TentCraft

AI IN EXPERIENTIAL DESIGN

AI can imagine it.
Experience makes it real.



A CONVERSATION WITH
TERRA SEDILLO
AVFX



Meet Terra Sedillo,

Director of Marketing at **AVFX.** With a background in IT and nearly a decade in marketing, Terra brings a unique perspective to the intersection of technology, creativity, and experiential production. At AVFX, she leads marketing initiatives across multiple service lines while supporting the organization's exploration of AI-driven workflows.

1. Where is AI creating the most value for your team in the creative or concept-development process right now?

For me, the biggest value right now is speed to exploration.

AI can shorten the distance between an idea in someone's head and something we can actually react to. Instead of spending the beginning of a creative conversation trying to explain a feeling, environment, or visual direction, we can get something in front of people much faster and start asking better questions.

What do we like about this? What feels off? What are we actually responding to? That's where I think AI gets really interesting for experiential work. I don't necessarily want it giving us the final answer. I want it helping us explore more possibilities, earlier, so our designers, producers, technical teams, and clients can have a better conversation about what we're trying to create.

2. When an AI-generated concept needs to become a real-world activation, what challenges, if any, are you running into between the initial idea and something that can actually be designed, produced, or built?

This is where the gap gets interesting because AI doesn't inherently understand the realities of producing an event.

It can create something visually incredible without understanding rigging, power, structural limitations, sightlines, venue constraints, available technology, labor, timelines, or budget. I think we have to be really clear about the difference between inspiration and specification. An AI-generated image can be a fantastic creative target, but it isn't a production drawing. When something like that comes to an experienced creative or production team, one of the most important questions we can ask is: What is it about this image that you actually love? Is it the scale? The lighting? The immersion? The way content surrounds the audience? The architecture?

Once we understand that, we can figure out how to create that same feeling in the real world. Sometimes the final execution may look similar to the original concept. Sometimes the better solution looks completely different but accomplishes what the client was responding to in the first place.

3. What do you think still needs to improve before AI can play a bigger role in taking experiential ideas from concept all the way through execution?

I think the next big step is context.

AI is already incredibly good at answering, "What could this look like?" For experiential work, it needs to get much better at answering, "Given everything we know about this project, what could we actually build?"

That means understanding venue dimensions, available products, structural limitations, brand standards, budget, timelines, equipment specifications, audience size, sightlines, and all the other variables experienced teams are considering throughout the process.

And that's also why I think human expertise remains such an important part of this. Experiential work eventually has to exist in the physical world. Someone has to engineer it, build it, operate it, and make sure the experience actually works for the people in the room.

AI has lowered the cost of imagining something. It hasn't lowered the complexity of building it. That's where I see the biggest opportunity right now: giving experienced people a much faster way to explore what's possible, and then letting that expertise determine what should actually be built.