**PRESS NOTE**

**AI redefines creativity:**  
**A preview of emerging trends from Viscom Italia 2025**

*Artificial intelligence is no longer just a tool—it’s a strategic partner that amplifies human capabilities. From ideation to production, new workflows and previously unseen specializations are emerging, reshaping the visual communication industry.*

**Milan, July 31, 2025** – Having moved beyond the experimental stage, AI has now become a strategic factor radically transforming processes and workflows across the visual communication sector. For industry professionals, the real challenge today is to integrate these tools mindfully—shifting from a logic of mere use to one of true collaboration. The narrative has changed: AI is no longer viewed as a threat of replacement but as a catalyst for the evolution of skills, giving rise to new operational paradigms and specializations.

**From automation to creative amplification: 4 trends shaping the future**

As preparations continue for the **36th edition of Viscom Italia**, **the international trade fair for technologies, applications, and materials for visual communication and graphic arts—scheduled from October 1–3, 2025**—several trends are beginning to emerge, which are set to define the near future.

Overall, generative AI is asserting itself as an amplifier of human abilities, extending its impact throughout the creative process. Within this context, four macro-trends highlight the main evolutions in workflows:

1. **AI as a Partner in Ideation**  
   AI tools have become indispensable allies during the ideation phase. Designers are using them to overcome creative blocks, generating in seconds a wide range of visual concepts that would have taken hours to produce, thus accelerating the journey toward the winning idea.
2. **Conversational Co-Creation**  
   The latest AI platforms no longer simply execute commands—they enable an ongoing dialogue between the professional and the machine. Refining an image or layout is no longer a mechanical action but a natural and collaborative flow, essential for managing complex projects.
3. **Production Acceleration**  
   Technology is optimizing production timelines, shortening the gap between concept and final asset. Processes that were once distinct and sequential—such as turning 2D sketches into 3D models, or optimizing images for print—are now integrated and automated, freeing up more time for professionals to focus on strategy and fine details.
4. **Hyper-Personalization**  
   Large-scale visual campaigns are evolving toward hyper-personalization. Instead of a one-size-fits-all output, AI makes it possible to generate thousands of image variations, dynamically tailored to different audience segments and channels—while maintaining perfect brand consistency.

*“From the early insights we’re receiving from our partners and exhibitors as we prepare for the upcoming edition of Viscom Italia, we’re witnessing a profound methodological shift—not just a technological one,” says* ***Cecilia Montalbetti****, Exhibition Manager of Viscom Italia. “Technology is becoming a co-creator, but human skills like strategic vision and aesthetic sensibility remain central. The professional of the future won’t just use AI—they will guide it, curate it, and integrate it into an increasingly intelligent and empowered workflow.*

**New creative roles in the age of AI**

This evolution in workflows is also redefining the skill sets required in the industry, giving rise to new professional roles that are increasingly in demand. Among them:

* **Creative Prompt Director** – Develops complex prompts to translate strategy into language AI can understand and turn into high-quality visual output.
* **AI Brand Guardian** – Oversees the stylistic consistency of all AI-generated content, ensuring alignment with brand identity and values.
* **Ethical Consultant for Creative AI** – Guides teams in the responsible use of AI technology, addressing issues like copyright, bias, and transparency to ensure innovation does not compromise brand integrity or audience respect.

All these topics—and more—will be discussed and explored in depth at **Viscom Italia 2025**, taking place from **October 1–3** at **Fiera Milano – Rho**.

**Pre-registration is now open** at this [link](https://www.viscomitalia.it/en-gb.html) (invitation code valid for all three days of the event: **VIS25COM**).

For the latest updates, visit the **official Viscom Italia website**.

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