Young creatives to harness AI and shape the future of culture with “Make Space” from Lenovo Yoga

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Lenovo Yoga has officially launched Make Space, a pioneering initiative focused on empowering young creatives by helping them confidently integrate emerging technologies, like artificial intelligence (AI), into their artistic practice through thought leadership and inspiring creative, immersive experiences. By bridging the gap between uncertainty and opportunity, Make Space is purpose built to foster a new generation’s ability to see the potential in technology as a powerful creative tool, rather than viewing it as a threat or disengaging from the cultural conversation around it.

While Gen Z is the first true digital-native generation, uniquely poised to harness technology in unprecedented creative ways, many young artists still hesitate, unsure of how AI will challenge or disrupt their creative process. Make Space directly tackles this problem by providing hands-on experiences, mentoring, and targeted resources to help young creators build confidence in using AI as part of their artistic process. By demystifying the technology, Make Space creates a powerful framework where it becomes an asset, not an obstacle.



Video: Watch the video on YouTube
https://www.youtube.com/watch?v=1AMF5-Z29-Y

“There’s a lot of ‘AI is The Devil’ and a lot of ‘AI Is The Best’ and it doesn’t really feel like anyone has actual creative people’s interests in mind,” said one attendee.

Make Space launched in Brooklyn’s vibrant Bushwick neighborhood on February 15 with an immersive event that blended art, technology, and community. Attendees engaged in hands-on explorations of AI-driven creative projects and participated in discussions with cultural innovators like Nicola Formichetti and digital artist Oseanworld. These conversations weren’t just theoretical—they were practical, and aimed at inspiring over 400 young creatives to reimagine how AI can enhance their artistic practice rather than replace it.

“AI and technology aren’t here to replace creativity, they’re here to unlock new possibilities. With Lenovo and Intel, we’re not just preserving history, we’re fueling the next generation of storytellers and visionaries.” said Nicola Formichetti in a social post after the event.

A standout moment of the launch was the dynamic “Dazed Live Pitch Panel,” where six finalists presented AI-driven creative projects to an esteemed panel from Lenovo, Intel, and Dazed. The energy in the room was electric as young visionaries shared their bold ideas, showcasing AI’s potential to transform creative industries. But beyond the pitches, the moment reinforced something deeper: AI isn’t just a tool; it’s a new frontier for creativity when placed in the right hands.

“At Lenovo, we believe technology should be a catalyst for creativity and self-expression,” said Brian Leonard, Vice President of Design for Lenovo and Dazed Live Pitch Panel judge. “The

Make Space launch—and the powerful pitch panel that helped bring it to life—was a testament to that mission. Witnessing young creative talent step forward, emboldened by the tools we create and harnessing them to expand their artistic horizons, was truly inspiring. It's moments like these that remind us why we design experiences—not just devices."

Attendees also had the opportunity to explore the new Dazed Archive, a custom AI-powered co-creation tool developed in collaboration with Dazed Media, designed to give young creatives access to three decades of cultural reporting. The tool became an instant success and was used over 7,000 times on the launch day. This overwhelming engagement highlighted not just curiosity, but a real hunger for ways to integrate AI into creative workflows in a meaningful and personalized way.

Make Space is more than an event. It represents Lenovo Yoga's ongoing commitment to nurturing and amplifying young talent at the intersection of creativity and technology. By creating a platform that provides real-world applications and hands-on engagement, Make Space ensures that young creatives aren't just adapting to AI, they're shaping its role in the future of art and culture.

"This weekend made me think about how it [AI] can fit into my life instead of taking over. More brands should be helping people understand its potential," said an attendee in an onsite interview.

With Make Space, Lenovo Yoga is supporting young artists and actively redefining the creative landscape. And this is only the beginning. Make Space is building a lasting home for creatives — a place where new voices push the boundaries of art, design, and digital culture. Stay tuned and learn more at www.lenovo.com/us/en/yoga-make-space.