

Generative AI and its Application in the Creative Fields

Generative AI refers to a category of artificial intelligence that is designed to produce content such as text, images, sound, or video. These systems are built on complex models trained on large datasets, allowing them to identify patterns and generate new outputs based on probabilistic relationships, rather than human-like understanding. Large language models can convincingly imitate human writing styles, not because they “think”, but rather because they statistically predict sequence of words through layered neural networks.

In creative fields, genAI has become a powerful exploratory tool and is increasingly used in visual arts, music clips, film, and design. Rather than replacing artists, these systems often act as tools/instruments for artists to brainstorm concepts, prototype, explore stylistic variations, or disrupt habitual creative process. In this sense, genAI functions much like earlier technological shifts, by expanding what is technically possible. Some bad actors are wrongfully using the tool to present work with minimal artistic output, but this usage is generally regarded as disingenuous and frowned upon by other artists.

An inspiring work made using genAI would be *Costa Verde* by Leo Cannone. Presented by the creative movement NOWNESS, this work blends AI-generated imagery with cinematic storytelling to create an unsettling, dreamlike meditation on landscape and memory. What makes *Costa Verde* compelling is not the novelty of AI visuals alone, but rather the way they are integrated into a coherent artistic vision about childhood. The imagery feels intentional, poetic, and emotionally charged, suggesting that AI is being used as a creative language rather than a shortcut.

[NOWNESS Experiments: Costa Verde | NOWNESS](#)