

THE CHALLENGES AND POTENTIAL OF AI IN THE CREATIVE ARTS

A Symposium organized by the Centre for Asian Studies,
GITAM University, Bengaluru

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14th March 2025, 10 am to 5 pm.

GITAM City Office, First Floor, Prestige Terraces, Infantry Rd, Bengaluru.

It has long been understood that human beings are central to all forms of creativity, but we are now speculating about what will happen to creativity as generative AI (GenAI) becomes more widely used. With the increasing presence of GenAI in the creative arts, the intellectual property of artists and performers is under threat, and the amount of copyright fees they earn is being rapidly eroded. A recent outburst from the singer Nick Cave was directed against a Cave-like song composed by GenAI. The singer proclaimed that music was born out of suffering and data (on which AI is based) cannot experience suffering. A similar controversy ensued in the visual arts when eminent art critics were divided between deciding whether or not AI-generated art works in different genres were by humans. Painters, designers, animators and those who work in the visual domain have begun to wonder if they will be replaced by AI tools such as Dall-E and Stable Diffusion. A recent survey by the British Society of Authors says that one fourth of illustrators and one third of translators in the UK have already lost work because of GenAI.

Meanwhile, some contemporary artists have been building on earlier practices such as working collectively in ateliers (French) and karkhanas (Mughal), or using 'sampling' techniques in music composition, thus implicitly critiquing the idea of 'originality' or individual 'authorship'. It remains to be seen whether complicating the authorship question will lead to incorporation of AI tools in the visual and performing arts. Involved in this debate are profound philosophical issues of the differences between human and non-human, artistic concerns about the material and stylistic expression of art works, and extremely pragmatic issues to do with the rights of practitioners. GITAM University Bengaluru invites you to a day-long symposium on these topics involving discussions with artists, film-makers, writers, lawyers, philosophers, sociologists, and computer scientists.



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