

So you are a creative in a digital world?

Alex Fefegha
Work and the Digital Industries
a.fefegha@taaarts.ac.uk

what is one thing you are grateful?

what is one thing that you are
frustrated about?

You should get your
essays results soon!

So what is this unit
about?

The aim of this unit is to provide and in depth understanding of both the structure of the creative industries in London and the varied opportunities that exist in what is a diverse sector for people engaged with creative computing.



Studio visits

Guest lectures

Seminars



questions?

You would have to
write another
Essay...

This would be more
on self reflection
and self positioning
as an creative

When you have a 5 page essay due tomorrow



Alex, how do you pay
your bills?



Alex Fefegha

*I make creative stuff
with computers*

Creative Technologist
Creative Coder
Interaction Designer
Computational Artist

how I make money

Client
work (*via*
COMUZI)

I make
art.

I
invest.

I
teach
across
the
world.

I give
talks.

COMUZI



A.D.A.
Ada Lovelace Institute

Info

Journal



Invisible Mask
MozFest 2019

A design studio, the home of radical creativity.

Innovators we worked with

Nike

Uber

ASOS

BBC R&D

EY

NHS

University of the Arts London

doteveryone

M&C Saatchi

Waltham Forest Council

Ustwo

Projects by If

Morrama

Market Peckham

Nest Pensions

Hyphen-Labs

Visions Magazine

Samsung

Mozilla Foundation

Ada Lovelace

Institute

Google

Southwark Council

At Comuzi we operate under a philosophy of radicalism; an orientation proposing alternative, progressive choices that deviate from current tradition, not to be mistaken as a proposition for anarchy.

These 4 points of radical creativity are essential to our alternative design practice:

- Playfulness
- Rigorousness
- Experimentalism
- Tech forward thinking

Currently teaching experimental design
with emerging technology at Hyper
Island, a design school in Sweden.

Teach at the CCI - whatever I asked to
teach most times!



I give talks on machine learning

Announcing the Artists + Machine Intelligence Grant recipients

Google Arts & Culture and Google AI support contemporary artists working with machine learning in their art practices



Artists + Machine Intelligence

[Follow](#)

Feb 6 · 5 min read



by Eva Kozanecka and Kenric McDowell, Program Leads, Artists + Machine Intelligence

As part of Google's ongoing commitment to support the arts and ambitious computer science research, Google AI, in collaboration with Google Arts & Culture, is happy to support six contemporary artists working with machine learning in their art practices.

This year's selected proposals explore creative machine learning techniques in film, sound sculpture and poetry, archaeology, and interactive storytelling.

We are excited to announce the recipients for this year's 2019–2020 funding cycle. Recipients include: Budhaditya Chattopadhyay, Alex Fefegha, Allison Parrish, Anna Ridler, Martine Syms, and Paola Torres Núñez del Prado.

Rakim Octavia

(afrofuturism, rap, ML/AI)

Rakim Octavia is an AI oracle from the future telling uplifting stories of wisdom & guidance in the art form of rap.

Why?

Afrofuturism reimagines the past and envisions what can be.

Black history often lives in the shadows of modern consciousness.

Afrofuturism is a means to discover that history in an impactful and engaging way.

The artist is borrowing from the amazing work that has been created by artists whose music has been considered ‘afrofuturist’ by others to create an uplifting art + tech installation.

Hip Hop and
its history

with
technology

Hip hop and technology go hand in hand more than we talk about.

Its producers have revolutionized the use of technology in ways that incorporate priorities of black culture.

Grandmaster Flash on the “scientific approach” he used to pioneer turntablism



Most Read This Week



Watch a new film celebrating 30 years of record shop and label Mr Bongo



Yamaha unveils new white Alexa-compatible turntable



The 10 best new vinyl releases this week (8th November)



New record shop, Hidden Sounds, has opened in London



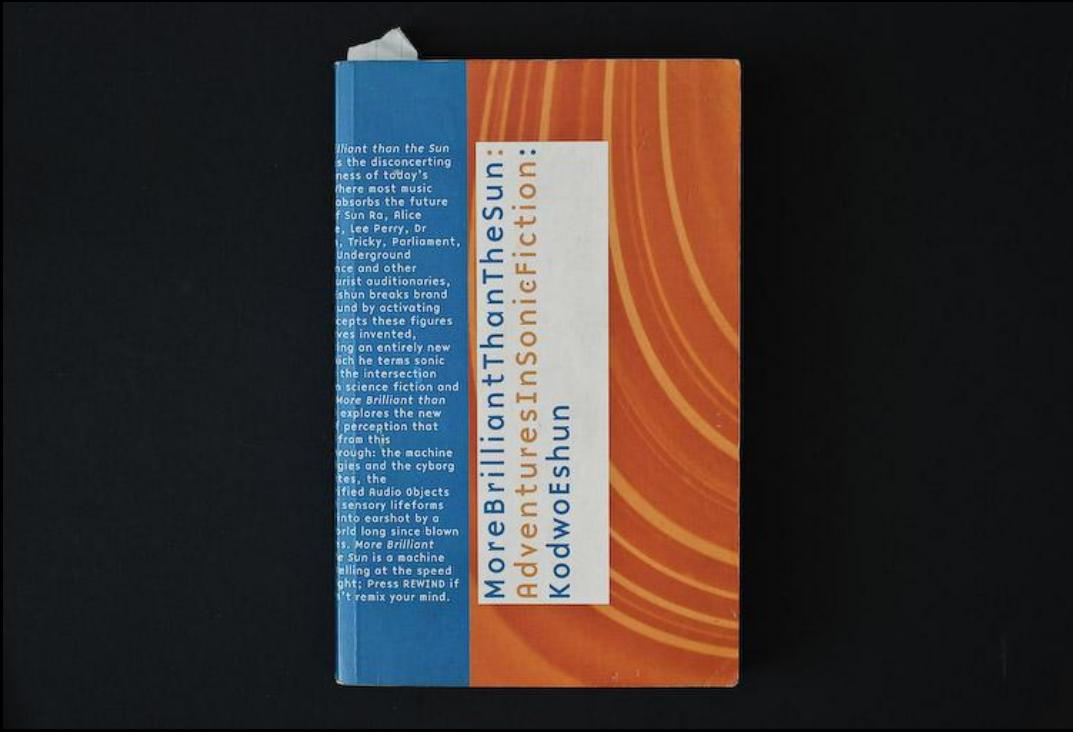
Jack White's Third Man Records collaborates with Shinola on new turntable







Music has always been a tool to explore
black futures.



More Brilliant Than The Sun by Kodwo Eshun



The Last Angel of History by John Akomfrah



Why use AI?

AI can detect meaningful patterns in huge quantities of complex data.

AI explores the past to predict the future, in this artistic sense, a form of an oracle.

AI can produce brand new original text that is still coherent, often making unusual and surprising leaps.

of Unique Words Used Within Artist's First 35,000 lyrics

BY ERA¹

1980s | 1990s | 2000s | 2010s

Run-D.M.C.	Biz Markie	Beastie Boys	Del the Funk...								
2Pac	Ice T	The Roots	The Roots								
Big L	Rakim	Blackalicious	Blackalicious								
Insane Clown...	MC Lyte	Common	Canibus								
Foxy Brown	Scarface	Ludacris	Talib Kweli								
Juvenile	Three 6 Mafia	Das EFX	Kool G Rap								
Master P	UGK	Lupe Fiasco	Kool Keith								
Salt-n-Pepa	Dizzee Rascal	A\$AP Rocky	Ghostface Ki...								
Snoop Dogg	Jadakiss	Mos Def	Immortal Tec...								
Eve	Kano	E-40	GZA								
Gucci Mane	Lil' Kim	Danny Brown	Wu-Tang Clan								
Kanye West	Cam'ron	Murs	Jedi Mind Tr...								
Lil Wayne	Nelly	Goodie Mob	MF DOOM								
Bone Thugs-n...	Rick Ross	Death Grips	Sage Francis								
Missy Elliott	T.I.	Talib Kweli	Killah Priest								
50 Cent	Joe Budden	Xzibit	RZA								
Trick Daddy	2 Chainz	\$uicideboy\$	Watsky								
Juicy J	Kevin Gates	Flatbush Zom...									
Drake	A\$AP Ferg	Joey Bada\$\$									
Future	Big KRIT	Action Bronson									
DMX	Big Sean	KAAN									
Kid Cudi	Brockhampton										
BoB	Twista										
Childish Gam...	Cupcake										
Kodak Black	Ab-Soul										
G-Eazy	Hopsin										
J Cole	A\$AP Rocky										
Lil Yachty	Jay Rock										
Logic	Kendrick Lamar										
Machine Gun ...	Death Grips										
Migos	Mac Miller										
Meek Mill	Mac Miller										
Nicki Minaj	Schoolboy Q										
Russ	Denzel Curry										
Travis Scott	Tyga										
YoungBoy Nev...	Vince Staples										
Lil Uzi Vert	Wale										
YG	Rittz										
NF											
<2,675 unique words	2,675-3,050 unique words	3,050-3,425 unique words	3,425-3,800 unique words	3,800-4,175 unique words	4,175-4,550 unique words	4,550-4,925 unique words	4,925-5,300 unique words	5,300-5,675 unique words	5,675-6,050 unique words	6,050-6,425 unique words	6,425+ unique words

Notes/sources:

(1) Since this analysis uses an artist's first 35,000 lyrics (prioritizing studio albums), an artist's era is determined by the years the albums were released. Some artists may be identified with a certain era (for example, Jay-Z with the 1990s, with *Reasonable Doubt* in 1996, *In My Lifetime, Vol. 1* in 1997, etc.) yet continue to release music in the present day.

All lyrics are via [Genius](#).

How?

Main Tangible

A AI prototype for an installation artwork where an individual could ask a question about life and Rakim Octavia would be able to give an answer back .

prompt: " what is the meaning of life

Don't need no crazy lifestyle with stress and strife
(2008 - beastie-boys, b-boy-bouillabaisse)

prompt: " how do i become something in life

f in' wake up, lies and deception rife,
(2013 - daily-meds, insane)

prompt: " What did you have for breakfast this morning?

The One who gave me joy for mourning
(2014 - bethel-music, we-dance)

prompt: " I want to reflect

From all intellect and let the rhythm effect
(2004 - black-eyed-peas, let-s-get-retarded)

prompt: " I never seem to know, what's right or wrong

I'ma let life be my song
(2007 - dmx, my-song)

prompt: " What did you have for breakfast this morning?

Praises, prayer, joy to the mourning
(2010 - eddie-james, draw-nigh)

Work in progress. Rhyming on the last word.

Installation inspos



Please Feed the Lions

Google, Es Devlin, Ross Goodwin +
collaborators



Not the only
one

Stephanie
Dinkens



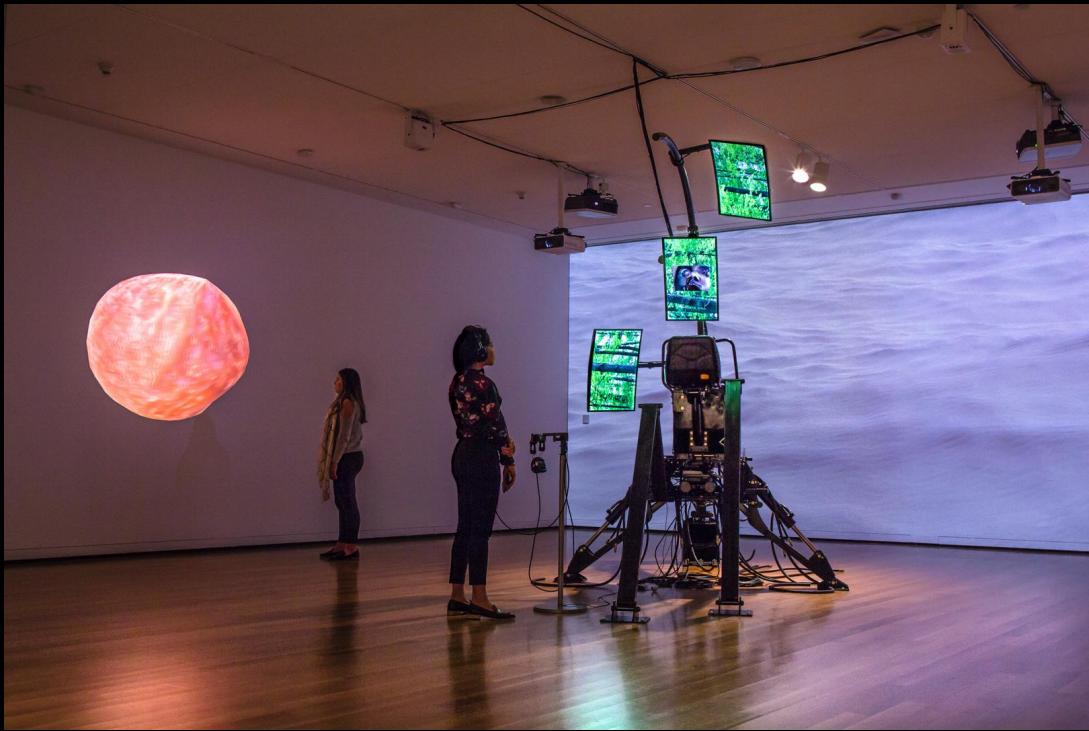
TV Buddha

Nam June Paik



Find your flow

Dropbox + TED



Eclogue for [In]habitability

Sondra
Perry

Coming soon to you.

Who are the
creatives
that inspire
you?



Es Devlin



Virgil Abloh



Yayoi Kusama



Jo Bernard



Samuel Mensah



Chrystal King



Kate Moross



PLAYLAB, INC

Who are the
creatives that
inspire you?

(1 minute preso)