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GENERATIVE
CENTER

FORMA APERTA

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A Hybrid Production Format Developed by Generative Center

Between September and October 2026, Generative Center, in collaboration with PalaCinema Locarno, Xocolat Association and CISA Film Academy, launched FORMA APERTA.

A temporary hybrid production environment was established at PalaCinema Locarno, centred on the production of the film Daniel JeanRichard.

The initiative connected filmmaking, technological experimentation, research and professional exchange through three interconnected areas of work.

1. Hybrid Film Production

The production of Daniel JeanRichard, co-produced by Pacte de l'audiovisuel (RSI SSR SRG), Teleproduction-Fonds, Nenieritmiche and Ticino Film Commission, provided an opportunity to experiment with workflows integrating generative AI, live-action filming with actors, compositing, visual transposition and live musical composition, exploring new forms of collaboration between people and technology.

2. Production, Research and Transmission

FORMA APERTA marked a first step towards establishing a permanent collaborative infrastructure for hybrid filmmaking in Ticino, connecting filmmakers, researchers, students and institutions around production methods, technological experimentation and the transformation of values.

3. An Adaptive Production Format

FORMA APERTA experimented with an open production model in which dialogue and external participation could become part of the creative process. The format can be adapted to other projects and fields, encouraging collaboration across different areas of expertise.

DANIEL JEANRICHARD
FILM PRODUCTION

Over the past three years, Generative Center (Ticino) has evolved into a **hybrid ecosystem** dedicated to developing creative processes and productions across the following fields:

- Cinema
- Media
- Performance
- Education and knowledge transmission
- Independent and institutional culture

We define ourselves as HYBRID because we bring together specialised artistic, craft, technical and digital skills, connecting human ingenuity with technological possibilities.

We define ourselves as a PRODUCTION ECOSYSTEM because team members vary and collaborate beyond their individual disciplines and specialisations. They integrate knowledge to develop and realise projects through combinations of skills, tools and methods that cross disciplinary boundaries.





Backstage photos Gionata Zanetta

From Experience to Collaboration

Our experience with FORMA APERTA during the first production phase of Daniel JeanRichard reveals that artificial intelligence does not simply replace creative work. It transforms how different disciplines operate, where decisions are made and which skills become essential. This calls for new ways of working that connect human expertise, artistic practices and technological tools.

FORMA APERTA explored this transformation by making the production process accessible, rather than presenting only its results.

Opening the process created opportunities for exchange among filmmakers, researchers, students and other professionals, allowing them to observe the work, share knowledge, question decisions and contribute different perspectives. The process itself became a space for creative development, research and authorship.

Two areas of development emerged from this experience:

- **Hybrid filmmaking workflows:** Video-to-video (AI compositing) tests explored how generative tools can transform live-action images and performances while maintaining acting, movement, framing and photographic intention as creative starting points. These experiments provide a basis for further development with filmmakers, broadcasters and film schools.

- **Tools for conscious production:** On October 9, during the Cinema Sector Gathering, we presented the initial development of a tool designed to measure the **energy consumption and financial costs** of AI-assisted productions and encourage more conscious workflows. Development will continue with CinemaO (Milan, IT) and potential Swiss partners.

These experiences provide a foundation for developing FORMA APERTA together with broadcasters, film festivals, research institutions and educational organisations. Depending on the context, the format can support practical experimentation, professional exchange, research, education or the development of new production tools and methods.

We are interested in collaborating with partners who wish to explore these possibilities through concrete projects, adapting the format and resources to their specific needs.



Examples of AI compositing at PalaCinema di Locarno

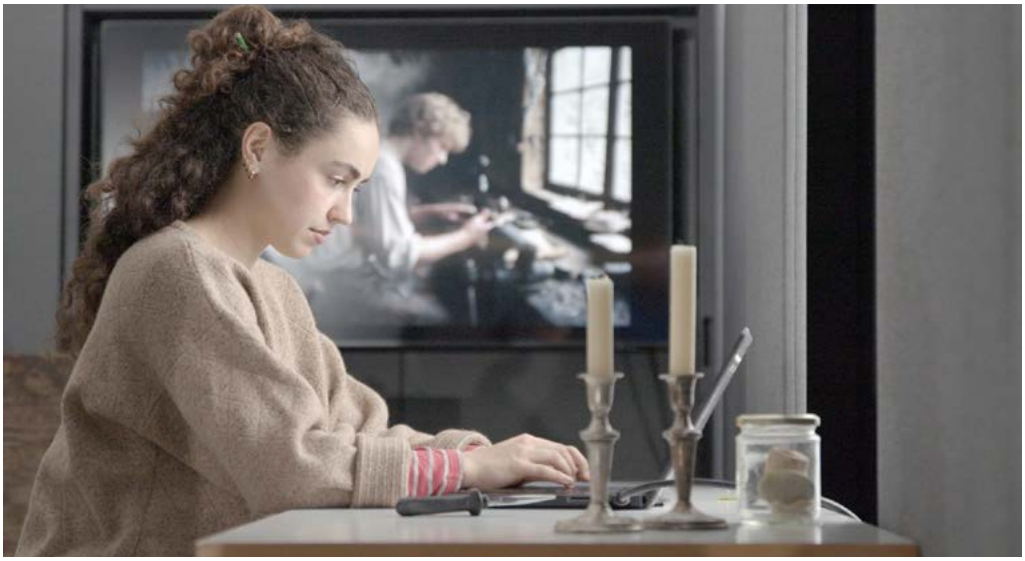
A Dynamic Format

This second phase extends the filming and initial AI generation of Daniel JeanRichard into a focused period of post-production, research and shared work. The objective is to further explore the limitations of generative technologies and their implications for cinematic language, narrative choices and authorship. The exploration of precision, central to the film, provides the starting point for this investigation.

Alongside this work, Generative Center continues to develop FORMA APERTA as a production format adaptable to different contexts and projects. Bringing the format into new locations allows us to test working methods, involve different areas of expertise and develop relationships between artistic production, technical research and knowledge sharing.

The research also extends beyond production: How can audiovisual works be developed, shared and distributed in new ways? What relationships can emerge between filmmakers, cultural institutions, broadcasters, festivals and audiences?

FORMA APERTA offers potential partners the opportunity to jointly develop dedicated periods of work, defining their objectives and activities based on shared interests, available resources, and concrete projects.







From Questions to Collaboration

The experience of FORMA APERTA has raised concrete questions about the future of audiovisual production.

How are filmmaking processes changing? What new technical capabilities are emerging, and what are their implications for creativity, authorship and working conditions? In a landscape where productions are becoming increasingly distributed, where does the creative process take place today, and what new forms of collaboration can it generate?

These questions also concern Ticino's role in the audiovisual landscape. How can a geographically peripheral region become an active centre for experimentation, production and exchange, developing relationships with other parts of Switzerland and the international community?

Through Generative Center and FORMA APERTA, we aim to explore these possibilities by working on concrete projects, connecting different areas of expertise and developing methods and tools that can be shared and further developed.

We invite broadcasters, film festivals, research institutions, schools and other potential partners to enter this process and contribute to its evolution. Our objective is to create opportunities for production, research and transmission that respond to shared questions and needs.

The question is not only to understand how cinema is changing, but to create the conditions to experiment together with what it can become.








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