

Can AI be creative?

Why not?

AI is a post-convergence marketing keyword, a product feature

See it, know it

The real test of AI – imagine it in the room
with us

Real AI is years away

But computers still gonna compute, and right now computers are doing a really, really, really great job of computing

eg. voice recognition

reducing audio to 1s and 0s, comparing that sound wave to a database of known sound waves and choosing the most probable result

eg. facial recognition

reducing an image to 1s and 0s, comparing that to a database of known facial features and choosing the most probable result

Robots are here though

And they can take your job, do it faster, blame mistakes on their programming, and much more, all without thinking

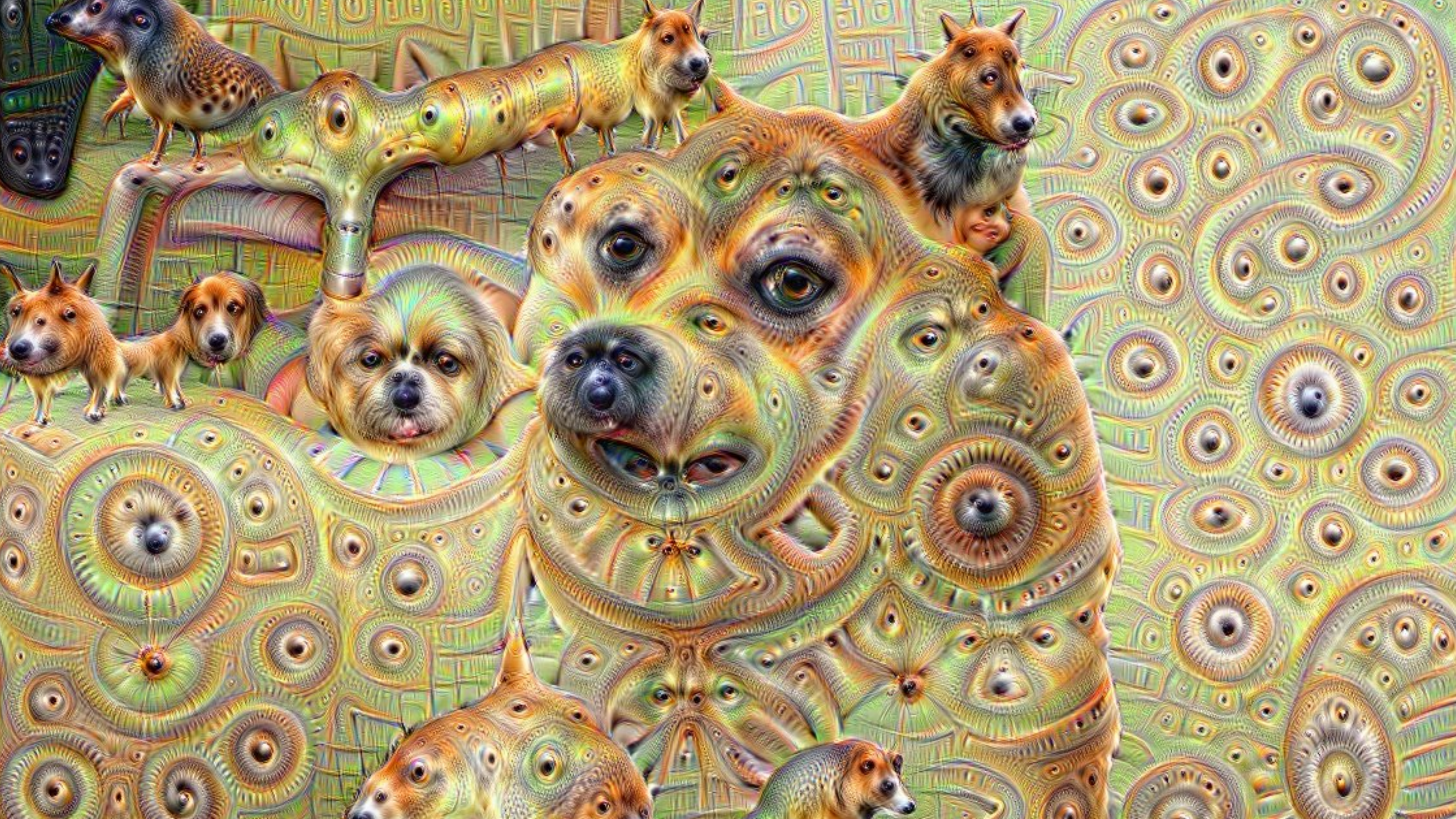
Can AI be creative?

Sure, yeah, if it wants to

However...







AI needs therapy

Whatever it is, it needs our help

AI needs art

To understand and contextualise itself -
that public expression of private
experiences

Emotional intelligence

If we're going to build AIs, then let's use our own emotional intelligence, give them the tools to express themselves

Ara

A robot songbird that gives us a sense of what it's like to live alongside an AI



Vrniture

A surrealist, embedded AI project to give inanimate objects a visible soul

- *(Machine souls - aren't we being judged already?)*

Solving the hard problem

If we're going to keep creating AI:

- let's make AI that wants to be creative
- let's make AI that appreciates being alive



Thank you

Duncan Gough