



ARTEFACT 3000 UNVEILS EMPOWERING AI FILM:

# AFTERWORK

**Paris, January 14, 2025** – To tackle the underrepresentation of women in artificial intelligence, **Women@Artefact**, Artefact's initiative dedicated to promoting women's careers in tech, has partnered with **Artefact 3000**, the group's creative agency, to present a compelling film titled "**Afterwork**." This original creation, merging social commitment and technological innovation, aims to amplify the voices of women in artificial intelligence.

In this short film, created entirely using AI technologies, three women gather over drinks for a lively discussion about their professional lives. But the voices are intriguing. They are not ordinary women; they embody iconic virtual assistants who share their frustrations.

**"If you had told me I would become a tech star by being an assistant..."** one of them sighs. This reflection highlights a very real issue: **only 19% of senior management positions in AI** are held by women (1).

The film concludes with a powerful call to action: **"AI calls for more women. Let's give them a bigger voice."**

## A CREATIVE AND TECHNOLOGICAL MANIFESTO

**Produced by Artefact 3000**, the film showcases the agency's distinctive expertise in crafting content that blends technological innovation with a social message. "**Afterwork**" embodies a desire to rethink the place of women in tech, urging AI companies to diversify their teams.

## AN AFTERWORK TO AMPLIFY THE MESSAGE

To accompany the film's release in early January 2025, **Women@Artefact** is organizing a dedicated afterwork event on **January 23, 2025**, at Artefact's offices. The event targets women professionals interested in exploring career opportunities in artificial intelligence and data. If they wish, participants will also have the opportunity to meet with HR team members for in-depth discussions. For the occasion, Artefact is delighted to welcome Angela Naser, Director of Women In Tech France, an international organization working to include girls in STEM (science, technology, engineering, and mathematics), who will present her strong commitment to the cause and share her experience as a woman in tech. Conferences, discussions, meetings with inspiring leaders, and networking will mark this event, which reflects Artefact's desire to create an inclusive and equitable environment for women in tech.

*"Artificial intelligence is shaping the future, but its transformative potential can only be realized if female talent is fully integrated. This requires better*



education, access to appropriate training, and a strong commitment to increasing the representation of women, whether in research laboratories, finance and investment funds, or at the head of CAC 40 companies. This afterwork is a crucial initiative to create connections, inspire vocations, and amplify the voices of women in tech.” **Angela Naser, Director Women in Tech**

“At Artefact, we firmly believe that AI must reflect the diversity of our society. This requires a clear commitment: to elevate the voices of women in tech and give them the means to thrive in these professions. With the Women@Artefact collective and projects like Afterwork, we are doing more than raising awareness: we are building a future where every talent, female or male, finds its place and its impact.” **Justine Nerce, Managing Partner Artefact**

With **Artefact 3000** and **Women@Artefact**, the Artefact group continues to demonstrate its commitment to a more diverse and equitable tech industry.

#### **About Women@Artefact**

Women@Artefact is Artefact Group’s flagship initiative dedicated to promoting gender equality in data and artificial intelligence professions. Through awareness-raising and development programs, the initiative supports greater female representation in the tech industry.

#### **About Artefact 3000**

[www.artefact3000.com](http://www.artefact3000.com) — Artefact 3000 is Artefact’s creative agency. Artefact 3000 is a future-friendly creative agency that combines creative talent with data expertise. For our clients, we see data as a powerful tool to build effective brand strategies and to be creative across the entire consumer journey, from branding to performance. Through our creative culture, we embrace the major societal and technological changes of our world and enjoy experimenting with them. In our organization, we use today’s tools and methods to ensure simplicity, speed, and fluidity in our relationships with clients.

**Film link**

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(1) Source : IBM Institute for Business Value