

digital incubation programme

A creative, experimental incubation program for interdisciplinary practitioners — a shared inquiry into data, intelligence, and what it means to make things in the time of AI.



[3 months]

[fully remote]

[nominal fee]

Embodied Intelligence Labs is a research practice at the intersection of design, cognitive science, systems thinking, and computation — we study how intelligence emerges in design encounters.

01 Who this is for

This program is open to design researchers, creative technologists, media artists, architects, and digital humanities and social science practitioners of any stripe — anyone with an appetite for creative experimentation.

At its core, this program is a meditation on the nature of data and what it means to be creative in the time of AI. It isn't a course, and it isn't a research contract — it's a shared inquiry, carried out collaboratively, through things you make.

02 How the incubation works

To apply, you inquire with a short expression of interest. We assess fit through your existing work and a short online conversation. From there, we work together to agree on a research domain worth pursuing, and the Lab provides mentorship, content, and support throughout. You choose

the medium and the artifact — or artifacts — you want to create, shaped by where the research takes you.

This is a **digital incubation** — cohorts are not co-located. The structure:

1. **A question for inquiry.** Each participant (or small group) chooses a specific line of inquiry to investigate, rather than an open brief.
2. **Training.** We run online one-to-one and group sessions to get everyone working from a shared method and vocabulary.
3. **Data gathering.** Participants collect their own data, using methods we mutually decide.
4. **Synthesis, together.** We work with residents to analyse and pattern that material through established methods paired with AI framework — a collaborative synthesis step, not an automated one.
5. **Making.** Residents shape what emerges into a finished design artifact.
6. **Presenting.** We help you take your work to suitable venues to showcase it — conferences, exhibitions, and relevant publications.

03 Research and creative process

Rather than inventing a method from scratch, we're grounding data collection in established social-research traditions inspired by the idea that a lot of what we need to know is already sitting in the world, left behind by ordinary activity, rather than requiring a direct question to a subject who knows they're being studied.

The method itself is experimental: qualitative data gathering and theoretical synthesis with AI-assisted analysis, applied in creative and experimental ways actively developed alongside the practitioners we select.

AI has a defined role in this process: analyzing gathered data, surfacing patterns across material that would be difficult to hold in view by hand. It's used for analysis, not for generating the outcome — participants and the Lab retain authorship over what the patterns actually mean.

04 What you make

Every investigation ends in something made, in whatever technology-based medium fits the work and your skills — among them, short videos and animations, digital storytelling, infographics or interactive systems. The emphasis throughout is on the creative nature of the outcome: theoretically grounded work that still surprises.

Participants retain full ownership of the creative and design artifacts they produce. Embodied Intelligence Labs supports that work after the programme by helping identify suitable venues to showcase it — conferences, exhibitions, and relevant publications.

05 Programme costs and duration

The programme runs for **3 months** by default (continuing beyond is subject to mutual agreement on a case by case basis).

It runs on a **no-profit, no-loss** basis: what participants pay covers the actual cost of running the programme, nothing more. All fees include tax; the continuation fee covers mentorship and programme content from month two onward.

	INDIA	INTERNATIONAL
Onboarding fee one-time, at enrolment — covers month one	₹5,000	\$50
Continuation fee monthly, pay-what-you-want	min. ₹2,500	min. \$25