UNIVERSITAS STUDII TAURINENSIS
1404

SSST
Scuola di
Studi Superiori
"Ferdinando Rossi"

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UNIVERSITÀ
DI **TO**RINO

GENERATIVE AI AND THE CREATIVE INDUSTRIES

28 - 29 November 2024
University of Torino

Generative AI is a type of artificial intelligence that can be used to generate synthetic contents including text, images, and audiovisuals. Although it has only recently reached a wide public, these technologies are already having a very significant impact on the creative industries.

Generative AI is being incorporated into professional practices and craft in areas including marketing, journalism, graphic design, writing, videogames, and translation, impacting on the life and work of individuals working in these industries. What are the opportunities and challenges faced by the present and aspiring professionals in these fields? How should educational institutions, including universities, help ensure that students and instructors are placed in the position to explore and reflect on the benefits and potential risks of the changes sparked bythese technologies?

The conference is organised and convened with the support of the Scuola di Studi Superiori Ferdinando Rossi of the University of Turin and in collaboration with Universo.

CONFERENCE PROGRAM

NOVEMBER, 28TH

Aula Magna del Rettorato
Via Po 17, Torino

15.00
Welcome and introduction

15.10
The Possibilities of 'Good' Generative AI in the Cultural and Creative Industries
Kate Miltner, University of Sheffield, UK

16. 10
Coffee break

16.30
Artificial Creativity: The Ethics of Using AI in the Creative Process
Matthew Dennis, Eindhoven University of Technology, Netherlands

17.30
Roundtable: Creativity in the age of generative AI
Speakers: **Pierdomenico Baccalario** (Book On a Tree),
Gabriella Taddeo (University of Turin), **Federico Mattioli** (University of Turin)

NOVEMBER, 29TH

Campus Luigi Einaudi (CLE), Aula A2
Lungo Dora Siena 104, Torino

9.20
Large Language Models: Some priorities for research
Robert van Rooij, University of Amsterdam, Netherlands

10.20
Coffee break

10.40-11.40
Creativity and Reliability in Science and Deep Learning
Luigi Scorzato, Accenture ASG, Geneva, Switzerland

11.40-12.40
Roundtable: Creative labor in the age of generative AI
Speakers: **Daniela Calisi** (Miranda - The Paper Lab), **Luca Dal Pozzolo**
(Fondazione Fitzcarraldo), **Enrico Mensa** (University of Turin)

12.40-14.30
Lunch break

14.30
*From Division to Disaggregation of Creative Labour: The case
of Generative AI in VideogameProduction*
Aleena Chia, Goldsmiths, University of London, UK

15.30
The Language Factor
Malvina Nissim, University of Groningen, Netherlands

16.30
Coffee break

16.50
Generative AI, generating precariousness for workers?
Aida Ponce Del Castillo, European Trade Union Institute, Bruxelles, Belgium

17.50
Concluding remarks

Organisers: **Simone Natale** and **Viviana Patti**

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