

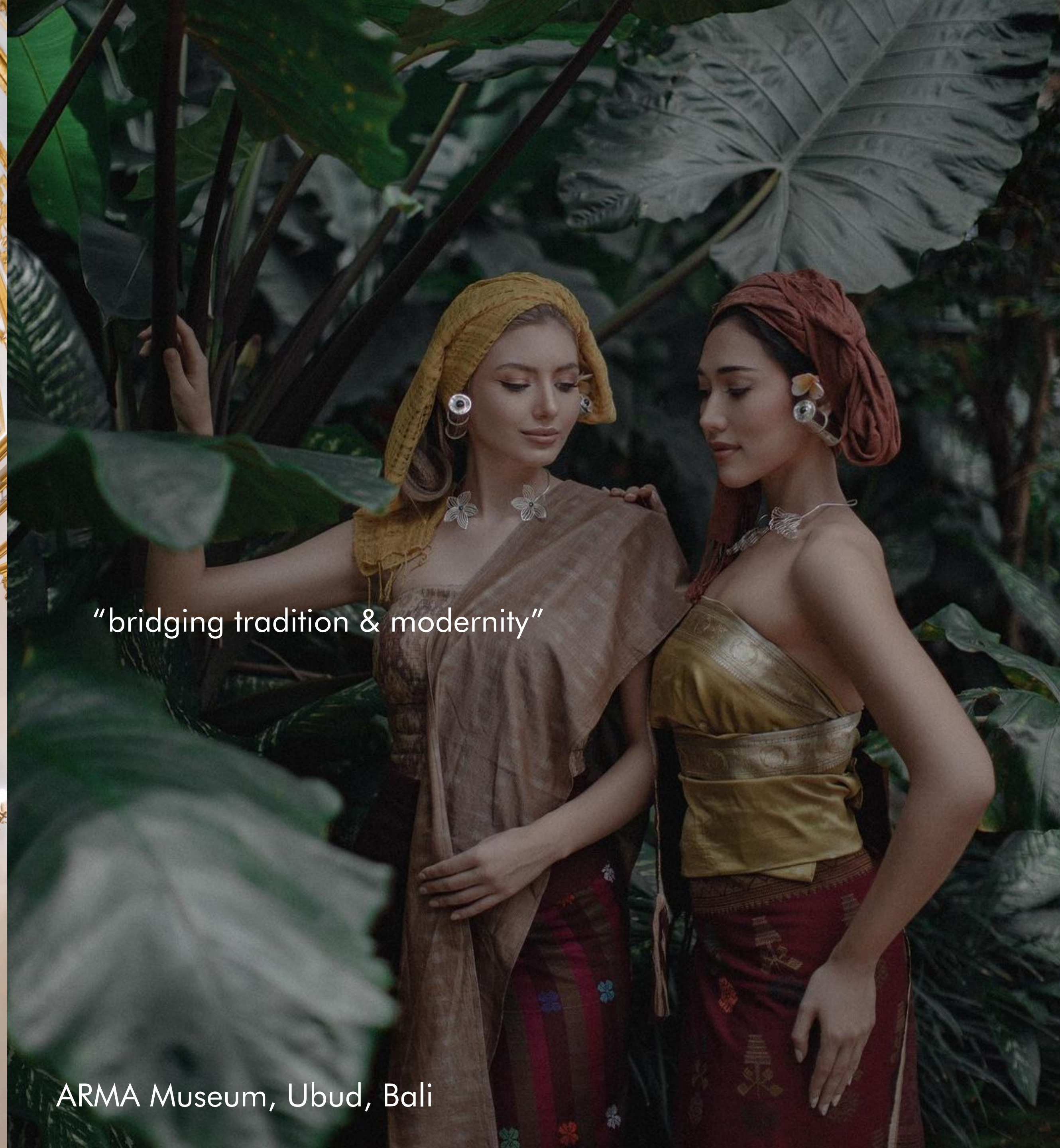
Culture for the Future: Digital Heritage & AI

Blending heritage and innovation for the next generation
By Laksmi De Neefe Suardana





POLIMODA, Florence, Italy



ARMA Museum, Ubud, Bali



“create an image using this picture for the cover of the presentation do not include text just make it cool with CHANDI background behind and modern but cultural & Indonesian”





"Culture is our compass and our catalyst — guiding us forward while keeping us rooted."

3.1% of global GDP (\approx USD 2.25 trillion)
cultural and creative industries UNESCO, 2022

50 million jobs
worldwide (UNESCO, 2022)

over \$10 billion
digital heritage sector by 2030

over 45%
women and youth



"Where could this be?"

"How to keep culture alive, relevant, and meaningful in a globalized and digital age?"

FINNS BEACH CLUB, Canggu, Bali

Digital Heritage & AI



Indonesia's Role

9 UNESCO World Heritage Sites

7.8% to GDP (\approx USD 66 billion)
(Badan Ekonomi Kreatif Indonesia, 2023)

top 10 global creative exporters

19 million employments
(Badan Ekonomi Kreatif Indonesia, 2023)

12 Intangible Cultural Heritage traditions

"tech-powered cultural innovation — local wisdom thrives in a digital age"

UWRF: Culture & AI

Southeast Asia's leading literary event

Preserves storytelling traditions while embracing digital platforms

**UBUD WRITERS
& READERS FESTIVAL**
23-27 OCTOBER

Bridges global voices with local wisdom

"Artificial Intelligence & Indonesia's Linguistic Heritage"

“Preserved but reimagined”

AI as a part of a solution

AI as a tool to bring culture forward



Google Arts & Culture





"culture thrives when we make it relevant to younger audiences,
using technology not to replace, but to amplify."