

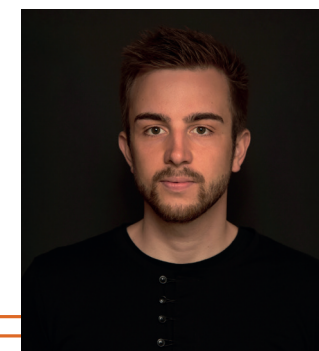


Artificial Intelligence Aided DESIGN AND MOBILITY

New Program starting
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Artificial Intelligence Aided DESIGN AND MOBILITY

- What is it all about?



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Also from my side, a very warm welcome. I am delighted to take this opportunity to announce the start of our new Master's program.

At Hof University of Applied Sciences a visionary new Master's program has been launched: Artificial Intelligence Aided Mobility Design (AIAMD). This program represents a pioneering step in design education, combining the creative power of design with the transformative possibilities of artificial intelligence. AIAMD is more than a degree – it is a platform for rethinking how we imagine, develop, and implement mobility solutions.

The curriculum merges advanced design practice with cutting-edge AI tools, enabling students to move effortlessly between analog creativity and digital intelligence. From exploring new forms of visualization to developing sustainable, future-ready product concepts, the program empowers young designers to shape the next chapter of mobility.

The response has been extraordinary. For its very first intake, AIAMD received an impressively high number of international applications, a clear signal of the global

demand for a program that unites technology, design, and sustainability in such a forward-looking way.

“AIAMD is not just about teaching design with AI – it is about fostering a new mindset. Artificial Intelligence should be seen as a creative partner, expanding imagination rather than narrowing it.”

Selb, with its strong tradition of design and innovation, provides the perfect backdrop for this endeavor. Here, students and researchers from around the world will come together to experiment, collaborate, and challenge conventions—laying the groundwork for mobility solutions that are not only visionary but also socially and environmentally relevant.

With AIAMD, Hof University and Selb take their place at the forefront of academic innovation, offering a program that defines what the future of mobility design can and should be.