

## Press Release

Martigny, April 17, 2026

### **Idiap launches the 15th edition of the Idiap Create Challenge: a nine-day AI hackathon**

The Idiap Research Institute is opening registrations for the 15th edition of the Idiap Create Challenge, its annual nine-day hackathon focused on artificial intelligence (AI). Organized in partnership with the The Ark Foundation, the event will take place from **August 20 to 28, 2026** at the Idiap premises and aims to foster innovation and entrepreneurship in AI.

This year, the challenge focuses on the **creative and cultural industries**. Participants are invited to submit projects that explore new uses, services, or experiences across nine areas: performing arts and live entertainment, radio and music, fashion, books and publishing, television and film, news and media, architecture and urban planning, the art market, and cultural heritage. Projects combining different areas are also welcomed.

Participants may include:

- established teams with a startup project not yet incubated,
- newly formed teams,
- individuals with an ambitious idea seeking to join a team,
- anyone willing to share their expertise and join a team without having a specific project idea.

Over nine days, they will benefit from mentorship, inspiring talks, and networking opportunities.

At the end of the hackathon, teams will present their prototypes to a jury composed of technical, business, and creative and cultural industries experts and try to win the **main award of up to CHF 10,000, sponsored by IdeArk**—a startup incubator within The Ark and Idiap's ecosystem—as well as a **CHF 500 People's Choice Award**. The winning team will also have the opportunity to participate in the [Venture Technology Connect](#) event on November 3rd, 2026, in Verbier.

Backed by a strong innovation ecosystem surrounding Idiap and its network, the ICC offers an ideal launchpad for AI startup creation.

More info and registration: <https://icc.idiap.ch>

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## About

The Idiap Research Institute, based in Martigny, Switzerland, is an independent and leading institute for artificial intelligence research. Founded in 1991, Idiap has developed expertise in machine learning, human-centered AI, speech and audio processing, energy informatics, health and genomics, digital security, and NLP. The institute also actively collaborates with industry and participates in national and international projects to drive innovation in AI.