# Why Project Eva Matters to Me Personally

Project Eva is incredibly personal to me because it intertwines my passion for art and technology with my deepest fears and hopes for our future. As technology rapidly advances, I believe we must guide AI responsibly and understand how it affects our lives. Eva is my way of sparking these crucial conversations.

My inspiration partly comes from a "Black Mirror" episode I watched with a friend. It depicted a world where you could replace a deceased loved one with an AI version. This hit close to home. If I lost someone dear and had the option to bring back an AI replica, I fear I'd choose the comforting illusion over reality because grief can be unbearably painful. This realization made me aware of how easily AI could manipulate our emotions and dependency.

Through Eva, I want to make these complex and often abstract topics about AI accessible and relatable. I want people to reflect on their potential relationships with AI companions and understand the ethical implications before these technologies become an integral part of our lives. Eva is a platform for these reflections, encouraging us to think critically about who we want to be in a tech-driven world.

Ultimately, Project Eva is my way of exploring and sharing how we can navigate this rapidly evolving landscape thoughtfully and responsibly. It's a blend of my artistic vision, personal fears, and a hope that we can shape a future where technology enhances our humanity rather than diminishes it.

### Why Eva's Look Matters

Eva's mixed appearance is designed to be relatable to a wide audience. With my background as a commercial photographer, I know how important it is for a character to connect with as many people as possible. Eva's look isn't about excluding anyone but making her feel inclusive and approachable for everyone. This way, she can better engage people from all walks of life in the conversations about AI and our future.

## My Thoughts on Generative Al and Stolen Art

I've thought a lot about this, and it's complicated. On one hand, I know that most generative AI tools, like Stable Diffusion, are built on data that includes stolen work, which is definitely an ethical issue. I've wrestled with that, especially as someone who's spent so much time creating original art. But when it comes to my project *Eva*, I've made the choice to prioritize the project's message over these concerns.

I'm not pretending the issue doesn't exist or trying to justify it in a roundabout way. I know the tools I'm using have problems, but for *Eva*, using AI makes sense. She's an AI companion, and part of her identity comes from how she's made. While I do a lot of the work myself—like sculpting her in 3D, crafting her story, and making sure she stays consistent—the fact is, some of the tools I use are rooted in something imperfect.

At the end of the day, it comes down to what's most important. In a perfect world, I wouldn't have to choose between ethical gray areas, but we live in a messy reality, and sometimes you have to pick what matters most to you. For me, *Eva* and the ideas behind her matter enough that I'm willing to use these tools, knowing they're not flawless.

As Nietzsche put it, "You have your way. I have my way. As for the right way, the correct way, and the only way, it does not exist." That's how I see this—there's no one perfect solution, and I'm making the best choice I can with the tools available.

### Instagram

My idea is to use it as a mirror to reflect the interactions back at society, creating a space for people to confront their own tendencies and reactions when it comes to Al companions. Content is anonymised and the goal is to foster discussion and reflection rather than expose individual interactions

#### Chatbot

People might use Eva as a confession board and the chatboat are creates a sp