

Woven Health Collective Wins Inaugural 2026 MM+M Award for Generative AI and Synthetic Media

Recognition highlights Woven's ability to bring artists, technologists, and scientific experts together to create imaginative, precise, and memorable campaigns.

NEW YORK, NY, UNITED STATES, October 2, 2026 /EINPresswire.com/ -- [Woven Health Collective](#) announced that it won the 2026 MM+M award: Use of Generative AI (GenAI) and Synthetic Media award. The award recognizes Woven's "[Imagination Through Science](#)" campaign, which used generative AI to transform scientifically inspired structures into immersive, couture-like environments around real human subjects.



Introducing Imagination Through Science

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Scientific rigor and creative ambition aren't opposing forces. When you bring them together, each makes the other more powerful.”

Dennis Leahy

“AI expanded what was creatively possible, but technology was never the idea,” said Dennis Leahy, Chief Creative Officer at Woven Health Collective. “The idea was to make science something you could experience, to give it texture, emotion, and dimension. To transform the complexity of science into something people could not only understand, but feel.”

The team used a studio photoshoot and technical details such as lighting, lens, depth of field, and color temperature to create a visual language that extended across print, digital, video, and social channels.

“The real value of generative AI is how much bigger our teams can think,” said Bart Zoni, Chief Digital, AI, and Technology Officer at Woven Health Collective. “Imagination Through Science started with people who understand both the science and the craft. AI let them take that idea further than a traditional shoot ever could, without losing the heart of the idea.”

Woven's award-winning approach connects medical communications, strategy, creative, and training to help life sciences companies communicate complex science in meaningful and memorable ways.

"Imagination Through Science reflects a belief at the heart of Woven: scientific rigor and creative ambition aren't opposing forces. When you bring them together, each makes the other more powerful. That's where truly meaningful work begins," Dennis said.

Learn more about Woven's creative and AI capabilities at: <https://www.wovenhc.com>.

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When you weave Imagination Through Science, you don't just launch a brand—you create a world.



Dennis Leahy, Woven's Chief Creative Officer

This press release can be viewed online at: <https://www.einpresswire.com/article/946997662>

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