

INTEGRATION OF ARTIFICIAL INTELLIGENCE IN ARCHITECTURAL DESIGN PROCESS: INNOVATION TOWARDS SMART ARCHITECTURE

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Abstract

The development of Artificial Intelligence (AI) technology has had a significant impact on various fields, including architecture. The integration of AI in the architectural design process is an important innovation that drives the creation of smart architecture, a design approach that combines artificial intelligence to produce adaptive, efficient, and sustainable buildings. This study examines how AI plays a role in designing smart buildings through data analysis, environmental simulation, building form optimization, and design personalization based on user preferences. In addition, it also discusses the challenges faced by architects in adopting this technology, such as the need for new skills, data use ethics, and integration with conventional design software. The results of the study show that AI not only improves the efficiency and accuracy of the design process, but also opens up opportunities to create architectural solutions that are more responsive to user and environmental needs. Thus, the integration of AI is a strategic step in realizing a smarter and more sustainable future architecture.

Keywords: Artificial Intelligence, architectural design, smart architecture, technological innovation

INTRODUCTION

The development of digital technology has changed the way humans live, work, and interact with their environment. One of the most impactful technological innovations in the last decade is the rapid progress in the field of Artificial Intelligence (AI). AI has transformed various sectors of life, from the manufacturing industry, healthcare, education, to creative fields such as art and design. Architecture as a discipline that combines art and technology has

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also felt the transformation brought by artificial intelligence. In the context of architecture, AI acts as a tool that not only accelerates the design process, but also opens up space for smarter, more efficient, and more sustainable design innovations (Naseri, 2025). In the midst of global challenges such as climate change, rapid urbanization, and the need for energy efficiency, architecture is required to adapt and offer solutions that are responsive to environmental conditions and human needs. The concept of smart architecture emerged as a response to these challenges, where buildings are not only seen as physical structures, but as entities that are able to respond to data and interact dynamically with the environment and their users (M. Matter & G. Gado, 2024). In this framework, AI is key to enabling buildings to process information, learn from usage patterns, and optimize their functions automatically and continuously.

The integration of AI in the architectural design process involves the application of technologies such as machine learning, computer vision, and natural language processing in design stages, from user needs analysis, form and structure exploration, to building performance simulation in various environmental scenarios. AI is able to process big data to identify design trends, predict user behavior, and provide more targeted design alternatives (Rane, 2023). For example, in the early stages of design, AI can help architects evaluate various environmental parameters such as natural lighting, ventilation, and sun orientation, so that design decisions taken are more informative and focused. On the other hand, AI can also be used to produce innovative generative designs by exploring thousands of possible forms and structural configurations based on certain criteria set by the designer.

This paradigm shift in the architectural design process certainly has a broad impact. AI is not just a technical tool, but also changes the way architects think and approach the creative process. The role of the architect is shifting from a single designer to a collaborator working with intelligent systems to explore design solutions (Komatina et al., 2024). This has implications for architectural education and professional practice that require mastery of digital technologies, analytical skills, and an understanding of the ethics and social impacts of AI use. This transformation also requires closer collaboration between architects, engineers, data scientists, and software developers to create a truly integrated design ecosystem (Almaz et al., 2024). However, the integration of AI in architecture is not without its challenges. One of the main challenges is the limited understanding of AI technology among architectural professionals and how to implement it effectively in

everyday practice (Baduge et al., 2022). In addition, there are still concerns regarding over-reliance on machines, the potential loss of artistic elements in design, and ethical issues such as user data privacy and control over the decision-making process. Therefore, a careful and balanced approach is needed in adopting this technology so as not to sacrifice the aesthetic, cultural, and humanitarian values in architecture.

Despite facing a number of obstacles, the potential of AI to transform the world of architecture remains enormous. In several developed countries, the integration of AI in architecture has begun to show real results, such as the implementation of automated energy management systems in smart buildings, the use of generative design algorithms to design complex structures, and the use of robotics in construction (Moussaoui, 2025). This is proof that this technology is not just a futuristic concept, but a reality that is developing and has a real impact on contemporary architectural practice. Therefore, it is important for the world of architecture, especially in developing countries, not to be left behind in responding to this change and to start building the capacity and infrastructure that supports the sustainable application of AI (Rane et al., 2023a). This background shows that the integration of AI in the architectural design process is not just a technological trend, but a strategic step to respond to the challenges of the times while taking advantage of the great opportunities offered by digital technology. In an era where data is a primary resource, and sustainability is a global priority, the use of AI in architecture can be a bridge to more adaptive, personal, efficient, and environmentally friendly designs. Further research and study on AI integration in architecture is needed to enrich understanding, identify innovation opportunities, and formulate implementation strategies that are appropriate to local contexts. Thus, architecture can continue to develop as a discipline that is not only aesthetic and functional, but also intelligent and sustainable.

RESEARCH METHOD

The research method used in this study is a qualitative approach with a literature review method (library research) which aims to understand in depth how the integration of artificial intelligence (AI) in the architectural design process can drive innovation towards the concept of smart architecture. Literature review was chosen because it is able to provide a conceptual and theoretical understanding of the developing phenomenon, especially in the realm of architecture which is now entering the era of digitalization and

design automation. In this study, researchers collected, reviewed, and analyzed various relevant literature, both from scientific journals, books, research reports, and digital publications that discuss the implementation of AI in the context of contemporary architectural design.

The literature used as references in this study was selected based on the criteria of relevance and up-to-dateness, with a maximum publication period of the last ten years to ensure compliance with the latest technological developments. Researchers traced literature that reviews artificial intelligence, parametric design processes, generative algorithms, and smart building and smart city concepts that are closely related to technology-based architectural practices. Through this approach, researchers were able to identify trends, methodological approaches, and various AI integration models that have been applied or developed in various regions and architectural contexts.

Furthermore, the results of the literature review are analyzed descriptively-critically to gain a deeper understanding of the dynamics of AI integration in architectural design and its impact on efficiency, creativity, and sustainability in development. This analysis allows researchers to formulate conceptual conclusions regarding the role of AI in transforming conventional architectural practices to be more adaptive and responsive to the needs of modern society. Thus, this literature review method is expected to provide theoretical contributions as well as become a basis for developing more applicable further research in the field of digital architecture.

RESULT AND DISCUSSION

Overview of Artificial Intelligence Integration in Architectural Design

The development of digital technology in the last two decades has created significant leaps in various fields, including in the realm of architecture. One of the technological innovations that is in the spotlight is Artificial Intelligence (AI), which is now starting to be integrated into the architectural design process. AI, as a branch of computer science that focuses on creating systems that can mimic human cognitive abilities such as learning, thinking, and problem solving, provides a new paradigm in the way architects design, analyze, and manage building projects. The integration of AI in architectural design is not only limited to the automation of technical tasks, but also opens up opportunities for a more adaptive, efficient, and responsive design approach to user and environmental needs (Mehmood et al., 2019). One of the main attractions of using AI in architectural design is its ability to

process large amounts of data very quickly and accurately (Mehmood et al., 2019). In this context, AI can process various information related to location context, climate, user needs, zoning regulations, and sustainability aspects to produce optimal design solutions. By using machine learning and deep learning algorithms, AI systems can learn design patterns from previous projects and apply them to new projects in a more intelligent way. This allows for the creation of designs that are not only innovative, but also based on deep data and analysis, resulting in more functional and contextual buildings.

Furthermore, the integration of AI in architectural design also creates a new synergy between humans and machines. In the creative process that was previously completely dominated by the intuition and experience of architects, there is now a more intense collaboration between designers and AI-based systems. AI can function as a virtual assistant that is able to provide various design alternatives based on certain parameters set by the architect (Korra & Vemula, 2022). For example, in the form exploration stage, AI can generate hundreds of design variants considering space efficiency, natural lighting, or energy efficiency, which can then be selected and modified by the architect according to the artistic vision and needs of the client. Thus, AI does not replace human creativity, but rather expands the boundaries of possibility in the creative process itself.

In addition to the initial design stage, AI is also starting to be used in the construction planning and building management stages (Li et al., 2025). Through the application of technologies such as Building Information Modeling (BIM) integrated with AI, professionals can conduct construction simulations, detect potential conflicts between building elements, and optimize project schedules and budgets. AI also plays an important role in sustainable design through the analysis of building performance against the environment, such as airflow simulations, energy requirement calculations, and thermal impacts. In this case, AI provides more precise solutions in an effort to create architecture that is not only beautiful and functional, but also environmentally friendly and energy efficient. On the other hand, the use of AI in architectural design also presents new challenges, especially related to ethics and changing professional roles (Saliu & Elezi, 2025). The presence of AI raises questions about the extent to which design decisions can be handed over to machines, and how to ensure that the results produced still reflect aesthetic, cultural, and humanitarian values. Architecture is not merely a rational product, but also a representation of the identity, aspirations, and social context of society. Therefore, the integration of AI in architectural

design requires a deep understanding and wisdom in the use of technology so as not to lose the philosophical meaning of the architectural work itself. In addition, architectural professionals also need to develop digital literacy and new skills to be able to interact effectively with AI systems, which indirectly reshapes the profile and competencies of an architect in the digital era.

Globally, leading architectural practices have been leveraging AI technology in their projects. For example, some architectural firms are using AI to analyze the behavior of city-scale users to design more efficient and inclusive layouts. In other projects, AI is being used to create building facades that can automatically respond to changes in temperature or sunlight intensity. AI's ability to process and visualize data in real time also speeds up the design decision-making process, as well as facilitating better communication between architects, clients, and other stakeholders. Even in interior design, AI is being used to create optimal furniture layouts, adjust lighting, and create personal and dynamic spatial experiences. On the academic side, the integration of AI in architecture is also starting to become part of the modern architecture education curriculum. Many higher education institutions are introducing courses that combine parametric design, programming, and machine learning to equip students with the ability to design using AI-based digital tools. Students are encouraged to become not only users of technology, but also developers of ideas who are able to critique, adapt, and creatively use AI in their design practice. This reflects a paradigm shift in architectural education, from a conventional approach to a more interdisciplinary and technology-centric approach.

It is undeniable that the integration of AI in architectural design is part of a major evolution in the world of architecture itself. The combination of machine calculative capabilities with human intuition and sensitivity opens up new possibilities in answering current and future design challenges. Increasingly dense cities, demands for sustainability, and the dynamics of modern lifestyles demand more complex and adaptive architectural solutions. This is where AI shows its potential as a tool that can accelerate, simplify, and enrich the design process, without eliminating the central role of humans as creators and directors of meaning in space and form (Rane et al., 2023b).

However, to realize effective and responsible AI integration in architectural design, cross-disciplinary collaboration is needed between architects, computer engineers, interaction designers, and ethics and social experts. This transdisciplinary approach is important so that the technology developed is not only technically superior, but also socially and culturally

relevant. In this case, policies and regulations also play an important role in regulating the use of AI so that it is not misused or causes inequality in access to technology. Education, research, and innovation need to continue to be encouraged so that the use of AI in architecture truly makes a positive contribution to sustainable development and the overall quality of human life.

The Impact of Artificial Intelligence Innovation on the Design Process and the Role of Architects

The development of Artificial Intelligence technology has had a significant impact on various sectors, including the world of architecture. AI innovation is now not only seen as a technical tool, but has become a transformative force that fundamentally changes the architectural design process and redefines the role of an architect. Basically, AI enables the automation of analytical, generative, and evaluative processes in design, which previously could only be done through human skills and intuition. In other words, AI accelerates and expands the scope of creativity, efficiency, and accuracy in building and built environment design (Borglund, 2022). The transformation that AI brings to the architectural design process is evident in its ability to process large-scale data, analyze user preferences, consider various environmental parameters, and automatically generate various design alternatives. AI-based tools such as generative design have opened up new possibilities in the exploration of form and function that previously required a long time and large human resources. Architects can now use AI algorithms to simulate design scenarios in a short time, optimizing building forms based on energy efficiency, natural lighting, and air circulation. With this technology, the design process is no longer linear and static, but rather dynamic and based on automatic iterations that can adapt to changing needs and contexts (Agboola, 2024).

In addition, AI also facilitates cross-disciplinary collaboration by integrating various data from structural engineers, urban planners, environmental experts, and clients into one intelligent design platform. This creates a more holistic and coordinated design ecosystem, so that design decisions become more comprehensive and informative. AI helps architects identify design conflicts early on, reduce technical errors, and improve the accuracy of project documentation. In turn, this not only speeds up the construction process but also reduces costs and risks.

However, along with the increasing dominance of AI in the design process, there has also been a shift in the role of architects as key thinkers in

the creation of space. In the past, architects were positioned as the center of the design process that relied on aesthetic expertise, intuition, and human experience. Now, with AI capable of producing design solutions automatically, architects are challenged to reposition themselves not only as form designers, but as vision curators, ethical leaders, and guardians of human values in built spaces. In this context, the role of the architect becomes more strategic and conceptual, namely understanding the social, psychological and ecological needs of users, and ensuring that design solutions generated by AI still have depth of meaning, cultural context and human empathy.

The presence of AI also requires architects to develop new competencies, especially digital literacy, understanding of algorithms, and the ability to work in a technology-based multidisciplinary environment. Architects who previously focused on hand sketches and CAD software are now required to be able to read data, design in AI-based platforms, and evaluate the output of algorithms based on broader and more complex design criteria. In other words, AI does not replace architects, but shifts the skills needed in this profession towards being more adaptive to technology and data-driven (Irbite & Strode, 2021).

On the other hand, there are also concerns that AI will reduce the elements of subjectivity and personal expression in architectural design. The design process, which has been seen as art, could shift into a calculative process that relies on efficiency and technical optimization. This is where the ethical and philosophical challenges for architects arise: how to maintain a balance between beauty and efficiency, between creativity and algorithmic logic. Architects are required to be guardians of aesthetic and sustainability values that cannot always be captured by artificial intelligence.

Furthermore, the use of AI also opens up discussions about accessibility and democratization in design. AI technology allows non-architects to participate in the design process through user-friendly and automated platforms. This has the potential to expand public participation in creating the built environment, but it can also blur the boundaries of professionalism in architectural practice (Cudzik & Radziszewski, 2018). Therefore, architects need to assert their added value in the interpretation of meaning, design empathy, and integrity in building spaces that are not only functional but also socially and culturally meaningful. Overall, AI innovation in architecture is not a threat to replace humans, but a tool that changes the way architects work, their mindsets, and the scope of their responsibilities. In this changing landscape, architects who are able to integrate the sophistication of AI with

the depth of humanistic vision will be leaders in the era of intelligent architecture. The future of this profession will no longer be determined only by the ability to draw or model buildings, but by the ability to synergize technology and human values in designing the future of sustainable and inclusive living spaces.

Advantages and Challenges of Artificial Intelligence Integration in Architecture

The integration of Artificial Intelligence (AI) in the world of architecture has brought about fundamental changes in the way architectural projects are designed, planned, and executed. With AI's ability to quickly analyze data, predict possible outcomes, and generate innovative design solutions based on sophisticated algorithms, architecture is entering a new chapter that is more efficient, adaptive, and responsive to human and environmental needs. AI is not just a tool, but a partner in the creative and technical process, giving architects the ability to explore more design possibilities in less time (Nemati et al., 2002). One of the main advantages of AI integration in architecture is its ability to process and analyze large-scale data in real-time (Nabizadeh Rafsanjani & Nabizadeh, 2023). In conventional architectural practice, collecting relevant environmental, social, economic, and cultural data to design a building is often time-consuming and requires experts from various disciplines. However, with the help of AI, data from various sources can be processed simultaneously to produce a comprehensive analysis. This allows architects to make more precise and contextual decisions, for example in determining the orientation of the building towards sunlight, air circulation, or user needs based on their activity patterns.

AI's ability to model and visualize designs also accelerates the iteration process in the conceptual stage. Generative algorithms can be used to create various design variations based on parameters determined by the architect. This not only expands the exploration of form and function, but also helps in creating more sustainable and economical design solutions. For example, AI can be used to optimize the use of building materials by minimizing waste and reducing the carbon footprint of construction. In this context, AI contributes to the principles of green architecture and energy-efficient design.

In addition, AI technology supports the development of parametric architecture and smart architecture, where buildings are no longer static, but can respond dynamically to external conditions and user needs. Through the integration of sensors and artificial intelligence systems, buildings can

automatically adjust lighting, temperature, or ventilation to create optimal comfort. This innovation opens up opportunities for more humanistic architectural design, because AI allows buildings to 'interact' and adapt to their users. The concept of smart homes or smart cities becomes more feasible with the help of this technology (Zhang & Tao, 2021). However, behind its significant advantages, the integration of AI in architecture also presents a number of challenges that cannot be ignored. One of the main challenges is the competency gap between technology and human resources. Not all architects have the knowledge or technical ability to operate AI systems or understand the logic behind the algorithms used. This creates a need for training and reskilling for architectural professionals so that they can adapt to the demands of the times. In addition, collaboration between architects and technology experts is becoming increasingly important, but is also prone to differences in work and communication approaches.

The ethical and responsible aspects of design are also highlighted in the use of AI. When design decisions begin to be heavily influenced by algorithms, questions arise about who is responsible for the impact of the design results, especially if errors or failures occur. Transparency in how AI works is important, but unfortunately many AI systems currently operate as “black boxes” that are difficult to fully understand. Therefore, the integration of AI requires a strong framework in terms of regulation and ethics to ensure that this technology is used responsibly and does not ignore the human aspect of architecture.

In addition, although AI can produce designs with high efficiency, there are concerns that its presence can reduce the artistic value and originality of architectural works. Some critics argue that algorithms tend to rely on historical patterns or data, so that design results are at risk of becoming generic or trapped in the same pattern. The design process, which is truly intuitive, emotional, and full of meaning, can be displaced by an approach that is too mathematical and structured. Therefore, there needs to be a balance between human creativity and technological sophistication so that architecture remains an expression of culture and identity, not just a product of algorithmic efficiency.

Other challenges relate to privacy and data security issues, especially in the context of smart architectures involving sensors and user data processing. Personal information collected by AI systems must be carefully managed to prevent misuse or leakage (Ji et al., 2020). This requires strict data protection policies and reliable digital security systems. AI integration must also consider

its affordability and accessibility, so as not to create inequality between regions or groups of people who can access this technology and those who cannot.

Strategy Towards Smart Architecture based on Artificial Intelligence

Smart Architecture is a revolutionary approach in the world of architecture that utilizes technological advances, especially Artificial Intelligence (AI), to create buildings that are not only aesthetic and functional, but also intelligent, responsive, and sustainable. In the context of rapid urbanization, energy crises, and the need for efficiency and comfort of space, the role of AI becomes very strategic in driving architectural transformation towards a more sophisticated and adaptive concept. The strategy towards AI-based Smart Architecture not only involves the integration of technology in the design process, but also in the overall operationalization of the building, from the planning stage, construction, to sustainable space management (Selvaraj et al., 2023). The first step in this strategy is to overhaul the conventional way of looking at architectural design. AI allows architects to analyze large amounts of data, such as patterns of user behavior, local climate conditions, and population growth projections, in order to create designs that are truly responsive to the needs of residents and the environment. By utilizing machine learning and predictive algorithms, AI can help design optimal space layouts, estimate energy loads, and respond to potential environmental risks such as floods or earthquakes. This data-driven approach provides high flexibility in designing buildings that not only adapt to current needs but also adapt to future changes.

Furthermore, the strategy towards AI-based Smart Architecture must include the integration of the Internet of Things (IoT) and smart sensor systems that allow buildings to “sense” and “respond” to their environment in real-time. AI acts as the brain of this system, processing inputs from various sensors such as temperature, humidity, lighting, and movement to automatically regulate space conditions. For example, lighting and air conditioning can be automatically controlled based on the number of occupants or external weather conditions, thereby significantly improving energy efficiency. In this context, AI does not only function as a design tool, but as an operational manager that ensures that the comfort and efficiency of the building remain optimal at all times (Panchalingam & Chan, 2021).

The transformation towards Smart Architecture must also involve a collaborative strategy across disciplines. AI opens up opportunities for

architects to work more closely with engineers, data scientists, urban planners, and software developers. This collaboration is important because the development of AI-based architecture requires a deep understanding of digital infrastructure, cybersecurity, and human-computer interaction. A good strategy will create an integrated work ecosystem, where architectural design is no longer seen as a final product, but as an open system that continues to develop and learn from user experiences. This is very relevant in the era of Society 5.0, where the roles of humans and technology synergize to create more meaningful living spaces. In addition to technical aspects, the strategy towards AI-based Smart Architecture must also consider social and ethical aspects. The application of AI in architecture has major consequences for user privacy, data security, and dependence on automation systems (Almusaed & Yitmen, 2023). Therefore, the strategy designed must include a data protection policy and ensure that the technology used does not ignore human values. Architectural design must continue to prioritize the human experience as the center of the space, with AI as a tool to improve the quality of interaction and comfort, not replace it. The emphasis on human-centered design is a basic principle that must not be ignored in every innovation that is carried out.

Implementing this strategy also requires investment in education and human resource development. Future architects need to be equipped with knowledge of AI, programming, and data analysis, in addition to traditional design skills. The architectural education curriculum needs to be adjusted to produce professionals who are not only creative, but also technologically literate and able to think systemically. A comprehensive strategy will ensure that AI technology does not become an exclusive tool for only a small number of practitioners, but becomes part of an inclusive architecture that is accessible to all levels of society (Genkin & McArthur, 2023). Finally, the success of the strategy towards AI-based Smart Architecture depends heavily on policies and regulations that support innovation without sacrificing safety and sustainability. Governments, academics, and industry need to work together to create a legal framework that allows for the testing and application of new technologies in controlled environments, and provides incentives for the development of smart architecture projects. With this holistic strategic approach, AI will not only become a tool in the design process, but a key driver in realizing smarter, greener, and more humane architecture in the future.

CONCLUSION

The integration of Artificial Intelligence (AI) in the architectural design process marks a new chapter in the development of the world of architecture that is increasingly oriented towards efficiency, adaptability, and innovation. The presence of AI makes a significant contribution in formulating design solutions that are more responsive to the needs of users and the environment. With the ability to analyze data in a complex and fast way, AI supports architects in making more precise design decisions, from spatial planning to building energy efficiency. The design process that previously relied heavily on intuition and experience is now strengthened by artificial intelligence that can process design scenarios systematically and predictively.

In addition to accelerating the work process, AI also opens up the possibility of new design concepts that were previously difficult to achieve with conventional approaches. Through generative algorithms and machine learning, AI is able to explore the form, structure, and function of buildings with a more experimental approach but still based on data. This not only improves the quality of design results but also encourages the creation of more contextual, sustainable, and intelligent architecture. The integration of this technology also provides opportunities for multidisciplinary collaboration between architects, engineers, and technologists, which enriches the creative process while strengthening the functional value of an architectural work. With all its potential and benefits, the integration of AI in architecture is an important step towards realizing smart architecture that is not only aesthetic, but also responsive to social and ecological dynamics. However, the success of this transformation still requires the readiness of human resources, ethical use of technology, and supporting regulations. In the future, AI is not intended to replace the role of architects, but rather as an intelligent partner that expands human capacity in creating better, more sustainable living spaces that are in line with the demands of the times.

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