

Jer Hayes, Lead AI Research Scientist, Accenture Labs, Dublin: Computational creativity is the application of software tools to enhance human creativity. It's difficult to be creative all the time; it's difficult to be creative to a deadline. Essentially this is about applying AI technology to help people perform better in whatever creative process they're doing.

Jer Hayes: At Accenture Labs, we've developed a patent-pending prototype, and who better to test it out than the owner of a Michelin-starred restaurant? And here is before the workshop.

Robert Collender, Co-owner of the Mews Restaurant, Baltimore, Co Cork: I find it all quite interesting what you do, but I'm not entirely clear as to what the purpose is just yet. I'd be skeptical, but I have an open mind to it.

Connor Upton, Design Director at Fjord, the Dock: The thing about having Robert as an expert was, it really let us explore this idea of artificial intelligence as a teammate. Using a technology as something we can collaborate with, something that can inspire us, it can help us find and explore new areas that we wouldn't have thought of going otherwise.

Medb Corcoran, Director of Accenture Labs, Dublin: We learned on the day that actually the process that a Michelin star chef goes through when creating a new recipe for their menu has a lot of similarities with new food product development in fast-moving consumer goods.

Robert Collender: Probably the most important thing that I learned is that AI is supposed to not replace the human input, but to help humans and assist humans, and work alongside humans. I can see how AI could be used in terms of staying on trend, giving you a good idea of where trends are moving, and also helping with new flavor combinations that might not necessarily be obvious, that you could get some real winners from what AI can give you. And also give you that element of surprise for the customer – a good surprise, rather than a bad one!

Medb Corcoran: So what's next? Working with clients to determine how computational creativity can bring value to their business.