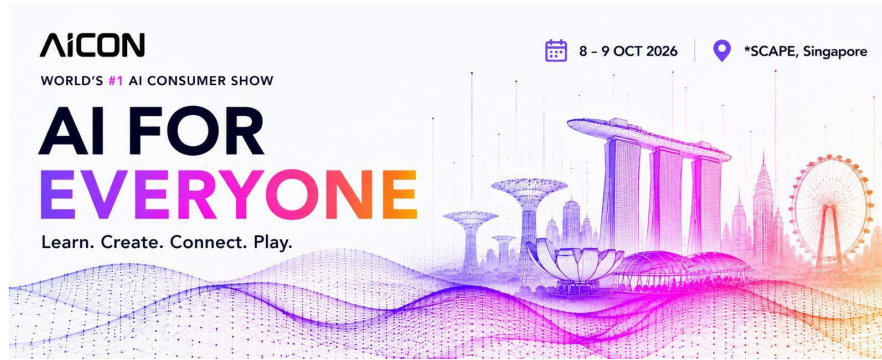




PRESS RELEASE

FOR IMMEDIATE RELEASE

AICON Returns for Its Second Year, Championing “AI for Everyone”

*Singapore's annual AI festival returns on **8 and 9 October 2026**, bringing together government, industry, educators and innovators to advance AI literacy and fluency, innovation and collaboration.*

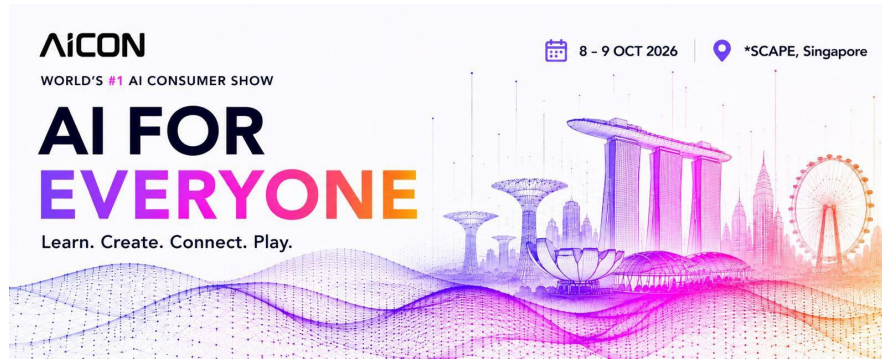
Singapore, 3 September 2026 – AICON 2026, Asia's human-first AI festival, returns on **8 and 9 October 2026** at *SCAPE Singapore, 2 Orchard Link, Singapore 237978. Now in its second year and held under the theme “AI for Everyone”, the festival is supported by Tesla, NTUC's Employment and Employability Institute (“e2i”), Singtel and *SCAPE, among other partners, and is held in support of the national Digital for Life movement. Tickets are on sale now at www.aicon.show.

The inaugural edition drew more than 5,000 attendees from over 10 countries. The second edition changes the format rather than the size of the room. Where 2025 centred on talks and showcases, 2026 is built around participation: visitors sit down at a screen, use the tools and leave with something they co-create with AI. Four pillars run through both days: Learn, Create, Connect and Play.

“AI is changing the way we work and live, but many people are still unsure where to begin. AICON was created to make AI more accessible, practical and relevant, helping people better understand what's possible and giving them the confidence to apply it in ways that make a real difference in their work and everyday lives,” says Jayce Tham, Co-Founder of AICON and CEO of CreativesAtWork.

Programme

Day one opens on the main stage with “AI for Humanity: Technology, Commercialisation and Governance”, a forum on who AI is actually for. Sessions cover frontier technology, human cognition and education, the future of jobs and careers, corporate governance and responsible investment. Hands-on workshops run alongside it through the day, from vibe coding with Gemini to AI filmmaking with Singapore Polytechnic. Day one closes with



Creator Jam Night at the Ground Theatre and the WonderClip x GenTube AI Film Festival award ceremony.

Day two, 'AI for Everyone: Create, Play, Community', shifts focus from big-picture concepts to hands-on action. Attendees will explore the practical potential of AI in their daily lives, with sessions covering everything from AI in education and business-building for SMEs, to the creator economy and future-gazing into next-generation tech. Throughout the day, visitors can experience live product demonstrations in the AI Demo Theatre and discover the projects born from the festival's workshops. A youth strand runs through the day, including a session on what young people need to know about AI and an Ask Me Anything panel pairing three youth leaders with three AI experts.

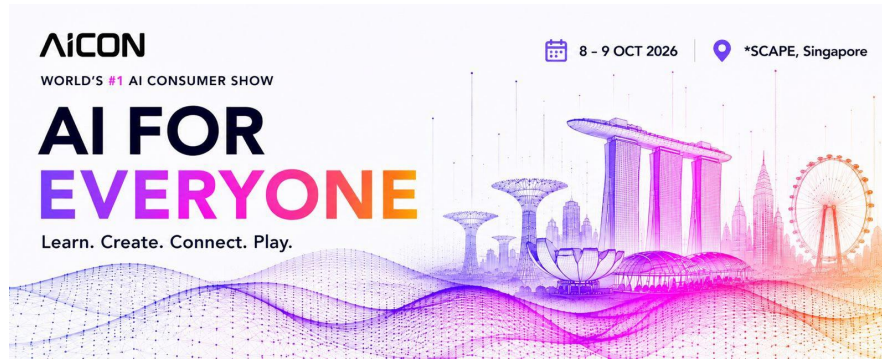
The festival features a strong Korean contingent across both days. Marking their second year, Kentertech Hub returns to showcase the latest advancements in Korean content creation technology. The programme highlights a masterclass in AI filmmaking and the 'K-Global × K-EnterTech Conference @ AICON' panel discussion. Additionally, Singapore Polytechnic's Jeffrey Xu, fresh from his grand prize victory at the ChungKang International AI Genre Film Festival, will present a dedicated session on the future of AI cinema.

At the heart of both days are the hands-on learning experiences, including Singtel SIM Academy's AI Productivity Training, where mid-career professionals work on real-world tasks from their own sectors, and e2i's Emerging Skills, Emerging Jobs Zone, a conversation-led learning space featuring interactive discussions, live demonstrations, and facilitated dialogues that help workers understand AI, experience AI firsthand, and explore its applications in their current roles and future careers. Running through both days is a thread on responsible AI, shaped with the Artificial Intelligence International Institute under its AI for Humanity framework and led by AICON co-founder Dr James Ong.

AI for Humanity Impact Forum @ AICON 2026

The Artificial Intelligence International Institute brings its AI for Humanity Impact Forum to AICON on 8 October, anchoring the festival's main stage programme.

AIH is an independent think tank founded in 2017 by Dr James Ong, who is also a co-founder of AICON. It works on sustainable AI through research, policy, education and



industry collaboration, and has taken the AI for Humanity agenda to the United Nations, ASEAN, Davos, SXSW and the World Artificial Intelligence Conference (WAIC). In July, Alll was executive organiser of a WAIC forum in Shanghai on sustainable computing, co-organised with the UN Principles for Responsible Investment and opened by the UNDP Administrator. Alll has campaigned for AI for Humanity to be recognised as a United Nations Sustainable Development Goal.

Voices from AICON

"AI literacy is no longer optional, and it is not only a technologist's concern. Parents, educators and business leaders all need to understand how these systems work, how to govern them and how to manage their risks," says Dr James Ong, Co-Founder of AICON, Founder of the Artificial Intelligence International Institute and co-author of AI for Humanity. "That is the foundation of AI for Humanity, and it is why AICON exists."

"Most people's first reaction to AI is still anxiety, and you cannot lecture anyone out of that," says Jaze Phua, Co-Founder of AICON and Dear.AI, and CEO of Virality Group. "You hand them a tool, they make something in ten minutes, and the fear turns into curiosity. That is the whole festival in one sentence."

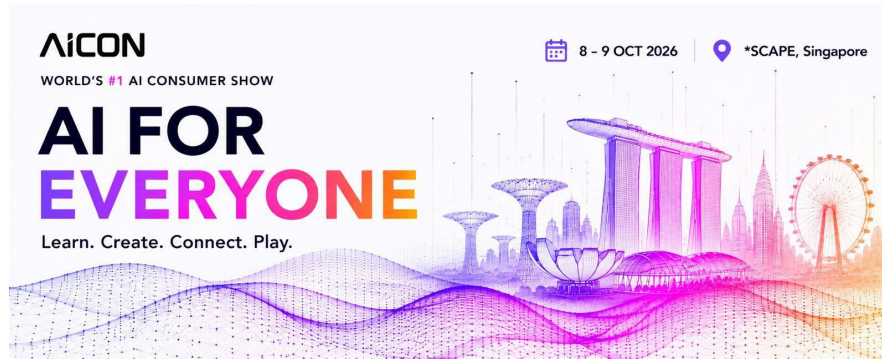
Partners

AICON 2026 is in support of the national Digital for Life movement, together with partners e2i, Singtel, Design Singapore, ASUS, Alibaba, *SCAPE, Action Community for Entrepreneurship, Tesla, Kentertech Hub and the Artificial Intelligence International Institute, alongside a growing network of community and ecosystem partners. Institutes of higher learning taking part include Singapore Polytechnic, Temasek Polytechnic and Ngee Ann Polytechnic. Further partners will be announced.

Tickets & Access

Tickets are on sale now at www.aicon.show.

- **General Admission, 2-day pass:** SGD \$48
- **VIP, 2-day pass:** SGD \$98, with access to keynote sessions, workshops and talks



Workshop places are limited and allocated on a first-come basis. A festival ticket is required, and each workshop must be registered separately at www.aicon.show.

Early-bird pricing runs until 30 September 2026.

This programme is hosted on Discover, a youth platform by the National Youth Council.

View the event listing at

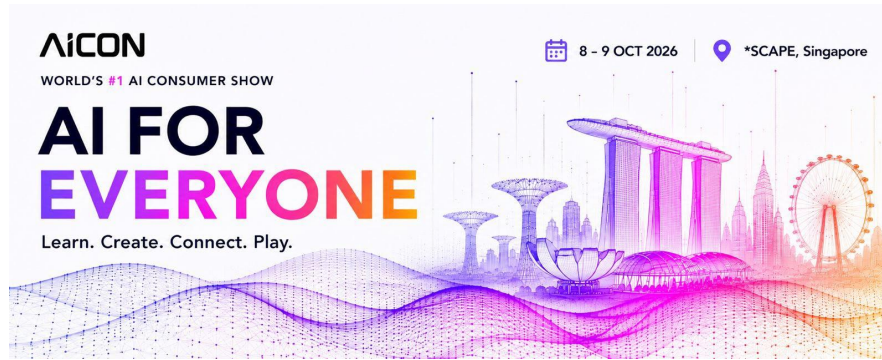
<https://discover.nyc.gov.sg/events/aicon-2026-the-ai-for-everyone-festival-caw-2026-0067>

Media Contact

Daryl Dee Chan | dee@blessinc.asia | +65 9670 1646

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ANNEX A · ABOUT AICON AND PARTNERS

About AICON

AICON is Asia's human-first AI festival, founded in Singapore in 2025 on a simple belief: artificial intelligence should belong to everyone, not only to engineers. Across two days it brings together government agencies, industry, educators, entrepreneurs, creators and the public for hands-on AI built around four pillars: Learn, Create, Connect and Play. AICON 2026 takes place on 8 and 9 October 2026 at *SCAPE Singapore. www.aicon.show

About NTUC's e2i

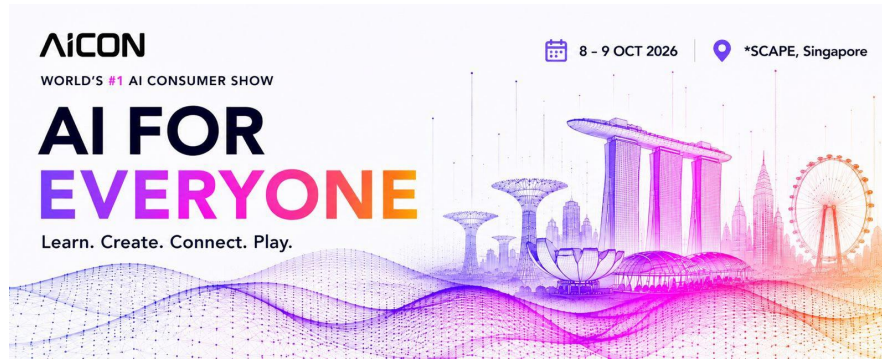
e2i is the empowering network for workers and employers seeking employment and employability solutions. e2i serves as a bridge between workers and employers, connecting with workers to offer job security through job-matching, career guidance and skills upgrading advisory services, and partnering employers to address their manpower needs through recruitment, training and job redesign solutions. e2i is a tripartite initiative of the National Trades Union Congress set up to support nation-wide manpower and skills upgrading initiatives. For more information, please visit www.e2i.com.sg.

About Singtel

Singtel Group is a leading connectivity, digital infrastructure and services group based in Asia, operating next-generation connectivity, digital infrastructure and digital businesses including regional data centre arm Nxera and regional IT services arm NCS. The Group has presence in Asia, Australia and Africa and reaches over 839 million mobile customers in 20 countries.

For consumers, Singtel delivers a complete and integrated suite of services, including mobile, broadband and TV. For enterprises, Singtel offers a complementary array of workforce mobility solutions, data hosting, cloud, network infrastructure, analytics and cyber security capabilities.

Singtel is dedicated to continuous innovation, harnessing technology to create new and exciting customer experiences, support enterprises in their digital transformation and shape a more sustainable, digital future.



About the Artificial Intelligence International Institute (AIII)

AIII advances AI literacy, responsible innovation and the AI for Humanity agenda through research, advocacy and international convening. It was founded by Dr James Ong, who is also a co-founder of AICON.

About Tesla

Tesla designs and manufactures electric vehicles, energy storage systems and robotics. Tesla returns to AICON for a second year, having showcased at the inaugural edition in 2025. tesla.com

About ACE.sg

Action Community for Entrepreneurship (ACE) Ltd is the national voice for Singapore's startup ecosystem, working across ecosystem building, global connectivity and youth entrepreneurship. Its programmes include the Startup Support Package, ACE.SG Academy and the National Youth Entrepreneurship Awards. ACE.SG joins AICON 2026 as an ecosystem partner. ace.sg

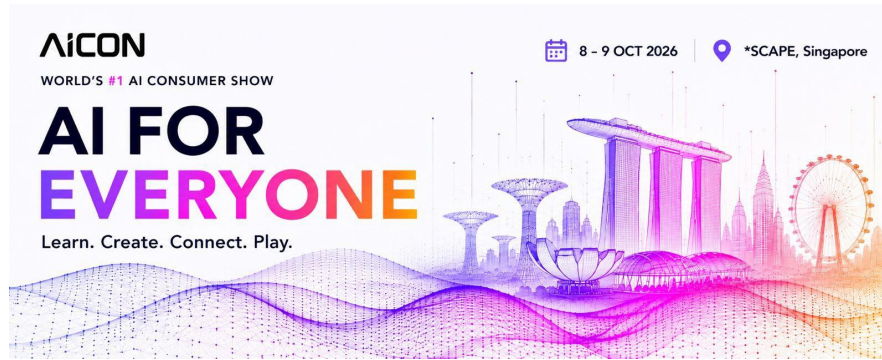
About Digital for Life Movement

A Digital Future for All – In our increasingly digital world, everyone can play a part to help create a more inclusive digital future.

The Digital for Life (DfL) national movement, launched on 8 February 2021, aims to galvanise the community across the 3Ps (Private, Public and People) to help Singaporeans embrace digital as a lifelong pursuit and enrich lives through digital technology.

The DfL fund was also set up to support projects promoting digital inclusion, digital literacy and digital wellness.

Learn more about the DfL movement at digitalforlife.gov.sg.



About Discover by NYC

A trusted digital compass for every youth in Singapore.

As a one-stop platform of opportunities, resources, and more, Discover

(<https://discover.nyc.gov.sg/>) hopes to empower youths to navigate life moments with confidence, unlock their potential and shape a future they are excited about.

For Youths : A platform for youths to access relevant opportunities and resources during life transition periods, connect with peers and mentors, and explore their interests

For NYC : A platform to provide consolidated opportunities for youth development and build a trusted relationship with youth, making youths feel known, remembered and cared for

For Partners : Leverage a trusted youth platform to amplify their programmes and initiatives

About *SCAPE

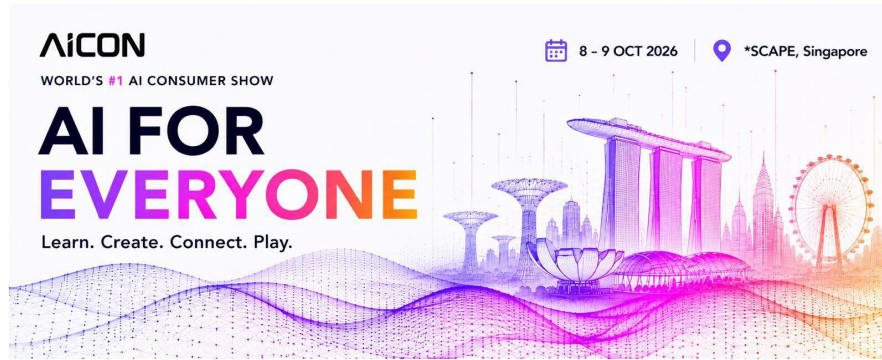
At *SCAPE, we're more than just a space – we're a youth-powered movement.

Driven by youth, for youth, and with youth, our mission is simple: to inspire and empower young people to be the best versions of themselves. We connect creators, trailblazers, and changemakers through bold programmes, vibrant spaces, and dynamic collaborations with partners, brands, and communities. Right in the heart of Somerset, *SCAPE is where youth culture in Singapore is shaped, celebrated, and amplified. Whether it's igniting creativity, sparking entrepreneurship, or driving real social impact – we're all about purpose, passion, and progress.

*SCAPE is a non-profit organisation, a registered charity, and an Institution of a Public Character – but above all, we're here to turn youth potential into boundless possibilities.

*SCAPE is the venue partner for AICON 2026.

For more information, visit www.scape.sg.



About CreativesAtWork

CreativesAtWork ("CAW") is a Singapore-based, freelancer-led creative agency that connects forward-thinking clients with a curated network of freelance creative professionals across every consumer touchpoint — digital, social, mobile, broadcast, print, events and out-of-home.

Founded in 2012 to help its network of freelancers win more work in the film and broadcast sector, CAW has since grown into a full-service ecosystem spanning original content creation, project management and training. Today, more than 1,500 curated freelancers across a broad range of creative disciplines have delivered over 3,000 projects worth more than S\$12 million.

For more information, visit www.creativesatwork.asia.

About Dear.AI

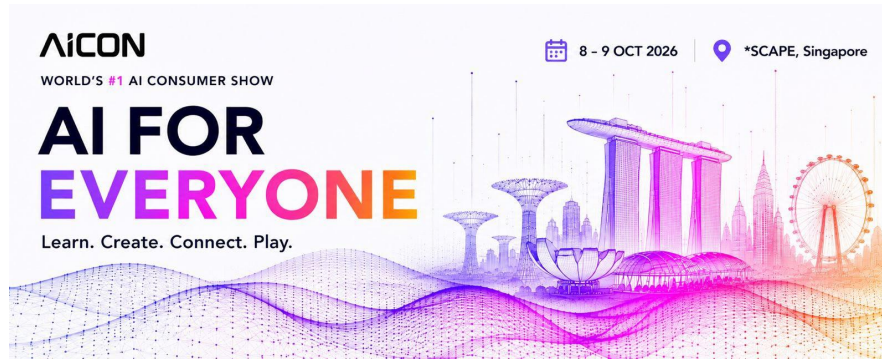
Dear.AI is a Singapore-based AI production studio specialising in hybrid AI filmmaking, broadcast-grade animation, industrial-scale microdrama production and AI capability development for broadcasters, studios and brands across Asia. Founded by filmmaker Jaze Phua, Jayce Tham and creative producer Raymus Chang, the company develops proprietary AI production workflows that combine creative storytelling with scalable production.

About GenTube

More than a competition, GenTube is a launchpad for the future of creative expression, showcasing and discovering the best in AI-generated content.

About Virality Group

A creative and social-first content group set up by Jaze Phua behind viral digital campaigns across Southeast Asia.



ANNEX B · SPOKESPEOPLE

Dr James Ong · Co-Founder, AICON

Founder and Managing Director of the Artificial Intelligence International Institute (AIII), co-founder of the AI Leadership Union, and co-author of *AI for Humanity*, published by Wiley. Four decades as an AI researcher, entrepreneur and advocate, and Adjunct Professor at the Singapore University of Technology and Design. In July 2026 his institute was executive organiser of the World AI Conference forum "Future Computing, Future Compute Power: Building a Sustainable AI for Humanity Future with Quantum, Space and Green Computing", co-organised with the UN Principles for Responsible Investment and opened by the Administrator of the United Nations Development Programme.

Best for: responsible AI, AI governance and risk, AI literacy as public policy, sustainable computing, the international view.

Jaze Phua · Co-Founder, AICON and Dear.AI

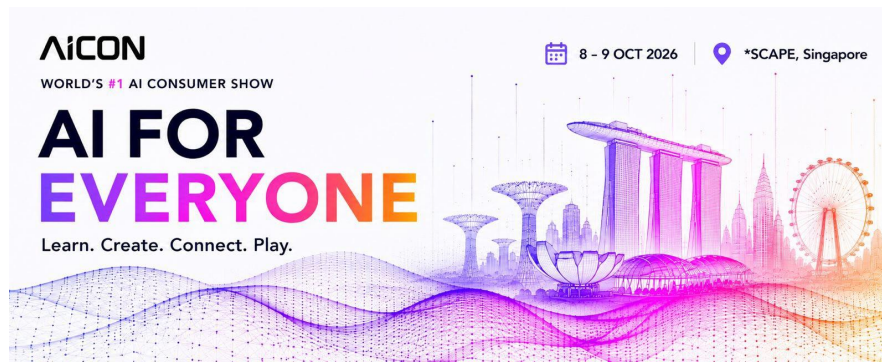
CEO of Virality Group, co-founder of Dear.AI and founder of GenTube. Known for AI storytelling and viral digital content, he leads brand and creative direction for AICON.

Best for: the creator economy, AI filmmaking, youth and culture, turning AI anxiety into participation.

Jayce Tham · Co-Founder, AICON, Dear.AI and CreativesAtWork

Founder and CEO of CreativesAtWork. Leads PR and media strategy for AICON and is a long-standing champion of the freelance and creator economy.

Best for: the festival story, why year two changed format, freelancers, SMEs and the future of work.

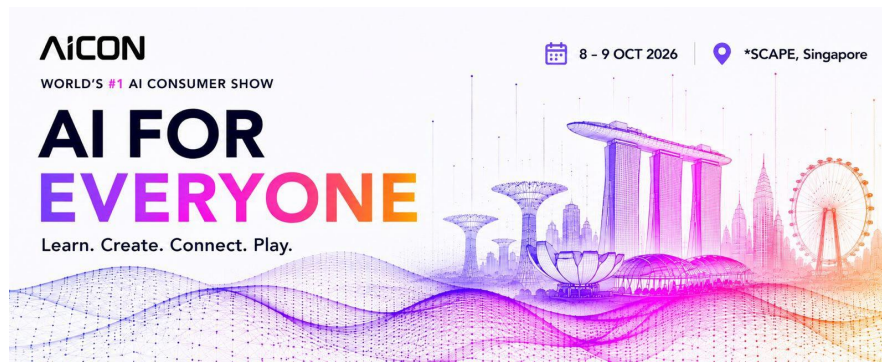


ANNEX C · WORKSHOP PROGRAMME

Programme correct at time of issue and subject to change. Latest version, full session details and speaker profiles at www.aicon.show.

Day 1 · Thursday 8 October 2026

Time	Session	Speaker
10:00 - 11:00	Gemini Vibe Coding: Build Fast, Have Fun Turn your ideas into working interactive web applications in 60 minutes, with no coding background required.	BK Han AI Innovation Coach. Founder, Ai Hustle Generation.
11:00 - 12:00	Beyond Prompting: AI Filmmaking as the Next Language of Visual Storytelling Presented by Singapore Polytechnic's Media, Arts & Design School.	Jeffrey Xu Lecturer and AI specialist. Grand Prize Winner, 2026 ChungKang International AI Genre Film Festival, South Korea.
13:00 - 14:00	JSON Prompting for Designers	Temasek Polytechnic
16:00 - 17:00	Build Your Own Creative Agent Skills	Tianyu Xu Creative AI Educator. Founder of TYAI. LinkedIn Top Voice.
17:00 - 18:00	Understanding How to Use AI in Music for Your Content, in partnership with the Singapore International Soundtrack Festival	Alex Oh. Festival Director, Singapore International Soundtrack Festival. Founder and musician, White Noise Music.



Day 2 · Friday 9 October 2026

Time	Session	Speaker
10:00 - 11:00	Masterclass in AI Filmmaking	Korean delegates of media professionals
11:00 - 12:00	Mindful AI: The Human Pause A 60-minute wellbeing experience where participants listen to soundscapes generated from the bioelectrical activity of living plants, with guided mindfulness led by a certified MBSR trainer.	Ngee Ann Polytechnic x MindfulNests
12:45 - 13:45	AI Wild Card: Would You Ship This?	Darren Lim. Award-winning Creative Director and GenAI coach. Founder, The Gradient Agency.
14:00 - 15:30	Singtel SIM Academy AI Productivity Training.	Singtel SIM Academy
16:00 - 18:00	Design Singapore Workshops	To be confirmed