AI Festival unveils its 2027 theme: the challenge of the new AI era is to orchestrate the intelligence ecosystem

AI Festival returns to Milan on Feb. 11–12, 2027 with "Orchestrating Intelligence," exploring how humans, AI, data and technology converge to transform business



Orchestrating Intelligence - AI Festival new theme for 2027 edition in Milan, Italy

BOLOGNA, ITALY, September 29, 2026 /EINPresswire.com/ -- Orchestrating Intelligence – Where Humans & AI play in Symphony is the theme of the fourth edition of AI Festival, the International Festival on Artificial Intelligence conceived by Search On Media Group and powered by WMF – We Make Future. The event will take place on February 11–12, 2027, in Milan, at Superstudio Maxi.

No longer just tools, models, or automation, AI is becoming a complex ecosystem in which people, intelligent agents, data, infrastructure, and advanced technologies interact in increasingly integrated ways. This is the perspective that will guide the 2027 edition, focused on understanding and structuring a new coordinated convergence between technologies, human skills, and business processes. In this scenario, the challenge is no longer only about what Artificial Intelligence can do, but about the ability to give direction, governance, and value to the different forms of intelligence transforming business, institutions, research, work, and society.

"Orchestrating intelligence means taking responsibility for guiding increasingly complex systems, where people, technologies, data, and artificial agents must work together to create real value," says Cosmano Lombardo, Founder and CEO of Search On Media Group and creator of WMF and AI Festival. "With AI Festival 2027, we are bringing a crucial question to the center of the international conversation: how can we govern the evolution of AI while keeping human beings at the center of direction, decision-making, and impact? The theme of this edition stems from the need to offer companies, institutions, research centers, professionals, and startups a place to read these transformations, understand their implications, and build responsible, competitive, and shared development paths."

Following a third edition that recorded more than 10,000 attendees, over 200 speakers, more than 120 sponsors, exhibitors, and partners, and more than 800 B2B meetings, AI Festival returns with a new edition designed to strengthen the international dialogue on AI business, advanced training, governance, research, innovation, and the social impact of Artificial Intelligence. The 2027 edition will once again take place with the support of the City of Milan and with the participation of long-standing institutional partners of international relevance such as CINECA and IIT – Italian Institute of Technology, together with the ecosystem of expertise, companies, startups, investors, institutions, and professionals that WMF – We Make Future has built over the years.

Business, skills, and governance in the AI ecosystem

The theme Orchestrating Intelligence – Where Humans & AI play in Symphony will be developed across the event's main pillars: international AI business, advanced training, research, startups, open innovation, governance, and the social, ethical, and legal impacts of AI.
For companies and institutions, the Festival will be an opportunity to discuss industrial models, decision-making processes, supply chains, technology infrastructure, competitiveness, and new forms of collaboration between people and intelligent systems. For professionals, managers, developers, innovation managers, and decision-makers, the two-day event will provide tools and operational perspectives to understand the evolution of AI and apply it in concrete, responsible, and competitive ways.

Significant space will also be dedicated to startups, innovative SMEs, scaleups, investment funds, venture capital, and corporate innovation, with initiatives designed to generate visibility, connections, and business opportunities throughout the AI-based company development cycle. Within this framework, AI For Future, the competition dedicated to AI startups, will once again play a key role, spotlighting high-potential projects and connecting them with capital, deal flow, industrial expertise, and international amplification opportunities. Among the international visibility and networking opportunities offered through the call are participation in WMF – We Make Future 2027 at BolognaFiere on June 10–12, participation in the AI For Future event in San Francisco on November 5, 2026, and participation in Saudi Makes Future, scheduled in Riyadh from December 14 to 16, 2026.

AI Festival within the WMF for AI journey

AI Festival is part of WMF for AI, the series of initiatives promoted by WMF – We Make Future to spread culture, skills, awareness, and opportunities around Artificial Intelligence. From dialogue with institutions and research centers to activities involving companies, startups, and investors, AI Festival represents the vertical AI platform within the WMF ecosystem: a meeting point for scientific expertise, market players, industry, advanced training, and international relations.

The appointment is in Milan, on February 11–12, 2027, at Superstudio Maxi. Tickets are available

at a special rate until October 1, 2026.

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