

Hassan Ragab

Architect/ Computational Designer
Digital Artist
Interdisciplinary Designer

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Statement

Architecture is shaped by more than its function—it is influenced by shifting cultural narratives, technological advancements, and the evolving ways we engage with visual representation. My work investigates how AI can be used both as a tool for architectural practice and as a lens to critique and redefine its processes.

Through independent research and interdisciplinary exploration—bridging architecture, visual arts, and digital media—I examine the potentials and limitations of AI in shaping spatial perception, aesthetics, and workflow automation. This includes practical applications such as AI-assisted design iterations, parametric workflows, and visualization strategies, as well as more critical investigations into how AI reflects biases in architectural representation and contributes to the homogenization or diversification of design.

Rather than treating AI solely as a means of optimization, I see it as an evolving medium that challenges architectural authorship, the role of ornamentation, and the standardization of built environments. By drawing from methodologies outside of architecture—particularly in generative art, digital storytelling, and speculative design—I explore how AI can introduce new ways of thinking about form, space, and architectural identity.

My approach balances research-driven experimentation with practical integration, aiming to explore AI's role in both conventional practice and its potential to redefine architecture beyond its current frameworks.

Skills & Expertise

Architecture, Computational Design & Project Coordination

- Advanced Ideation, Conceptualization, and Innovative Form-Finding
- Large-Scale Project Coordination with Site & Computational Design
- Assisting Project Management with Data Extraction from Digital Models, Supervising Teams & Coordinating Across Trades to Ensure Execution Accuracy
- Preparing Files for Digital Fabrication & Construction, Working with Field Teams to Deliver Accurate Data for Site Execution

AI & Architectural Research

- AI Integration in Architectural Research & Design
- Utilizing AI for img 2 3d, Sketch2img, img2img Workflows
- Custom AI Training for Architectural Style.
- Researching & Developing Meaningful AI Applications in Architecture & Design

AI, Media & Production

- Creative Direction & Concept Development (Directing, Storyboarding, Sound Design, Production, AI motion and Production)
- AI-Assisted Visual Storytelling & Digital Narratives

Education, Publications & Academic Contributions

- Published Research on AI, Computational Design & Digital Aesthetics. Exploring AI's Role in Architectural Theory & Design Processes
- Collaborating with Academia to Bridge AI & Architecture through talks, Lectures, Studio Reviews and Workshops.

Education

B.Sc. (Bachelor Degree in Architecture)

Faculty of Fine Arts, Alexandria University

SEP 2005 – JUN 2010

Software & Toolset

Generative AI Tools

Stable Diffusion, MidJourney, ComfyUI, Auto1111, ControlNet, IPAdapter, Krea
AnimateDiff, RunwayML, Kling, Sora, MiraMax
Custom AI Model Training : LoRa, Khuya GUI, Flux Gym

Architecture & Computational Design

Rhino3D, Grasshopper, AutoCAD, 3ds Max, Revit, Vray, SketchUp

Graphic & Digital Design

Adobe Photoshop, Illustrator, InDesign

Project Coordination & Data Management

Word, Excel, Parametric Modeling, Data Extraction, Digital Twin Applications

Work Experience

Interdisciplinary Designer/Multimedia Artist /

Orange County - USA

Design Tech Consultant @ hsnrgb

Jun 2022 - Present

- Founder and lead creative of HsnRgb, an independent studio at the intersection of art, architecture, AI, and computational design.
- Develops AI-driven architectural visualizations, generative design projects, and digital art.
- Consults with architects, designers, and institutions on integrating AI tools and computational workflows.
- Engages in exhibitions, public talks, and academic collaborations to push discourse on AI, design ethics, and digital aesthetics.
- Collaborates with galleries, brands, and tech firms to create multimedia installations, generative art, and immersive digital experiences.

Selected Projects:

Custom AI Training, Houtwijk - Den Haag (Jan - Mar 2025), Client: ArchiTech Company

- Role: Computational design integration, AI-assisted concept development, Custom model training
- Scope: Parametric urban studies and digital fabrication workflows for architectural interventions
- Key Focus: Integrating computational tools into the conceptual and execution phases of urban development

AI Tech Showcase - Berlin (Sep 2024), Client: Cheil, Samsung Germany

- Role: AI-driven media artist and concept developer
- Scope: Interactive digital installation showcasing generative AI applications in visual media
- Key Focus: Bridging AI aesthetics with commercial branding through dynamic generative content

Custom AI Training & Concept Design - LA (Jun - Oct 2024), Client: Ian Schrager

- Role: AI Researcher & Creative Consultant
- Scope: Developing a custom-trained AI model for specific interior design solution
- Key Focus: Crafting unique AI-generated aesthetics that merge luxury, branding, and generative workflows

Beymen Branding - Istanbul (Sep - Oct 2024), Client: TBWA/Istanbul

- Role: Art Director, AI concept developer
- Scope: Integrating generative AI tools for branding, visual storytelling, and commercial media assets
- Key Focus: AI-powered high-end branding strategies blending architecture and fashion

Owaves Branding - San Diego (Jan-Apr 2024), Client: Owaves

- Role: Creative AI consultant & media designer
- Scope: AI-generated production for advertising, concept development and production
- Key Focus: AI-enhanced branding through generative visual systems

Invited Competition - Luciel Bridge, Doha, Qatar (Sep 2023), Client: IDCC, Doha

- Role: Computational/AI conceptual design consultant
- Scope: Parametric bridge design integrating AI-driven urban aesthetics and environmental responsiveness
- Key Focus: Experimenting with structural AI-informed geometries for large-scale infrastructure

Dornbracht Media Campaign - Köln (Aug- Nov 2023), Client: Meiré und Meiré

- Role: AI visual artist & concept developer
- Scope: Creating high-end generative AI visuals for luxury branding and media storytelling
- Key Focus: Exploring AI's role in redefining product visualization & digital media aesthetics

Kalki 2898 AD - Conceptual Art (Architecture) - Mumbai (Aug - Dec 2022), Client: Vyjayanthi Movies

- Role: Conceptual Artist (Architecture)
- Scope: Conceptual AI-generated art series exploring the intersection of environment, urban spaces, and technology
- Key Focus: AI as a tool for reinterpreting architectural forms and human-nature relationship.

COMPUTATIONAL DESIGNER @ MARTIN BROS

Providing computational design solutions for the AEC industry.

LA- USA

Mar 2019 – JAN 2023

Projects :

The Lucas Museum Of Narrative Arts - Los Angeles - USA

- Developed Rhino/Grasshopper scripts to streamline fabrication preparation, material optimization, and trade coordination.
- Integrated technical drawings into 3D models, performed clash detection and identified discrepancies.
- Imported data from SAP files to generate geometry and exported relevant data to field teams for execution.
- Supervised and coordinated site-specific solutions, ensuring alignment between field conditions and digital models.
- Conducted QA/QC checks, produced shop drawings, and created fabrication/order documentation.

DESIGNER/ CO-FOUNDER @ EDGE

Product design, Execution drawings, fabrication supervision, research, graphic design, digital media marketing

Alexandria, Egypt

Aug 2016 – Nov 2018

- Led R&D initiatives, integrating material testing and digital fabrication technologies into the design and production process.
- Designed and developed 24+ furniture pieces, combining computational design with advanced fabrication techniques.
- Created Grasshopper scripts to optimize design, material efficiency, and digital fabrication workflows.
- Produced shop drawings and coordination documents, facilitating seamless collaboration between trades.
- Provided integrated interior design solutions, ensuring coherence between furniture design and spatial planning.

ARCHITECT/EXHIBITION DESIGNER @ MOUSEION

Integrated Museums' Consultancies, UAE, Egypt Exhibition Design, Design Concept, Design Research, Execution Drawings

Alexandria, Egypt-Dubai UAE

Aug 2010 – Apr 2016

Roles: Senior Architect, Exhibition Designer, Concept Development, Project Development Lead, Senior Exhibition Designer, On-Site Installation, Graphic Design Lead.

Selected Projects:

- Temporary Exhibition at the Museum of Islamic Art – Doha, Qatar - 2012
- TUTANKHAMEN TEMPORARY EXHIBITION – Egyptian Academy in Rome, Italy - 2014
- ALHisn Museum – Sharjah, UAE – 2013/2014
- MLEIHA Visitor's Center – Sharjah, UAE – 2016
- Gamal Abdel Nasser Museum – Cairo, Egypt – 2009/2016

SELECTED AWARDS AND ACCOLADES

Jury Member , Istanbul - Apr 2024

Parametric Architecture AI Creative Challenge 2.0

SCHOLARSHIP, Barcelona - Jul 2011

2010 IAAC Global Summer School, Networked Cities - Full Scholarship (Mohamed Omer Scholarship)

Winner , Sharjah - Feb 2024

Xposure Photography Exhibition 2024

SCHOLARSHIP, Alexandria - Apr 2010

International Workshop of Museography (Philae, Agilika, Bigeh)
Academia Adriana, Italy / Luxor, Egypt
Full Student Scholarship (Alexandria University)

Jury Member, New York- Feb 2024

Architizer's Vision Awards Jury

1st Prize Winners, Cairo - AUG 2009

Rehabilitation and Reuse of Gamal AbdelNasser House .

SCHOLARSHIP, Alexandria - Jul 2009

Introduction to Parametric Design
Parametric modeling using Grasshopper
Faculty of Fine Arts, Alexandria University, Egypt

3rd Prize Winner, Seoul - SEP 2009

2009 Space Prize: Programmatic Hybrid:
a Building with Two Contradictory Uses (Student Competition)

SHORTLISTED, CAIRO - FEB 2017

EGYPTIAN YOUNG DESIGNERS AWARD
CAIRO

SELECTED EXHIBITIONS

“Furnex” – Furniture

Cairo - 2017

Misc Furniture Collection, Wood and marble and brass

“Le Marche” – Furniture

Cairo - 2018

Misc Furniture Collection, Wood and marble and brass

“Architecture after Ai” – Architecture and Art

Texas - Jan 2023

Collection of ai conceptual artworks - Stills Projected

“Out of Sight, Into Mind” – NFT Art

Los Angeles - Mar 2023

Crazy Bathroom - Video; 53 sec

“Future Lives, Future You” – Digital art

Taipei- Aug 2023

Archibeings - 5 Videos; under 1 min each

“Something Else III” – Art and Photography

Cairo - Nov 2023

The City will haunt you - Framed Prints

“AI World Exhibition” – Digital and Ai art

Seville - Dec 2023

The City will haunt you - Framed Prints

“Haute Photographie” – Art and Photography

Rotterdam - Jan 2024

Collection of artworks - Framed Prints

“ Xposure ” – Art and Photography

Sharjah - Feb 2024

The City will haunt you - Framed Prints

“ TODA” – Digital art

Dubai- Mar 2024

Streets are stories - Video; 2min 51sec

“Art-Et-Ia” – Digital and Ai art

Grandson - Feb 2024

Collection of artworks - Framed Prints

“Cairo Design Week” – Digital art

Cairo - Mar 2024

Streets are stories - Video; 60 sec

“NFT NYC” – NFT Art

New York- Apr 2024

Brutal Angle - Video; 35 sec

“KunstRAI” Art – Art and Photography

Amsterdam- Apr 2024

Collection of artworks - Framed Prints

“File” – Digital and Ai art

São Paulo - Jul 2024

Treehouse/RUN - Video; 1 min

“DTLA Art Night” – Digital art

Los Angeles- Aug 2024

Collection of ai conceptual artworks - Framed Prints

“Haute Photographie” – Art and Photography

Amsterdam- Sep 2024

Collection of artworks - Framed Prints

“Forever is Now V4” – Digital art

Cairo - Oct 2024

Identity Oblivious - Video

“The City” – Digital art

Cairo - Oct 2024

Stance - Video and Framed Prints

“A Tale of Two Cities” – Digital art

Alexandria/ Athens - Oct 2024

Seasons on two tracks - Video

“The City is a tram” – Solo – Shelter Art Space

Alexandria - Oct 2024

City is a tram collection - Video and Framed Prints

“Cairo Video Week” – Digital art

Cairo - Dec 2024

Memory Sketches - Video 1min 09sec

“Architecture after Ai 2” – Architecture and Art

Colorado- Dec 2024

Collection of ai conceptual artworks - Stills Projected

“Haute Photographie” – Art and Photography

Amsterdam - Mar 2025

Collection of artworks - Framed Prints

TALKS / PANELS

CD-NEXT - Lecture

Computational Design Next 11

Parametric Architecture & Design Morphine

Online - Oct 2022

“AI and Creative minds” – Lecture

Digital Futures Arabic

Online - Feb 2023

“GTC Panel” – Panel

The Future of Generative AI in Architectural Design Practices
NVIDIA

Online - Mar 2023

“Architecture and Art in the Age of AI” - Lecture

Faculty of Fine Arts

Alexandria - May 2023

“GenAI in Art and Architecture” - Lecture

Arab Academy for Science Technology

Alexandria - May 2023

“TECH Plus” - Conference

TRANSFORM THE BUILT & UNBUILT ENVIRONMENT

Los Angeles - Jun 2023

“AI in art and Architecture” - Seminar

ArchiNet

Online - Aug 2023

“Board councilor of Ai in architecture Practice” - Conference

The Royal institute of British Architects (RIBA)

Online - Aug 2023

“Make it with Gen AI” - Workshop

Adobe

San Francisco - Sep 2023

“AI X Creativity: Unlocking Creative Potential” - Panel

BMW Designworks and AILA.

Santa Monica, USA - Sep 2023

“Gen AI: Less Technical Approach in Architecture” - Lecture

Future Spaces

Online - Nov 2023

“SuperSeminar 005 - Gen Ai in Architecture” - Webinar

Near Future Lab

Online - Dec 2023

“The City will Haunt You-Hallucinating Urban Memory”- Talk

Photopia- Alexandria Photo Week

Online - Feb 2024

“An alternative approach to art, architecture through humanity” - Talk

Stage X - Xposure

Sharjah - Mar 2024

“An alternative approach to art, architecture through humanity” - Talk

Stage X - Xposure

Sharjah- Mar 2024

“Design For Life - Sustainable Cities in Action Forum” - Panel

Expo City Dubai

Dubai - Mar 2024

“GenAI in Architectural and Design conceptualization” - Lecture

Zayed University

Abu Dhabi - Mar 2024

“Intangible Emergence” - Keynote Speech

Art Director's Club Germany

Hamburg - Jun 2024

“Myself/ Who I am and What I am Doing: - Talk

AA Visiting School

São Paulo - Jul 2024

“Public Diffusion Models in Architecture & Design” - Talk

ACCEI's NatCon 2024

Mumbai - Aug 2024

“Inner Circle Event” - Interactive presentation

Samsung Germany

Berlin - Sep 2024

“Architecture now: Product or content?” - Lecture

Washington State University

Pullman, Washington - Sep 2024

“Navigating the Digital Future: Technology’s Impact on the Arts” -Panel Discussion

Film My Design Festival

Cairo - Oct 2024

“Creative Industries in Egypt Paper” -Panel Discussion

Creative Industry summit

Cairo - Oct 2024

“Identity Oblivious - Navigating Visual Awareness of Who We Are in the Age of Average”

-Lecture

The American University in Cairo

Cairo - Oct 2024

“Identity Oblivious - Navigating Visual Awareness of Who We Are in the Age of Average”

-Lecture

The German International University

Cairo - Nov 2024

“Identity Oblivious - Navigating Visual Awareness of Who We Are in the Age of Average”

-Lecture

The British University in Egypt

Cairo - Nov 2024

AI Bias and Identity in design, art & architecture

-Lecture

Ajman University - Department of Architecture

Ajman - Dec 2024

Technology, Perception, and the Paradox of Interchangeable Identity -Lecture

WebSummit Qatar

Doha- Feb 2025

Workshops

Ai Conceptual Architecture V1 - Workshop

Parametric Architecture

Online - Dec 2022

Ai Conceptual Architecture V2 - Workshop

Parametric Architecture

Online - Feb 2023

“Imagine Architecture V1.0” - Webinar

Design Morphine

Online - Apr 2023

Ai Conceptual Architecture V3 - Workshop

Parametric Architecture

Online - Aug 2023

“Imagine Architecture V2.0” - Webinar

Design Morphine

Online - Dec 2023

“Architectural World Building With Generative AI” - Workshop

FutureSpaces

Online - Feb 2024

“Architectural World Building With Generative AI” - Workshop

FutureSpaces

Online - Apr 2024

Ai Conceptual Architecture V3 - Workshop

Parametric Architecture

Online - Jul 2024

PUBLICATIONS

Paper

“Visual Bias in Big AI Models as an Extension of Human Bias”

École nationale supérieure d'architecture Paris-Malaquais

Paris - Oct 2024

Book

Riba

London - Coming out 2025