

Creativity in the Age of AI

Our evolving relationship with creative practice and the work behind art

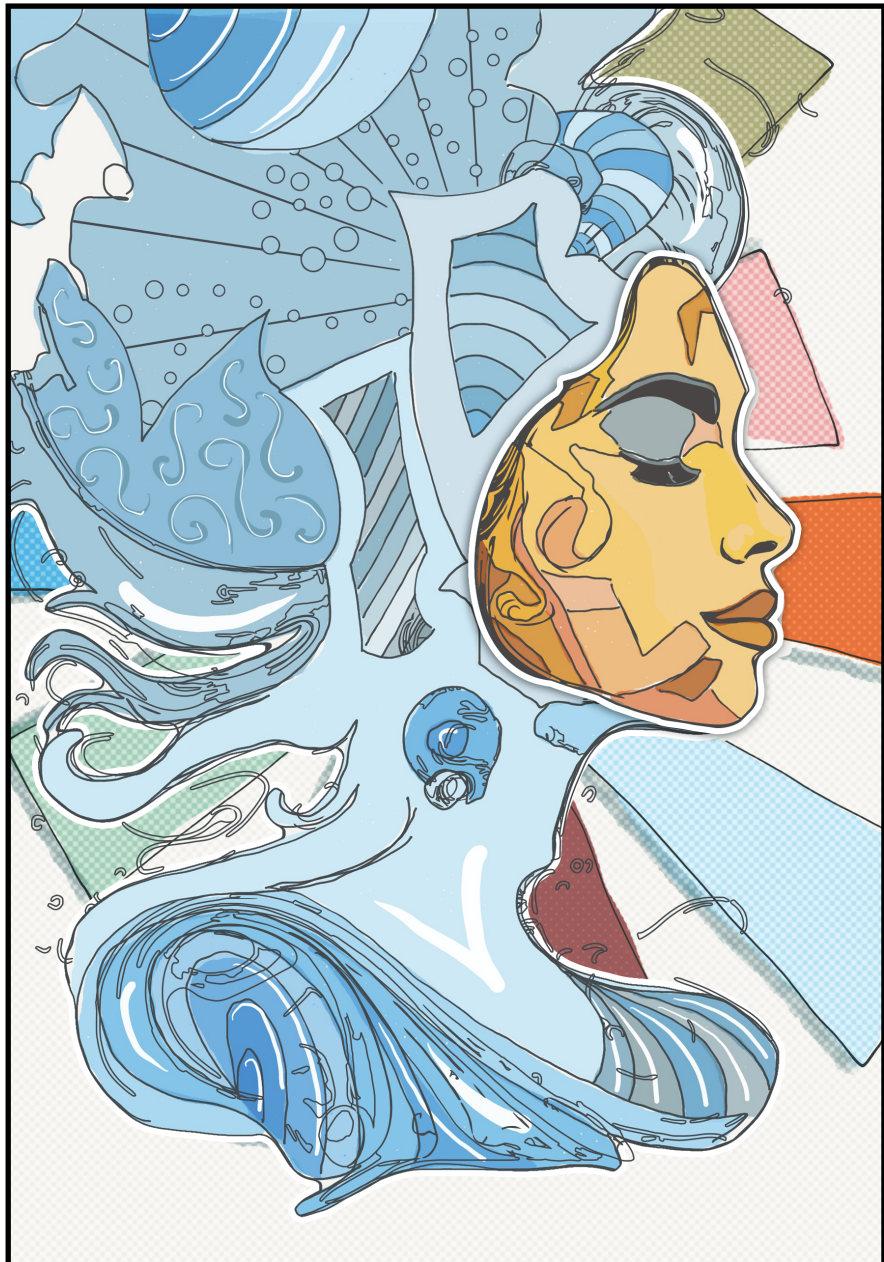
Guided by Julian Stodd

Produced by Sea Salt Learning
Research Led - Practice Grounded



Exploring Creative Practice & Creative Industry

The Future Relationship of Organisations with Creativity



This three part workshop explores both the individual act of creativity, and the industrial structures within which it is held.

It forms an exploration of creative practice, and the evolution of the creative industry.

It leads us into an exploration of our future creative expression: to understand if this is synergistic, predatory, an opportunity or point of fracture.

This programme is for individual freelance creatives, creative leaders within industry, and senior strategists seeking a Social-Strategic Foresight, through which to plan for the future.

Part 1: The Creative Act - foundations and structures of creativity

Part 2: The Industry of Creativity - how organisations use, and value, creativity

Part 3: Our Identity as Creatives - what we are becoming

I Am Creative

A dialogue based enquiry into creativity, the industry around it, and our evolving identity as creative practitioners

What does it mean to be 'creative' at a time when machines can paint, sing, and write at our command?

How is the marketplace of ideas being warped or fractured? What are the threats, and where are the opportunities?

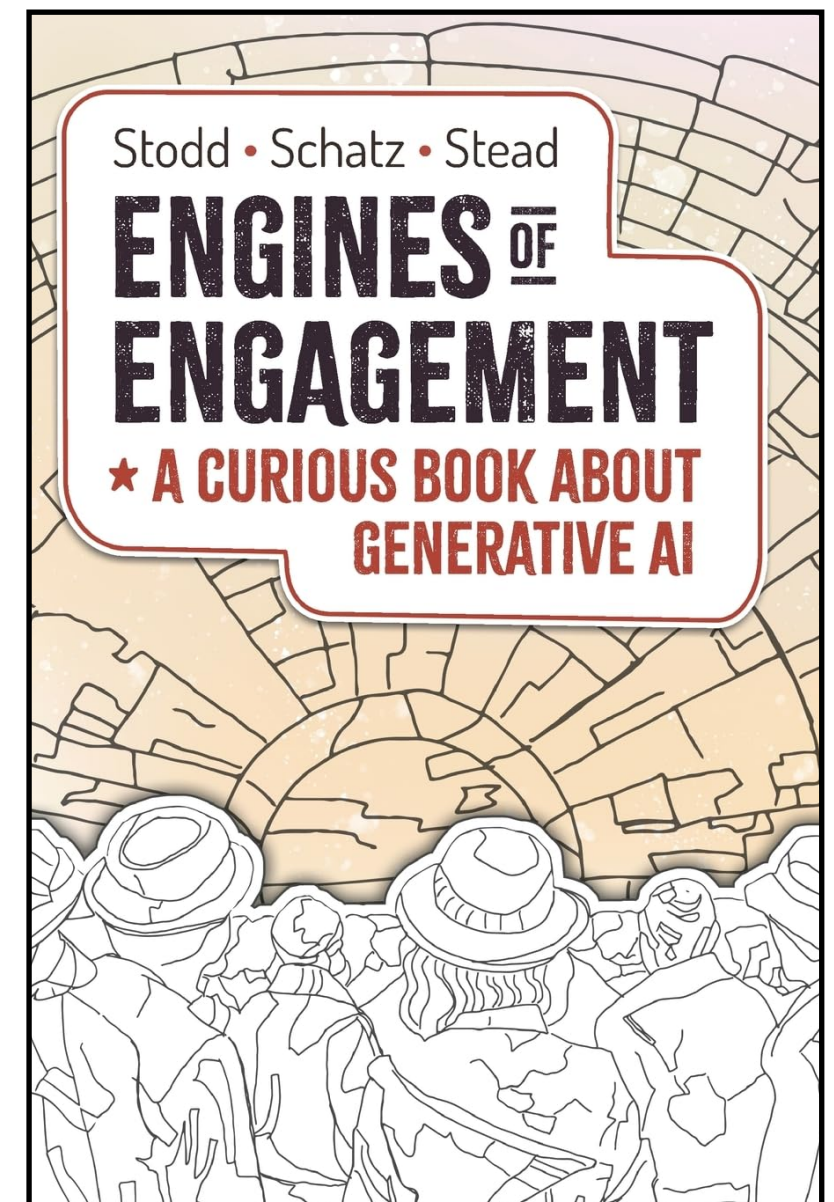
What is the future of 'Creativity' in 'Industry'?

How does our very identity shift when our societal perception and value of creativity decays? When the rare become commonplace.

These are the themes that we will explore in our three part workshop on Creativity in the Age of AI.

Based on the acclaimed book 'Engines of Engagement: a curious book about Generative AI', author and artist, Julian Stodd, will explore how the landscape is changing, and how we may find a new voice for our practice.

In our dialogue based sessions, and with hands on creativity, we will hear from creators who are enabled, dismayed, challenged, and evolved, by emergent technology.



Part 1: The Creative Act

Foundations & structures of creativity



We dive into questions of creativity, considering what counts as 'creative', and how we each found our way to this identity.

We consider where the boundaries lie, and what feels under threat.

We explore how emergent technologies are enabling us, and where the uncertainty lies.

Through curated video interviews with artists, musicians, researchers and writers, we will hear how artists are navigating questions of authenticity, craft, and purpose, through different perspectives, before creating our own illustration of our creative practice.

Part 2: The Industry of Creativity

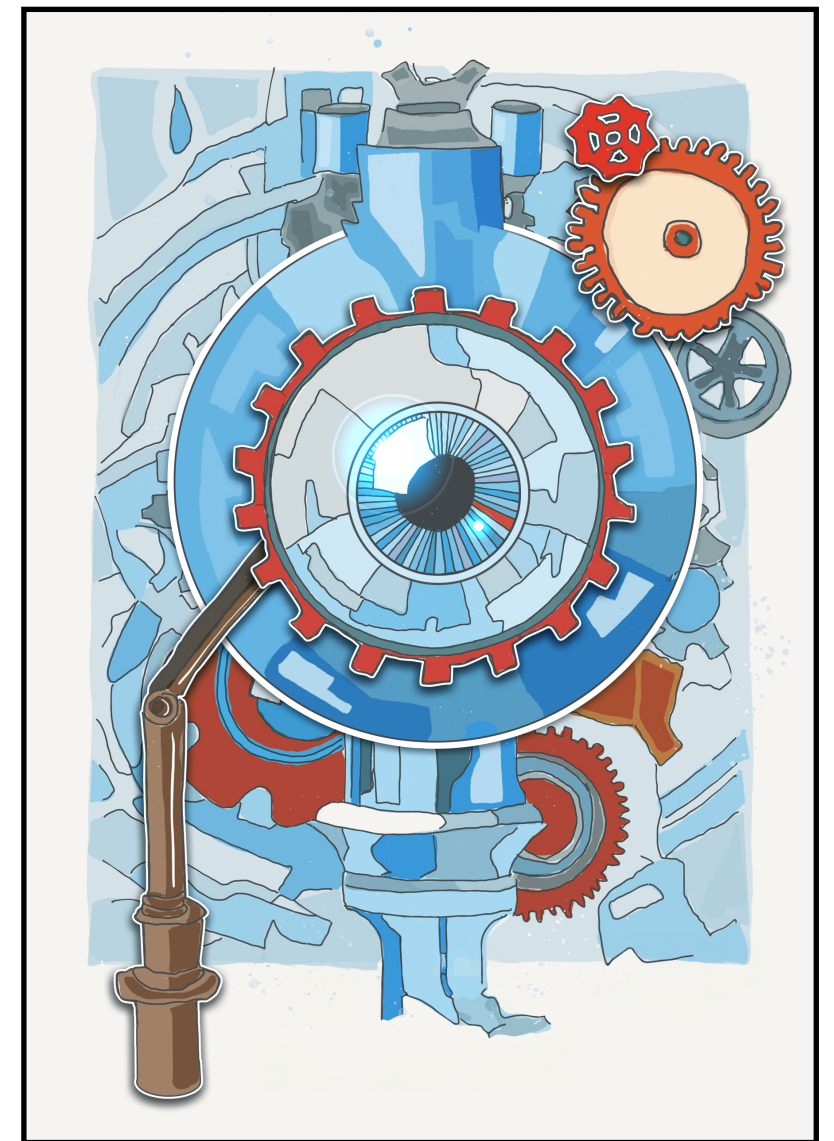
Societal value of creativity

We move beyond the individual and into the marketplace, to explore how creativity is valued, utilised, exploited, and in motion.

How do new tools collide with existing structures of copyright, ownership, and culture?

Through conversations with creative practitioners - standing for and against emergent technology - we will consider what is gained and lost, and situate this within an economic perspective on 'value' and who gets to choose what things are worth.

We will consider the dynamic and shifting relationship between neurone and algorithms, and consider who gets to decide what in our contemporary practice.



Part 3: Our Identity as Creative

What we are becoming - where we are going



In this final section, we will seek to define and share our new story of self: by preparing for an exhibition of our creative selves.

We will all write, draw, film, or carve something to represent our emerging creative identity, anchoring it in the past, present, and future, and seeking to share if, or how, it is changing, as well as anything we are seeking to leave behind.

We will create an artefact of what we are becoming, and where we will explore next.

This will culminate in a discussion on the value of human creativity in the Age of AI, and our individual and diverse witnessing of this change.

Our Workshop

Research Based - Practice Grounded

Format

Three 2-hour sessions combining video, dialogue, hands-on creation, and exhibition

Approach

Dialogue-based exploration with structured activities and tangible creative outputs

Audience

Creative professionals and leaders grappling with the impact of AI on creative practice

Outcome

A narrative of our evolving identity at creative practitioners and a sketch map of where we will carry our practice next

"These new Engines are different, or they have the opportunity to be – often operating silently, diversified, complementary to human operators.

Synergistic. Things that were hard become easy; complexity is abstracted away or hidden. New things emerge."



This workshop brings the insights of "Engines of Engagement" to life through experiential learning and collaborative creation.

Investment

Open for registration

Creativity in the Age of AI is an open and accessible programme, suited for individual practitioners and organisational leaders.

We are operating a dual pricing structure for individual freelance creatives, and organisational teams.

Individual freelance creatives: £15 plus VAT - please apply

Organisational spaces: £450 plus VAT per person

Limited free places are available for third sector, and NGO applicants. Please ask.

If you are between roles, or cannot afford the fee, please ask and we will accommodate if we are able.



Ready to explore your creative future?

An intensive exploration of creativity and the future of creative work

Get In Touch

Contact: hello@seasaltlearning.com

For more information about Julian Stodd's work and other workshops, visit seasaltlearning.com

