

The Positive Frustration of GenAI

One project that deeply inspires me is the use of AI in the re-release in 2025 of the film *The Wizard of Oz* (1939) at the Sphere in Las Vegas. In this project, the technology was employed to restore, enlarge, and adapt the classic film to an immersive, high-resolution environment, transforming the work into an expanded sensorial experience (Chaban 2025). Despite the controversy surrounding the topic (Di Placido 2025), this example demonstrates how such technology can simultaneously preserve cultural heritage and create new forms of artistic enjoyment, opening opportunities for immersive experiences, and the (re) construction of one media relationship with the public. Such set of thoughts, even including the daily memorandum about all the unknown facets of such technology and its fast-paced changes, has been a continuous source of curiosity at least to say.

Although I don't live in a bubble, and (of course) already use tools like ChatGPT and Gemini, after my past week I might state, with some confidence, that I had never truly explored AI artistically, resuming my use as a mere functional one. It is also fair to share the sense of frustration about not being able to materialize in a prompt exactly what I imagine for the creation of my trio of collagens. Strangely, or not so much, this emotional experience came with a positive conclusion, followed by an even broader necessity of understanding generative AI technology. I felt firsthand the importance of learning the models, their limits and their potential beyond simply typing with a chat. Moreover, a spiral of unstoppable thoughts about my own artistic practice, my present and future role in a research-creation scenario to investigate generative AI became more than ever a constant companion.

References

- Chaban, Matt A.V. 2025. “The AI Magic behind Sphere’s Upcoming ‘The Wizard of Oz’ Experience.” *Google Blog: Innovation & AI*, April 8, 2025.
<https://blog.google/innovation-and-ai/infrastructure-and-cloud/google-cloud/sphere-wizard-of-oz/>.
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