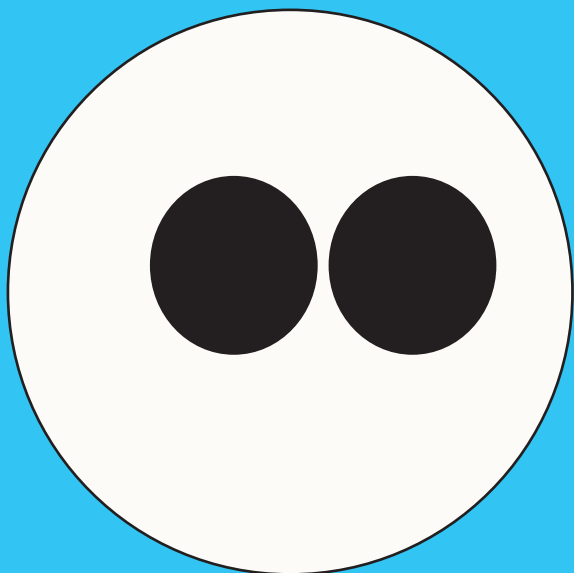
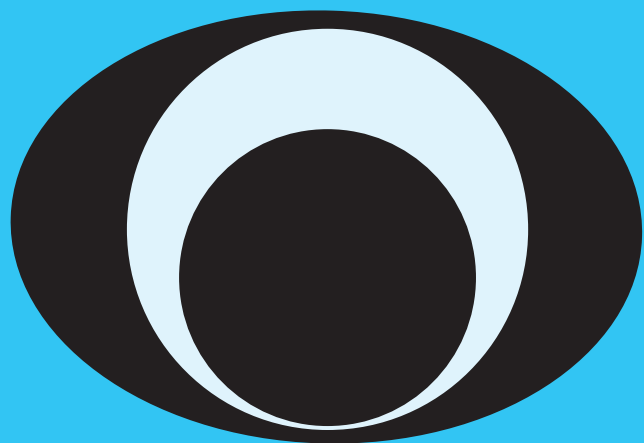


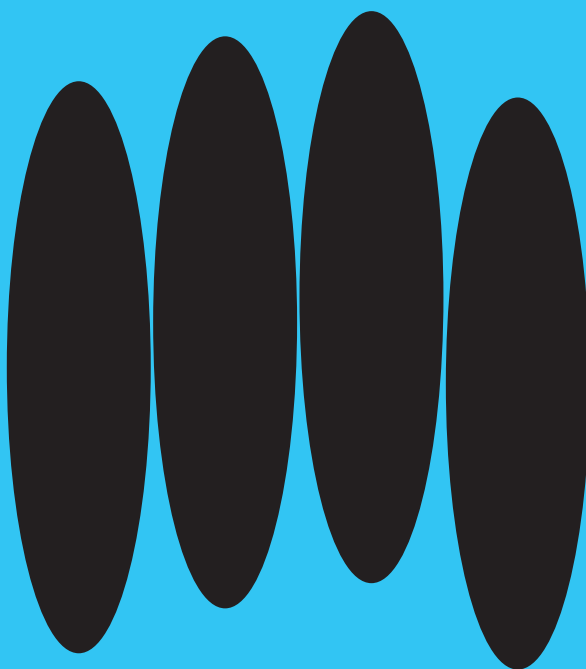
The Aesthetic Dimension In Light Of AI



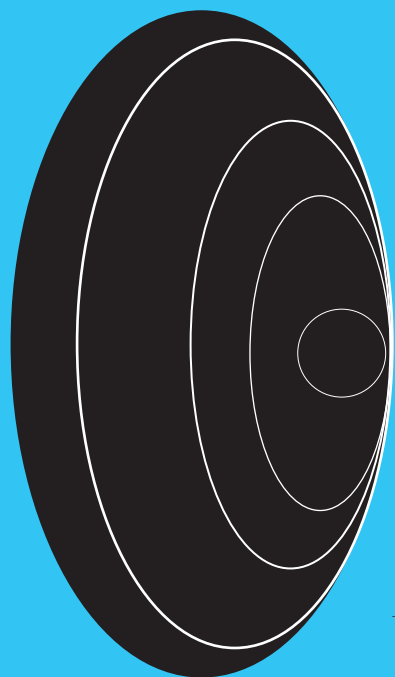
VISION



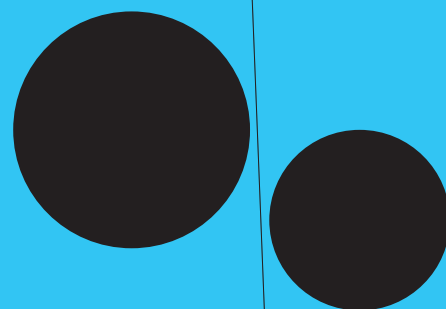
TASTE



TOUCH



AURAL



OLFACTORY

INFORMATION: SENSIBILITY

The Aesthetic Dimension In Light Of AI

"It's a game-changer!" the tech media roars. It will have a profound influence on everything mankind does, and that may be true. Of course, I am referring to AI.

In the 80's, some artists saw themselves as *change-agents*: offering themselves an expanded role in what an artist was capable of doing in the area of cultural production. Translation... the role of aesthetics was limited and it did not address the desire for the artists to serve or engage in the greater good, social concerns, etc. Foundations, social institutions and museums were provided a logical and accomodating positive buy-in to support artists while also bringing the power of creativity into the mainstream and into other socio-economic streams like education. The AI promise of today is both similar and very different. Is it good? And, if so, who benefits?

Images, language and information abound in contemporary life. They are intertwined through everything we do in commerce and media, so much so, that we no longer have working definitions for how exactly they function. Today, everybody - producers, consumers, viewers and users - make meaning, or at least it's the principle default status for gathering information which is coded into all cultural participation. Definitions and boudaries feed, support and acknowledge our expectations, which in turn foster new ideas. The imagination builds upon expectations: imagination cannot be taught, but creativity, on the other hand, can be learned by anybody and anything.

Before we look at what artists do, let's look at what other kinds of designers do to keep the boundries separate. Architects are experts at building structure - nano to mega-structures; Graphic designers are experts of formulating space on any page or surface; Typographers are experts of letterforms/shapes as related to language language. Nothing in the built environment is untouched by design. So what do artists actually bring to the table that no one else does, and does it matter? I believe it is important to understand to avoid confusion. Artists have a profound understanding of sensibility - vision, taste, aural, touch, and smell. Culinary (taste); Vision (painters and their ilk); Aural (musicians/sound artists); Touch/Kinesthetic (sculptors, choreographers, photographers, performance), Smell is often embraced by an array of different artists in one way or another. Sensibility is an old idea with permiable qualities that over time has been absorbed by the ever expanding boundaries of artistic possibility, which are fundamental to issues of adaptability and responsiveness to any contemporary moment. Sensibility was once the bell weather of the profession: its DNA still remains quietly intact. While many artists take pride in the inclusion of linguistics, philosophy or politics in their practices, these areas of engagement are not unique to the arts, besides others do it better and with more success and benefit to their constituencies.

Artists are experts at sensibility. Sensibility is essential to the artist. It is the keyword. Good or bad or like do not factor in.

AI generated output can do, on the surface, what many artists supposedly do, i.e., make images. AI does not have a *sensibility* to distill prompts they receive besides to deduce stylistic attributes, but that alone is not sensibility. Currently, AI collects and renders existing information (other people's content) by proxy or semblance. AI has "no horse in this race".

My earlier passing interest in artificial intelligence in the '70s was trying to determine what would actually allow/permit artificial intelligence to produce coherent results based on human decision-making: Does AI allow mistakes or distinguish between the difference? The one determination which kept reappearing, as it does today, is Fear. Fear is the base human survival instinct which would need to be embedded in the decision-making process for AI to participate with artistic intent. Fear utilizes sensibility. Creative people confront fear (and doubt) regularly. It drives the imagination. Does the language within AI represent a desire to *only* be creative or to actually be imaginative? Creativity can be taught - behavior and tool choice - select, conflate, render, repeat. However, imagination, which often times gets confused with creativity, cannot: at least not yet.

HISTORICALLY, WHAT DOES AN ARTIST DO THAT IS ESSENTIAL TO THEIR AGENCY, WHICH OTHERS DO NOT DO BETTER?



