

**Bring your visions to life.
Using GenAI Video tools.**

Edgar Linscheid & Sinnwerkstatt

Use GenAI wisely.

- GenAI consumes large amounts of energy and water.
- It produces massive greenhouse gas emissions.
- Collaborate with people whenever possible, not only with AI.
- Use it when it truly helps to realize your projects.

Visual Storytelling with Google Flow.

- AI filmmaking tool and creative workspace for turning text and images into video clips
- Veo 3.1 is built into Flow for high-quality video generation
- Nano Banana is integrated for image generation
- helps keeping characters, objects, and visual style consistent.



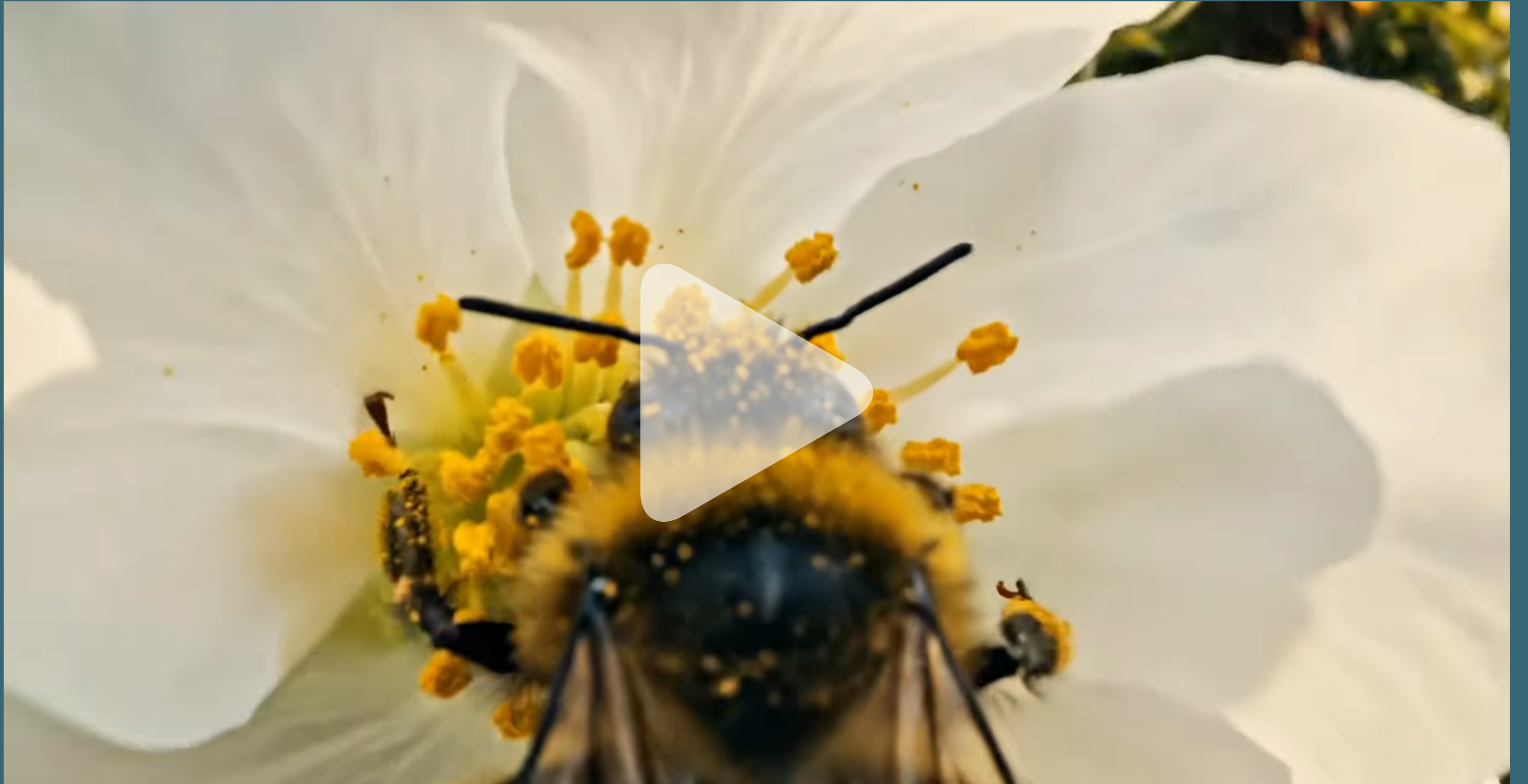
From First Sketch to Shared Vision.

- Turn early ideas and rough sketches into concrete, visual concepts that decision-makers can actually see.
- Show the full journey from first scribble to finished outcome, so the vision feels tangible, not abstract.
- Use GenAI video for fast visual storytelling that makes complex ideas clearer and builds stronger buy-in.



A Flythrough of What Does Not Yet Exist.

- Make projects such as a sustainable neighborhood more tangible for stakeholders through GenAI video.
- Use a POV walkthrough or a flythrough to communicate spatial experience, context, and design intent more clearly.
- A creative camera perspective can increase attention, but the real value is clearer understanding and stronger stakeholder buy-in.



From Boring Numbers to Bold Visual Stories

- Decision-makers need hard numbers, but raw data alone rarely creates attention or support.
- GenAI video turns metrics into visual stories that make trends, scale, and impact easier to understand.
- This helps stakeholders grasp the relevance of the numbers faster, remember key insights more easily, and make better evidence-based decisions.



Tools I used.

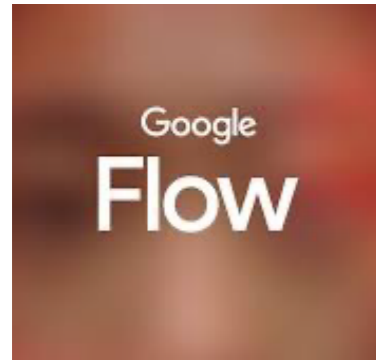
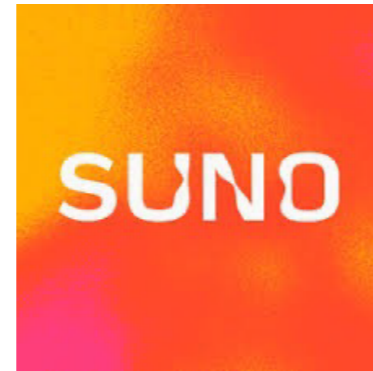


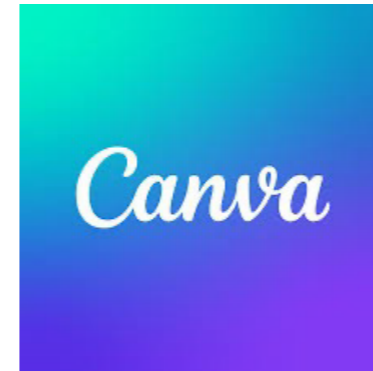
Image & Video



Video Editing



Music



Text Overlays



Voice Over



Prompts



Ideas & Text

3 Golden Rules.

- 1. It's not a magic wand, it's a slot machine:** You don't press a button and get a perfect result, because AI works on probabilities, not on guarantees.
- 2. Become world champion in anger management:** You will be frustrated. Very often. Keep calm, keep the faith and keep the fun alive.
- 3. If there's no way to Rome, try another city:** Some ideas only work in your head. So if they really don't work, don't change the prompt, change the idea.

Let's Stay in Touch.



Edgar Linscheid



Sinnwerkstatt