

An AI-generated architectural rendering of a modern hotel complex nestled within a dark, volcanic landscape. The hotel features a large, curved, metallic-looking structure with a large, irregular opening that reveals a bright interior space. Inside, there are several white armchairs, a small table, and a person standing near a large window. A large, reddish-brown rock formation is visible inside the opening. The exterior of the building is dark and reflective, mirroring the surrounding environment. In the background, a large, jagged mountain peak rises against a blue sky with scattered white clouds. The overall scene is surreal and futuristic, showcasing the potential of AI in architectural design.

EVERYONE'S TALKING ABOUT...

## AI TRANSFORMING TRAVEL

Ask the AI-powered know-it-all ChatGPT about its technology's implications for the travel industry, and it spits out: "Artificial intelligence has the potential to revolutionise travel by enhancing personalisation, optimising operations and improving customer experiences." That potential is already being realised, and it's going beyond the ChatGPT-driven bots answering customer questions for giants such as Expedia and Kayak. Beds in Park Hyatt New York's new Sleep Suites help guests snooze with an AI-controlled mattress that adapts to relieve pressure points and synchronises sleep-inducing audio with gentle movements, while hotel giants, including Hilton and Marriott, are using new food-recognition technology to reduce waste. AI will soon influence the way hotels look too. Using MidJourney, ChatGPT's image-generating equivalent, architects and designers can create mock-ups in a wink. "It is becoming an important ideation tool," says Singapore-based Hajar Ali, who shares fantastical MidJourney-produced hotel and villa concepts on her Instagram page, Reverse Orientalism. "It takes me two to three days to complete a series, as opposed to two to three weeks using CGI, which also involves a lot more people." Ali's whimsical designs, which meld oriental vernacular elements and wild natural settings with modernist architecture, have already led to enquiries from hoteliers in Bali, Costa Rica and beyond. In a recent round-table discussion about the future of design, Zaha Hadid Architects' studio principal, Patrik Schumacher, admitted to using text-to-image generators for most of the firm's sculptural projects. We can't check in at an AI-designed hotel just yet though. "We're all limited by current construction technologies," says Ali. "Even the parametric greats such as Zaha Hadid had to wait for technologies to catch up before their designs could be realised." But with AI tech developing at hyperspeed, that might be sooner than we think. CHRIS SCHALKX

AI-GENERATED DESIGN OF A HOTEL BENEATH MOUNT ETNA, ITALY