

December News | H.ai.ppy Holidays from Artefact! Enjoy watching our gift-movie “The Friend”

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As the year comes to a close, we wish you a joyful holiday season and a year ahead filled with personal fulfillment and bold ambitions. Just like the most successful AI transformations, the moments that truly matter are driven by people, by creativity, emotion, and the desire to turn ideas into real impact. May the year ahead bring clarity, inspiration, and the confidence to shape meaningful change, both personally and for your business. For a touch of magic this year, Artefact’s elves present a special animated tale crafted with AI. This gift-movie blends human creativity with AI-powered animation to show how technology can spark real emotion and maybe even make you feel like a kid again.

Artefact’s gift-movie about friends and how to make them!

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We create wonders with AI but real magic is prompted by our hearts. In a snowy cabin, an elf uses a “prompting machine” to turn children’s wishes into toys. One night, a different letter arrives: *“I want a friend.”* The machine creates a small robot that can only repeat, *“I am your friend.”* An unexpected journey follows, revealing that friendship cannot be manufactured. In the end, it’s not the perfect toy, but a genuine bond between a child and a reindeer-dog that fulfills the wish. Because the truest magic doesn’t come from machines, it comes from real (and not-so-human) connections. ✨

Crafting magic: where human creativity at Artefact meets AI.

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For 12 years, Artefact has shared its unique technological know-how and talent. Beyond all the impressive AI technologies, the true magic lies in the positive emotions they inspire in you. Discover **the making-of** by the Artefact AI Studio.

1. Scenario / Storyboard
2. Character Design / Art Direction
3. Shot composition
4. AI-powered animation

Wrap-up of our best reports and client cases in 2025 Enjoy reading and watching during the holiday season.

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Read our Reports

Discover our Client Cases

These reports and client cases are concrete proof of the successful AI transformations we deliver and the actionable insights we share to help organizations move from adoption to full scalability. Together, they reflect our commitment to democratizing data and AI adoption and turning innovation into real, measurable impact. Happy Seasonal Greetings The Artefact Team

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