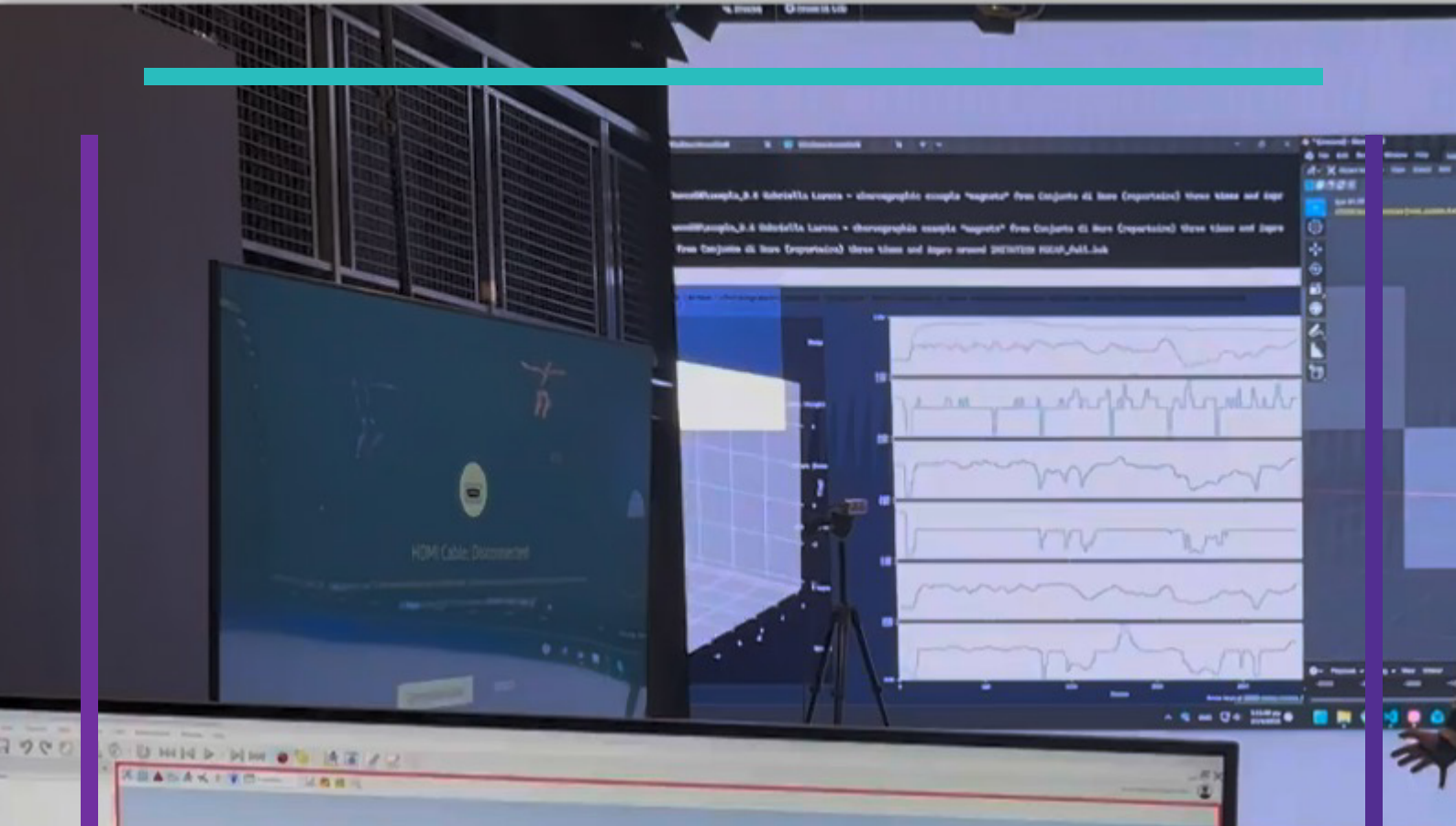




HAMLET

Guide for applicants

Open call
Trust me, I'm an AI/rtist

Call closes
30th September 2026, 23:59 CEST

Info session
31st July 2026, 10:00-11:30 CEST

waag  futurelab

Introduction

Artificial intelligence is rapidly becoming part of cultural production. Images, sounds, texts, performances and virtual worlds are increasingly generated, adapted and distributed through AI. Yet most discussions about AI position artists as users of technologies developed elsewhere. Artists are expected to adopt AI tools, adapt their workflows and explore new creative possibilities.

**HAMLET proposes a different approach:
Not how can artists use AI, but how can artists shape the AI they use?**

HAMLET

HAMLET is **Horizon Europe project** (Grant Agreement No 101178362) and it stands for "**Human-centred generative Ai fraMework for culturalL industriEs' digital Transition**". The consortium partners and more information can be found at <https://hamlet-project.eu>.

Trust Me, I'm an AI/rtist

Trust Me, I'm an AI/rtist invites artists, theatre makers, choreographers, dancers, game designers and other creative practitioners to engage directly with seven experimental generative AI Enablers currently being developed by HAMLET's technology partners together with pilots in gaming, performance and theatre across Europe.

Artists challenging AI

This is not a residency where AI is presented as a finished product. It is an invitation to enter the development process itself. Selected artists will gain access to the technologies, datasets, interfaces and assumptions that shape these systems while they are still being built. Rather than testing whether these systems work, artists are invited to ask more difficult questions. Why do these systems work the way they do? For whom are they designed? What forms of creativity do they enable, and what forms do they constrain? What assumptions about culture, intelligence, authorship, labour, bodies, audiences and society are embedded within them? Can artistic practices reveal blind spots, expose hidden biases, question environmental costs, invent unexpected uses or imagine alternative technological futures?

HAMLET is looking for individual artists and collectives who are willing to move beyond adoption and into investigation. Participants are invited to challenge, misuse, reimagine, hack, subvert, collaborate with, play with and creatively interrogate these technologies. We welcome proposals that are speculative, critical, poetic, provocative, humorous, performative, constructive or disruptive.

We are not looking for polished products or technological solutions. We are looking for artistic investigations that reveal new questions, perspectives, tensions, possibilities or critiques around AI and creativity. A successful residency may result in an artwork, performance, intervention, experiment, public encounter, prototype, critical reflection, or another format chosen by the artist.

Selected artists will work alongside technologists to develop artistic interventions that explore the technological, cultural, ethical and societal implications of these systems. Through public encounters, discussions and presentations, participants will help open generative AI development to wider public imagination, reflection and debate. The residency process will culminate in public presentations and discussions in September 2027, contributing to a broader conversation about the future of AI in culture and society.

Because the question is no longer whether AI will be part of creative practice. The question for HAMLET is: AI, or not AI? If AI, then how? And under what conditions, according to whose values, and towards what kinds of futures?

1. Timeline

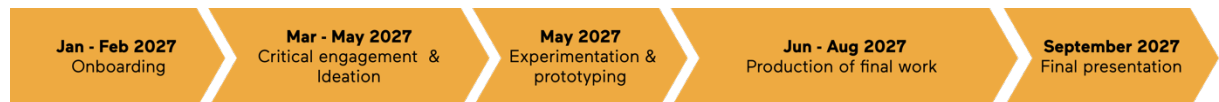
Applications

The selection process consists of application, evaluation, and jury presentation stages. Please note the key dates below when preparing your submission.



Creative intervention timeline

Selected artists will participate in a nine-month process of critical engagement, experimentation, and artistic production, culminating in a public presentation of the final works.



2. AI Enablers + locations

An AI Enabler is an AI tool that is co-created by HAMLET Pilots in dance, theatre, and game design, with the aim to assist creative processes and amplify creativity. They are under development and they are prototypes when the application is made.

The Generic Procedural Content Generation Enabler

This AI system generates 3D objects, environments and human avatars from text descriptions. Rather than relying on a single model, it combines large language models with specialised generative tools that automatically select the most suitable workflow for different types of assets. The aim is to make 3D content generation faster, more flexible and less resource-intensive.

The system invites exploration of how language shapes virtual worlds. What kinds of objects, bodies and environments emerge from text-to-3D generation? Which assumptions, aesthetics or biases are embedded in the models, and how might artists challenge or reimagine them?

Location

The Centre for Research and Technology, Hellas (CERTH), Thessaloniki, Greece

The Data-Driven Cultural Content Adaptation enabler

This AI system supports creative ideation by combining audience insights, cultural trends and generative AI. Users can describe a creative goal and receive a structured set of content ideas, suggestions and possible directions, ranked according to different criteria.

Rather than creating finished works, the tool acts as a decision-support system. Artists may wish to explore how creativity changes when ideas are filtered through audience data and algorithmic evaluation. Can cultural production be predicted? What becomes visible—or in-visible—when data starts shaping creative choices?

Location

The Centre for Research and Technology, Hellas (CERTH), Thessaloniki, Greece

Cross-Domain Audience Engagement Analytics Enabler

This system analyses cultural participation data—from event attendance and surveys to public trends and digital interactions—to identify patterns of audience engagement. The resulting “signals” can be used by cultural organisations, creative tools or AI systems to inform future decisions.

The system opens questions about how audiences are represented through data. What forms of participation become measurable? What kinds of cultural behaviour remain hidden? How might artistic practice challenge or reinterpret the ways AI understands audiences?

Location

The Audience Agency, Warrington, the UK.

Dance Style Analysis and Generation Enabler

This AI tool converts dance recordings into virtual 3D representations of movement. Using motion analysis and machine learning techniques, it identifies patterns in choreography and translates them into digital skeletons and movement sequences that can be explored, modified or re-performed in virtual environments.

Artists are invited to investigate how embodied knowledge is translated into data. What is preserved and what is lost when movement becomes computational? Can a dance style be captured, reproduced or transformed by AI?

Location

Centre of Excellence for Research & Innovation in Cyprus (CYENS), Nicosia, Cyprus

Immersive Design Integration Enabler for Dance & Theatre.

This system allows creators to generate and edit immersive XR environments using natural language. Through speech or text, users can build, modify and orchestrate virtual stages, scenographies and narrative spaces. The tool also integrates outputs from other HAMLET systems, including AI-generated movement and 3D assets.

The system offers opportunities to explore new relationships between language, space and performance. How does AI influence scenography and world-building? What happens when stage design becomes conversational, procedural or generative?

Location

Centre of Excellence for Research & Innovation in Cyprus (CYENS), Nicosia, Cyprus

Music-to-Movement Translation Enabler

This experimental AI system analyses musical structures and generates corresponding movement patterns and choreographic variations. It seeks to create new connections between sound, rhythm and physical expression.

Artists may explore questions of interpretation, translation and collaboration. Can movement emerge from music without losing its expressive qualities? What new choreographic possibilities arise when sound becomes an active generative force?

Location

Aristotle University of Thessaloniki (AUTH), Thessaloniki, Greece

Adaptive Narrative Enabler for Games & Theatre

This AI system generates interactive stories that adapt to audience choices and unfolding events. Unlike large language models trained on internet-scale datasets, it is built from curated story elements, interactions and narrative structures created by authors. This approach provides greater control over narrative logic, ethics and creative direction.

The system invites artists to explore questions of authorship, agency and storytelling. How much control should creators retain over adaptive narratives? Can AI generate meaningful stories without reproducing problematic cultural assumptions? What forms of theatre, gaming and participation become possible when stories continuously evolve?

Location

CAUSA Creation, Vienna, Austria

3. Application

Please download the template and complete it. Your application should include:

1. A short introduction to your artistic practice and motivation;
2. A description of your proposed artistic intervention and selected Enabler(s);
3. The key questions, relevance and potential impact of the project;
4. Your methodology and approach to collaboration;
5. A brief work plan and budget overview;
6. A portfolio (max. 10 pages) and optional supporting materials.

Completed application templates must be submitted through the [Homerun platform](#) before **the application deadline on 30 September 2026**. Applications submitted by email or through other channels will not be considered.

What do we offer?

- EUR 20.000 (excluding VAT) budget for creative intervention to cover the artist fee, production, travel and accommodation costs when visiting HAMLET technology partners (locations), the organisation and participation at final presentation in 2027 and other relevant costs to ensure the successful implementation of the project (including but not limited to artwork/prototype production); The budget is fixed at EUR 20.000 (excluding VAT), no matter if the application is for a single creative, or a creative-collective;
- Access to the facilities provided by HAMLET technology partners' institutions that are discussed with and agreed upon by the latter;
- Online mentoring and coordination support from Waag Futurelab.

Expected outputs

1. Producing a tangible, presentable and creative output addressing one to three of the seven Enablers;
2. Providing (after the onboarding period) a descriptive abstract of the creative output and a development plan describing the objectives, actions, timetable and setup necessary for implementing it;
3. Engagingly work with HAMLET technology partners for at least a week;
4. Participating in at least 5 online check-in meetings with Waag;

5. Actively engaging in the dissemination and communication efforts of the creative intervention programme, sharing posts on social media, producing contents to be shared on websites (such as hamlet-project.eu), participating in written/audio/video interviews;
6. Present the final artistic intervention in September 2027.
7. Contributing to the impact assessment analysis undertaken by Waag in the context of HAMLET.

Admissibility criteria

Artists, designers, creative technologists, theatre makers, dancers, choreographers, game designers registered in Europe are encouraged to apply. Applicants must have a valid VAT number and a formal address.

To ensure fairness and alignment with the values of the project, all proposals submitted via the official online application form will undergo an admissibility and eligibility check by Waag the organiser. These criteria are designed to confirm applicants' alignment with the mission and scope of HAMLET and to ensure equal access across diverse communities.

All eligibility requirements are detailed below, and proposals will be assessed based solely on the information provided in the application form. Applications that do not meet these criteria will be deemed ineligible and excluded from the evaluation process. We encourage all applicants to carefully review these conditions before submitting their proposals. To be an eligible applicant, proposals must be submitted by either an individual creative or a collective of creatives who meet the following rules:

1. Applicants from any nationality who are **based in Europe** can apply, at the condition that they have a formal address and a valid VAT in EU and can prove them. And they can travel (with a valid visa where applicable) to the Locations where the Enablers are developed, as specified in the open call.
2. **Fiscal identification:** Applicants must have a valid VAT in EU.
3. **Independence** from consortium partners: Applicants must not be affiliated with any of the HAMLET consortium partners, their affiliated entities, employees, or permanent collaborators. Former residents from host institutions are eligible to apply.
4. **Creative experience:** Applicants must have a documented portfolio of their creative work, which will be assessed based on their creative experience. They should have been practicing their creative endeavours for at least the past 5 years, with a clear focus on artistic research, critical making, interdisciplinary collaboration, engagement with technology or science, and/or critical making. They should be able to demonstrate a track record of exhibitions, public performances, publications, awards, credits, or grants. In the case of game designers and creative technologists, they should be able to show a selection of relevant games or technologies, public events, hackathons, or publications.
5. **Commitment and ability** to travel (securing necessary visas etc if necessary), European citizenship is not required.
6. **Language:** All written and verbal communication throughout the application process must be conducted in English.
7. **Legal status:** Not be under liquidation or are an enterprise under difficulty according to the Commission Regulation No 651/2014, art. 2.182, or that are excluded from the possibility of obtaining EU funding under the provisions of both national and EU law, or by a decision of either national or EU authority.

4. Budget

Applicants propose a budget based on a simplified estimation of costs, summarising the expected costs for different budget categories, up to a maximum of EUR 20.000 (VAT excluded). The selected artists/collectives will receive a commission fee that will cover a maximum of 100% of the budget up to the maximum amount of EUR 20.000 (VAT excluded). To be considered eligible, costs need to comply with the following:

Fees for individual creative or collective of creatives

The fees category covers the honorarium for the commissioned creative/collective executing the project and work either full-time or part-time on the project.

Travel & accommodation

This category includes expenses related to travel and accommodation for the commissioned creative/collective related to the execution of the work. This covers e.g. travel to and from the technology partner(s) of the selected Enabler(s) to conduct on-site experiments, and the final presentation in 2027.

Various

This category covers expenses related to various items and services necessary for the development and realisation of the work. This includes purchases or payments for materials, equipment, utilities and any other services essential for the project's realisation, such as software and hardware.

Payment scheme

The participant must submit one interim report and one final report, using the templates provided by Waag Futurelab, which will outline the activities performed and costs incurred. These reports shall not be longer than three-pages. Except for the first advance transfer, payments are linked to the reporting scheme, as follows:

1. A first payment, 40% total payment

Following the signature of a commission agreement by the artist(s) and Waag Futurelab;

2. A second payment, 30% total payment

Following the approval of the interim report including a short explanation of budget use (covering month one till month five of the project);

3. A final payment, remaining balance, 30% total payment

Following the approval of the final report including a short explanation of budget use (covering the full period as set out in the contract); The payment of the balance covers the remaining part of the eligible costs for the implementation of the project up to the maximum budget set in the commission agreement.

5. How to apply (Step-by-step):

- Step 1: Go to homerun and fill in the administrative questions
- Step 2: Download the application template
- Step 3: Complete the different sections of the template
- Step 4: Upload the completed template to Homerun
- Step 5: Upload your portfolio/ reference, or essay/writing up to 10 pages. Low-resolution recommended for embedded images. Please include links to digital works online.

6. Evaluation Criteria

Excellence | total: 50 points

Proposal complementarity | max: 10 points

The proposal presents a clear and relevant artistic engagement with one to three of the HAMLET AI Enablers. The proposed intervention demonstrates a strong understanding of the selected Enabler(s) and its technological, cultural, ethical or societal dimensions.

Critical innovation | max: 15 points

The proposal demonstrates a strong artistic re-search, critical making or experimental approach. It creatively engages with the selected Enabler in ways that generate new questions, perspectives, possibilities, critiques or forms of understanding around AI and creativity.

CV/Artistic Portfolio | max: 10 points

The evaluation will assess the applicant's artistic portfolio based on previous works and the vision outlined in their proposal submitted via the Homerun platform. This includes artistic excellence and the capacity to realise the proposed intervention. Particular attention will be given to experience in artistic research, critical making, interdisciplinary collaboration, engagement with technology or science, and public-facing work. Previous engagement with AI, data, digital infrastructures or related themes may be considered an advantage but is not required.

Creative Vision | max: 15 points

The proposal presents a clear, compelling and well-developed artistic vision. The intervention demonstrates a thoughtful engagement with the selected Enabler and has the potential to generate meaningful artistic, cultural, social or technological reflections. The proposal includes a credible plan for developing and presenting the work within the residency framework, including the final presentation.

Implementation | total: 20 points

Feasibility | max: 10 points

The work plan, including activities and the proposed timeline, is coherent with the expected outcomes and aligns with the creative intervention programme plan, ensuring feasibility within the given time and framework.

Resource use | max: 10 points

The proposed budget is logically structured, balanced, and realistic, reflecting a clear understanding of the resources required to achieve the residency's objectives. Expenses are well-justified, accurately allocated, and clearly explained in relation to the project's intended outputs and activities.

Impact | total: 20 points

Collaborative approach | max: 10 points

The proposal demonstrates a meaningful approach to collaboration between artistic and technological practices. It clearly explains how the applicant intends to engage with the technology partner and how this exchange will contribute to the development of the project.

Public Relevance and Critical Reflection | max: 10 points

The proposal demonstrates the potential to stimulate public reflection, discussion or new perspectives on AI and creativity. It shows awareness of the broader cultural, social, ethical, environmental or political implications of the chosen topic.

7. Applicant info session

Online info session: 31st July 2026, 10:00-11:30 CEST

Link: <https://zoom.us/j/99570162341?pwd=cmc2NCtMUGpZTDJlV3pZM1Zydz09>

Meeting ID: 995 7016 2341

The session will be recorded and available on the News & Event page of HAMLET website and on the HAMLET's open call page on Waag website.