

SAINT-GOBAIN INNOVATES WITH A CAMPAIGN ON THE CITY OF THE FUTURE CREATED WITH ARTIFICIAL INTELLIGENCE

Cities must reinvent themselves to address population growth, urbanization, and the urgent need for decent housing, as well as challenges related to climate change and resource scarcity. Saint-Gobain, the worldwide leader in light and sustainable construction, is launching an [innovative campaign](#) based on how artificial intelligence (AI) envisions urban planning in 2050.

The goal is to explore, through immersive video formats, how AI pictures the possible futures of architecture and construction, and to compare this vision of the future with Saint-Gobain's expertise.

The films are now available on [LinkedIn](#), [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#).

A journey through the cities of the future

Saint-Gobain collaborated with [the agency heaven](#) to invite four AI artists (Hedy Magroun, Aurélien Pakula, Stéphane Munnier & Sandramaria Schweda) to imagine the cities of 2050 based on contextual elements provided by the Group.

The campaign, titled "*7 visions of the Future*", offers an immersive journey through various cities around the world, illustrating how Saint-Gobain's solutions can adapt to local realities. Saint-Gobain's logo, composed of seven iconic buildings, comes to life and transports us...

- In European eco-districts,
- At the foot of skyscrapers in West Africa,
- Within the island cities of the Pacific,
- In a climate-resilient Florida,
- Amid the futuristic landscape of Dubai,
- In Mexico City, where sustainable mobility is reimagined,
- And lastly, in the modern and connected urbanism of Shanghai.

A collaboration between artists and experts

The campaign unfolds in two phases:

1. **An immersive master film** that brings together the creations of four AI-specialized artists and synthesizes their artistic visions of sustainable and futuristic cities and buildings.
2. **Seven Reacts**: Saint-Gobain invited four of its experts (an architect, a designer, a user experience expert, and a marketing specialist) to react to the AI's vision and compare it with their in-depth knowledge of the sector, its innovations, trends, and on-the-ground realities. Their reactions to the opportunities and feasibility of the images created shed light on what the city of tomorrow could look like depending on local conditions.

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About Saint-Gobain

Worldwide leader in light and sustainable construction, Saint-Gobain designs, manufactures and distributes materials and services for the construction and industrial markets. Its integrated solutions for the renovation of public and private buildings, light construction and the decarbonization of construction and industry are developed through a continuous innovation process and provide sustainability and performance. The Group, celebrating its 360th anniversary in 2025, remains more committed than ever to its purpose “MAKING THE WORLD A BETTER HOME”.

€47.9 billion in sales in 2023

160,000 employees, locations in 79 countries

Committed to achieving net zero carbon emissions by 2050

For more information about Saint-Gobain, visit www.saint-gobain.com and follow us on X [@saintgobain](https://twitter.com/saintgobain)

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