

What lies behind the AI mask?

A 2-day event that takes a hard look at AI, in the beautiful setting of
The Mett Hotel Estepona

basic itinerary

Sat 10 October

- | | |
|---------------|-----------------------------|
| 11:00 - 12:00 | networking |
| 12:00 - 14:00 | live discussion panel |
| 14:00 - 16:00 | AI film premiere screenings |

Sun 11 October

- | | |
|---------------|--|
| 12:00 - 14:00 | networking |
| 14:00 - 16:00 | live discussion panel |
| 18:30 - late | gala awards dinner
(VIP MIFF pass holders only) |



Join us for a thought-provoking exploration of one of the most transformative technologies of our time. Our expert panels will examine the creative, ethical, environmental, copyright and legal questions surrounding artificial intelligence, asking how this rapidly evolving field is reshaping the world around us, and what it means for us all. Will AI be embraced, resisted, or contested at every turn? And are we destined to remain divided between enthusiasm and opposition, or can a more nuanced conversation emerge?

Featuring leading voices from creative media, film, music, law, sustainability and science, this event offers a rare opportunity to be part of a timely and important debate. Join the discussion, put your questions to the experts, and engage directly with the complex possibilities, challenges and consequences of artificial intelligence.

Take a look at some of the questions the panel will be discussing

1. If AI can generate scripts, images, edits, performances and post-production assets, what is left that is uniquely human in filmmaking — and does that still matter to audiences?
2. AI and music: are we entering a golden age of new sonic creativity, or a future where artists, composers and session musicians are quietly replaced by systems trained on their work?
3. Is AI creating new jobs in the creative industries, or simply removing the middle layer of craft roles and apprenticeships that once helped people build careers?
4. Do we actually need AI in filmmaking and creative design, or are we adopting it because the technology exists rather than because it solves a meaningful creative problem?
5. Who owns the creative voice when AI tools are trained on existing films, artwork, music and performances — the original artists, the prompt writer, the platform, or no one at all?
6. Can the creative industries justify AI's environmental cost if its use increases energy demand, data centre expansion and carbon impact — even when it promises faster, cheaper production?
7. How should the creative industries draw ethical boundaries around AI when it can imitate artistic styles, replicate performers, generate music, and reuse creative work at scale — and who should be accountable when those boundaries are crossed?
8. Where does the acceptance and tolerance of AI change outside the creative domain. Are we more forgiving of it outside our own jurisdiction and see it as a different animal in communication, medical and even military environments?