SOMLAI-FISCHER ÁDÁM

Co-founder of Prezi
Designer, architect, media artist



PROFESSIONAL PROFILE

Product creator and entrepreneur working at the intersection of technology, design, and education. As co-founder of Prezi, I have been leading product innovation for nearly two decades at an international software company that has grown into one of the world's best-known brands originating from Hungary. Today, Prezi reaches approximately 150 million users worldwide, with a particularly strong global presence in education. As a designer and media artist with a background in architecture, I have exhibited four times at the Venice Biennale of Architecture, founded a media lab, and taught at leading design and architecture universities around the world. I believe that the key to the renewal of Hungarian higher education lies in institutional autonomy, active participation in the international professional community, interdisciplinarity, and the courage to engage with the future in a bold and creative way.

PROFESSIONAL EXPERIENCE

Co-founder, Head of Product Innovation, Board Member — Prezi Inc. (Budapest–San Francisco), *2009–present*

- Co-founded, together with Péter Árvai and Péter Halácsy, the company that pioneered the visual, non-linear presentation format; today, Prezi reaches ~150M users worldwide, with a particularly strong presence in global education among teachers, students, and universities
- Two decades of leadership and board-level experience in an international organization, overseeing product strategy, research and development, and design culture; currently leading the development of an AI-native, agent-based product platform
- Led large-scale user research into the needs of educational users, including students and educators, across multiple languages and regions

Founder — Kitchen Budapest Media Lab, *2007–2012*

- Founded and led Kitchen Budapest Media Lab, an internationally recognized experimental studio connecting young researchers and creators at the nexus of mobile communication, online communities, and urban space, together with Péter György, Péter Halácsy, and Robin Nagy

Founder — Aether Architecture Experimental Studio, *2002–2008*

- Experimental architecture and interactive media art studio; international exhibitions, research collaborations, and publications

Co-founder / Founding Team Member — Bridge Budapest *(2016),* **Budapest School** *(2015)*

- Co-founded, together with startup founders, an association dedicated to building an ethical and inspiring entrepreneurial culture; participated in founding a pioneering network of innovative primary schools

EDUCATIONAL ACTIVITIES (SELECTED)

- KTH Royal Institute of Technology, Stockholm — Lecturer, A+URL postgraduate architecture program and media technology courses (2002–2004)
- Royal College of Art, London — Guest lectures (2008, 2009)
- Bartlett School of Architecture, UCL, London — Lecture as part of the international lecture series; workshops (2007–2008)
- BME Centre for Media Research and Education (MOKK), Budapest — Researcher (2005–2007)
- ETH Zürich — Guest lecture (2010)
- Stanford Design School — Lecture and workshop (2007, 2010)
- Exploratorium, San Francisco — Osher Fellow (2009)
- MIT Media Lab, Boston — Lecture at the ARiA Conference (2018)
- New York University, New York — Lecture, AR in Action (2017)
- Konstfack, Stockholm — Interaction design workshops (2003–2004)
- Domus Academy, Milan, and IUAV, Venice — Workshops (2006–2007)
- BME Doctoral School of Architecture, Budapest — Guest lecture (2016)
- Cumulus Budapest 2024 (MOME) — Keynote lecture at the international design education association's conference on the future of design education

ARTISTIC PRACTICE (SELECTED)

- Venice Biennale of Architecture — exhibited four times (2004, 2006, 2008 — Central Pavilion; 2025 — family exhibition in the Hungarian Pavilion)
- Further exhibitions: Museum of Contemporary Art Kiasma (Helsinki), NTT ICC (Tokyo), Ludwig Museum (Budapest), Transmediale (Berlin), Z33 (Hasselt), Kunsthalle Budapest; featured in BarabásiLab's "Constructing La Biennale" installation (Venice, 2025)
- J. S. Bach, Violin Partita No. 2 in D minor, Chaconne — guitar performance (2026). While very different in nature and scale from the international artistic achievements above, this is one of the most important works in the musical canon. As a strong believer in lifelong learning, I aim to pursue the study and performance of music at an increasingly high level over the coming decade.

PRESS COVERAGE AND RECOGNITION (SELECTED)

- International press: Wired, The New York Times, Financial Times, Fast Company, Forbes, CNN, Bloomberg, CNBC ("Prophet of Zoom" profile), and Management Today
- Hungarian press: Válasz Online (essay and feature interview), hvg360, Építészfórum, Záróra (feature interview with Alinda Veiszer), and Vasárnapi Hírek
- Recognition and awards: Financial Times — one of Europe's 50 leading technology entrepreneurs; World Technology Award Winner: Arts (New York); Osher Fellow, Exploratorium (San Francisco); I.D. Magazine — one of the world's 50 emerging designers; Hungarian Talent Ambassador (2014–2018); Kreatív — one of Hungary's 25 most creative people

EDUCATION

- MSc in Architecture — KTH Royal Institute of Technology, Stockholm (2002); architectural studies at Budapest University of Technology and Economics (BME)

LANGUAGES

- Hungarian (native), English (native-level proficiency), German (conversational)