

— Nick Cave

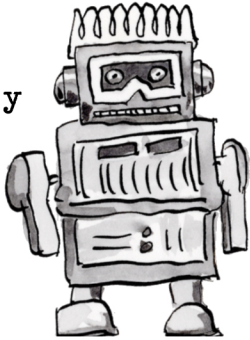
"As far as I know, algorithms don't feel. ChatGPT has no inner being, it has been nowhere, it has endured nothing."

Human Creativity in the Age of AI

There are many great ways AI can support creative work.

But AI is a tool, not an artist.

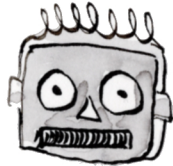
These are the human values of creativity it will never replace.



HUMANS ARE MESSY

Our creative work has randomness and imperfection, that makes our work compelling.

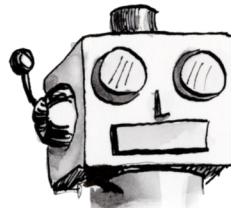
AI tries to make a finished, perfect product.



HUMANS HAVE TASTE

Our preferences define our creative work and help us find our audience.

AI doesn't like or dislike anything.



HUMANS EXPERIENCE JOY

We are able to create in a flow state, feeling accomplishment and happiness in the process.

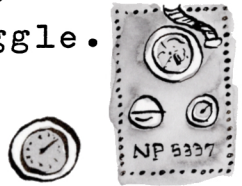
AI churns out words, images, or videos with no emotion at all.



HUMANS STRUGGLE

Humans create art from suffering, and the audience recognise their own struggle within it.

AI doesn't suffer, so its output can only mimic that struggle.



HUMANS SELF-REFLECT

We look at our work, determine whether it was successful, and make improvements.

Without human intervention, AI can't reflect or iterate on its output.

