

Maya Marshel
CART 498
Self-Reflection for Surreal Collage

One of the most interesting ways generative AI is being used in the creative field is how it unlocks entirely new questions about consciousness and experience that will continue to develop aside from technology. Inventions like the printing press for example came with new ideas of consciousness and free will as the world was slowly granted access to new forms of information. With AI, these existential questions may cause an entire cultural shift in how we view the consciousness of other things. Refik Anadol is an installation artist whose mesmerizing and colorful designs are projected onto buildings and inside of rooms. One of his projects "[Unsupervised](#)" aims to answer the question: what would a computer dream about after having seen all the art in the MoMA. After training the model on all the work in the MoMA, it shifts through vivid and surreal patterns and shapes all of which call to mind distorted versions of the museum's body of work. For this piece, he describes the work as half his and his teams and half the algorithm they created. The piece is constantly creating by itself, representing dreams of its own experience. Generative AI unlike supervised forms of artificial intelligence differs due to its ability to bring to light questions like these. A computer's memory has always been unique to itself/what is stored on it but now we can see things as direct products of its own 'experience'. The representation of experience, while being an incredibly tricky prospect to get 'right', calls to mind the potential ability to develop our understanding of the consciousness of certain people animals, plants, and others that we cannot readily communicate with. With generation, there is a potential to gain an understanding of experience, which is often the goal of art.