Project 1 – Her analysis

Introduction

*Her (2013)* directed by Spike Jonze is a science-fiction romantic drama that presents AI in a uniquely pragmatic way, the traditional media narrative that AI is a tool to be feared is thrown out is replaced with a narrative where AI is an agent that humans can love and connect with. We are not taught to view AI in a hysterical manner where self-sufficient robots begin waging wars on humanity, that with seen time in and time out with blockbuster movies such as *The Terminator (1985)* and *The Matrix (1999)*. ‘Her’ feels more like a prediction of the near future of AI than a dramatized version of it, especially as the basis on story feels influenced by the first AI chatbot therapist “Eliza” developed in 1964. Futurist such as Ray Kurzweil believe that

The film follows a recent divorcee Theodore Twombly

The world of ‘Her’

To understand AI and its relation to the story, I think it’s best to gain context around Spike Jonze’s version of the future to gain some understanding

Technology –

Society –

Clothing –

Design –

Environment / Landscape –