities for operational efficiency improvements. This technology has surfaced ways for Houston Methodist to add an average of 1 additional surgical procedure per day per OR! This allows us to help more patients and bring in additional revenue.

AI technology in the imaging diagnostics space can identify items of concern on medical images and recommend diagnosis and treatment.

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AI in Research Administration

Matthew Voss
Software Developer
Texas A&M University, IT

Texas A&M is pioneering two of the first real world applications of Generative AI in support of research administration. These two applications support research compliance in two major areas: the submission of human research protocols by principal investigators and the field inspections of animal housing facilities. Both applications leverage large language models (LLM) but in different ways.

The application in support of human research protocols trains a base model on historical protocols, regulations, university policies with data filtered and tagged by subject matter experts. This base university model is then finetuned in multiple expert models constrained to a field of study to ensure output that is relevant.

The second application leverages state of the art visual models to capture handwriting from paper forms used in field inspections. In discussion with field inspectors, it was determined they would prefer not to use equipment in the field because of the nature of the facilities. The usage of paper forms is better suited for the types of work these inspectors perform. Handwriting, until recently, has been challenging to capture. However, with the emergence of LLMs that support visual processing handwriting has become significantly easier to parse.

Both applications are pushing the efficiencies of research compliance personnel to higher levels which in turn allows more projects to be reviewed and for PIs to receive their funding in less time.

Urban AI: Driving Innovation for Sustainable and Resilient Cities

Dr. Xinyue Ye
Harold Adams Endowed Professor in
Urban Informatics
Texas A&M University, Engineering

This presentation delves into the transformative potential of Urban AI—the integration of artificial intelligence into urban systems—with a focus on its pivotal role in building sustainable and resilient cities. Urban AI encompasses a suite of advanced technologies, including AI-driven analytics, predictive modeling, and digital twin platforms, all of which are reshaping how urban challenges are identified, analyzed, and addressed. By harnessing these capabilities, Urban AI is empowering decision-makers to tackle complex issues in urban planning, resource management, and climate adaptation with unprecedented precision and efficiency.

The presentation will not only explore the practical applications of Urban AI but also address the challenges it presents. These include ethical concerns, such as ensuring privacy and data security, as well as governance issues related to equitable deployment across diverse communities. The presentation will discuss frameworks for responsible AI use, emphasizing the importance of transparency and inclusivity in decision-making processes.

Through real-world examples and forward-thinking insights, the presentation aims to provide attendees with a comprehensive understanding of how Urban AI is reshaping the future of cities. Key takeaways will include actionable strategies for integrating AI into urban systems, best practices for overcoming implementation challenges, and approaches to fostering collaboration among urban planners, technologists, and policymakers.

Attendees will leave with a nuanced perspective on the transformative power of Urban AI, equipped with knowledge of its applications, limitations, and opportunities. This session is especially relevant for professionals and academics in urban planning, sustainability, and technology, as well as students and early-career practitioners eager to understand how AI can drive innovation and support the creation of smarter, greener, and more equitable cities. By bridging the gap between AI and urban resilience, this presentation will inspire actionable change and foster a collaborative vision for the cities of tomorrow.