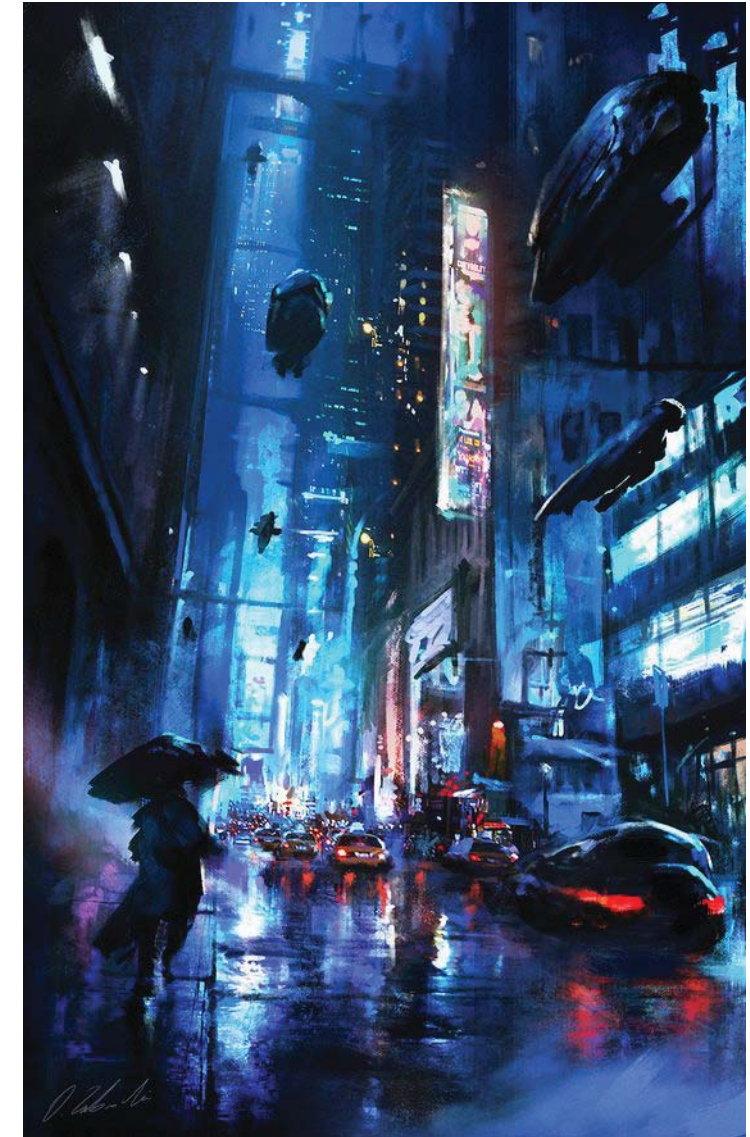
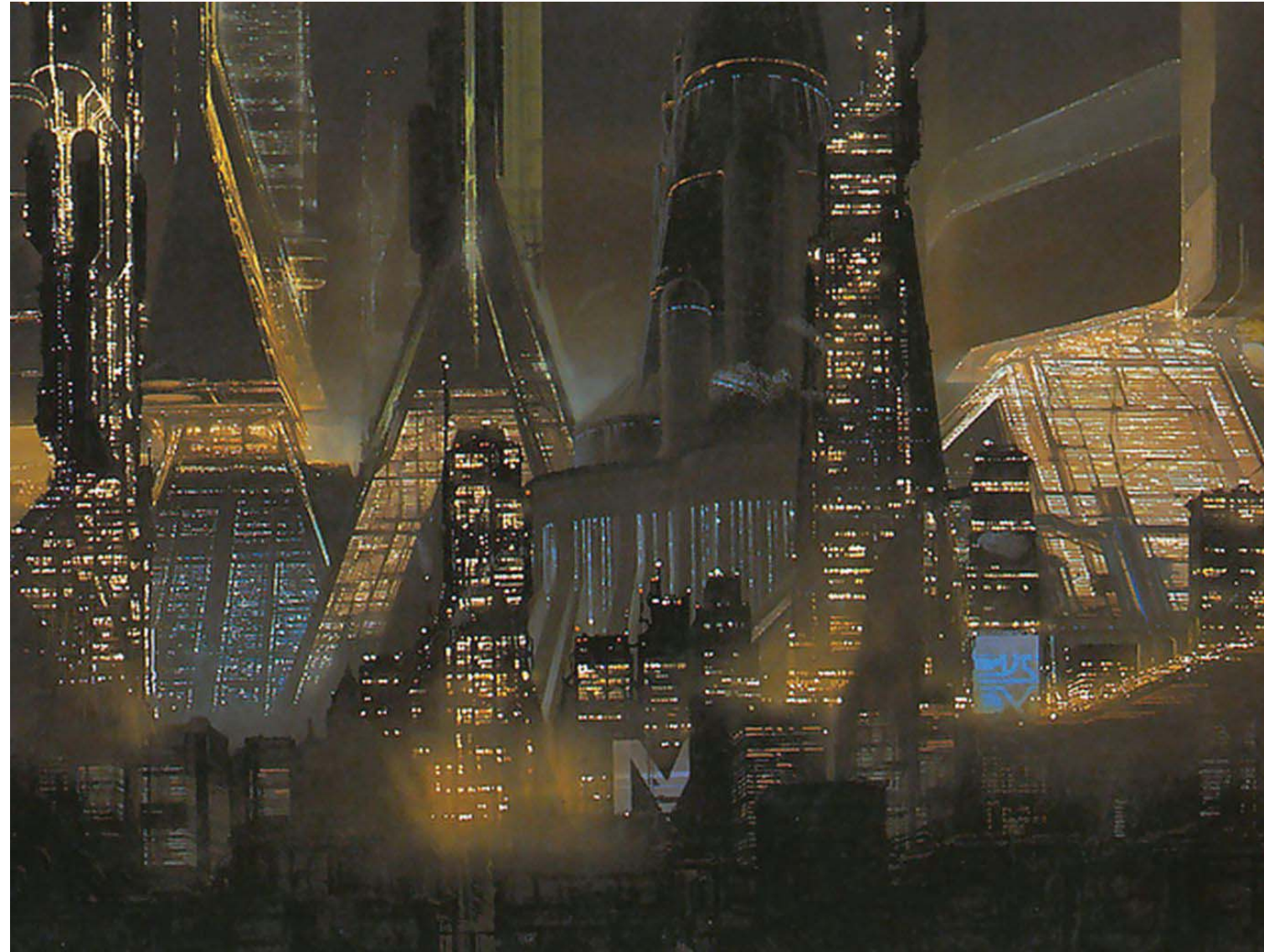
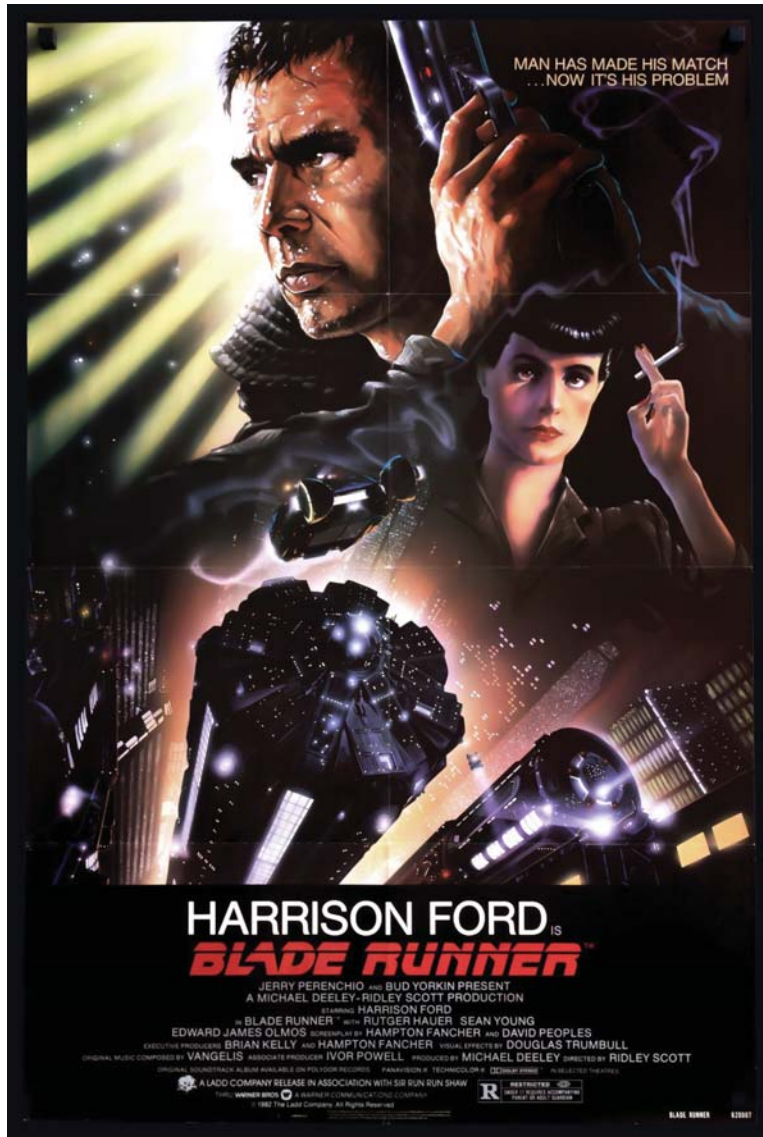




# COEXISTENCE OF HUMAN & ARTIFICIAL CREATIVITY



MORE HUMAN THAN HUMAN IS OUR MOTTO  
- Eldon Tyrell -



“We don’t go into the future from zero, we drag the whole past in with us.”  
- Syd Mead -





Is it generally agreed that AI  
is more intelligent than humans?





## THE NEXT REMBRANDT?

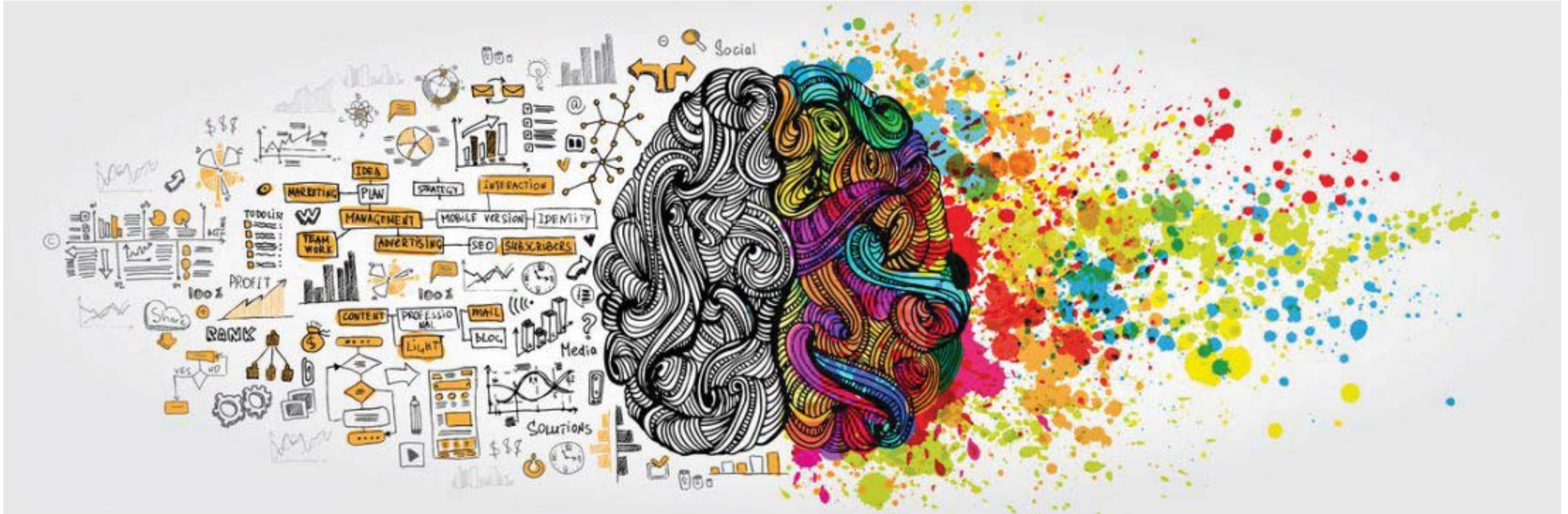
'As well as being a great example of what happens when fine art meets AI, The Next Rembrandt also challenges the notion of what creativity really is - sparking no end of discussion in the creative, art and technology industries.'





## INTELLIGENCE:

the ability to acquire and apply knowledge and skills,  
or the level of competency at problem solving using reasoning and logic.



## CREATIVITY:

the use of the imagination or original ideas,  
especially in the production of an artistic work

## Creativity is just connecting things.

When you ask creative people how they did something, they feel a little guilty because they didn't really do it, they just saw something.

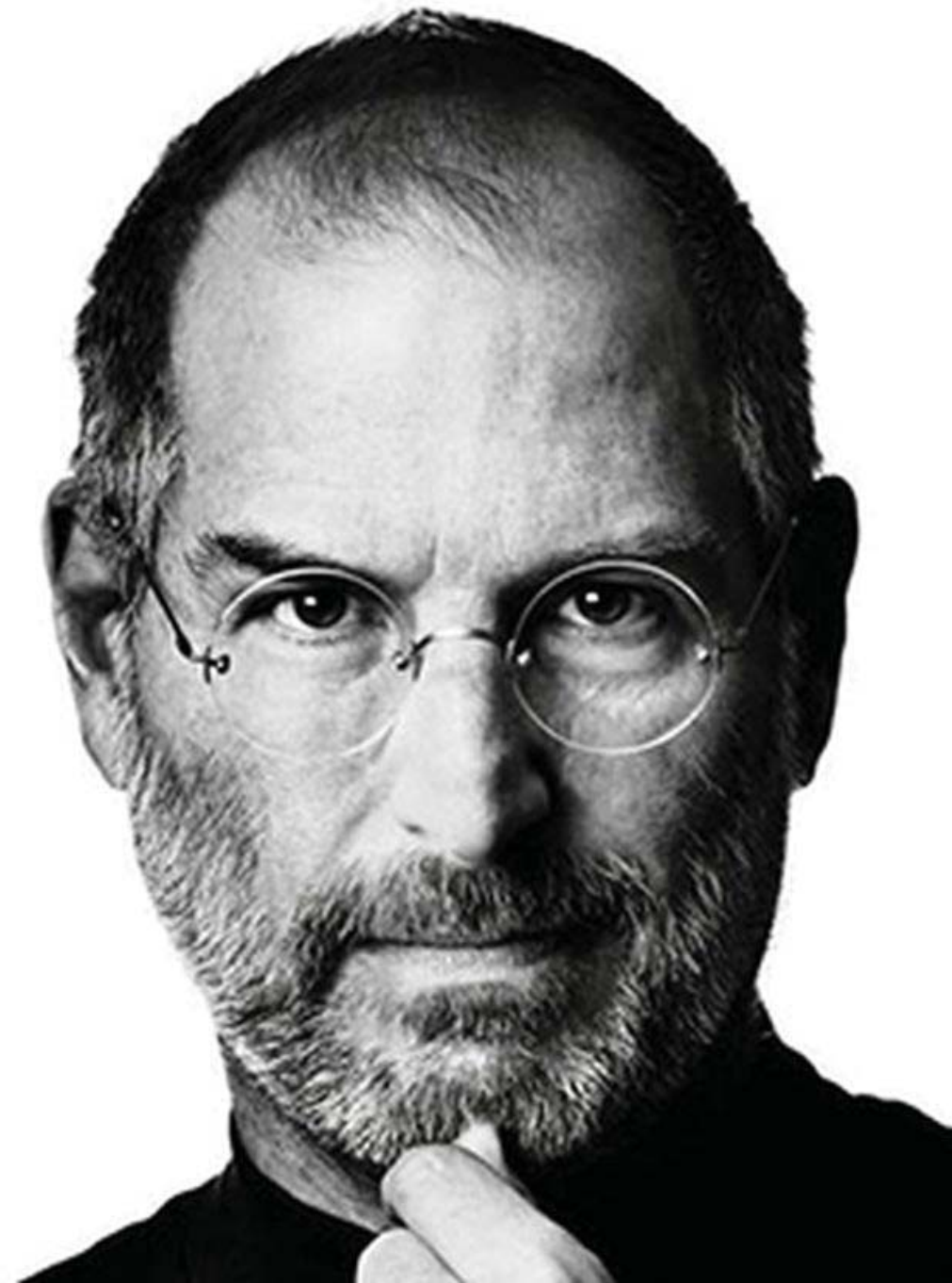
It seemed obvious to them after a while. That's because they were able to connect experiences they've had and synthesize new things.

And the reason they were able to do that was that they've had more experiences or they have thought more about their experiences than other people.

Unfortunately, that's too rare a commodity. A lot of people in our industry haven't had very diverse experiences. So they don't have enough dots to connect, and they end up with very linear solutions without a broad perspective on the problem.

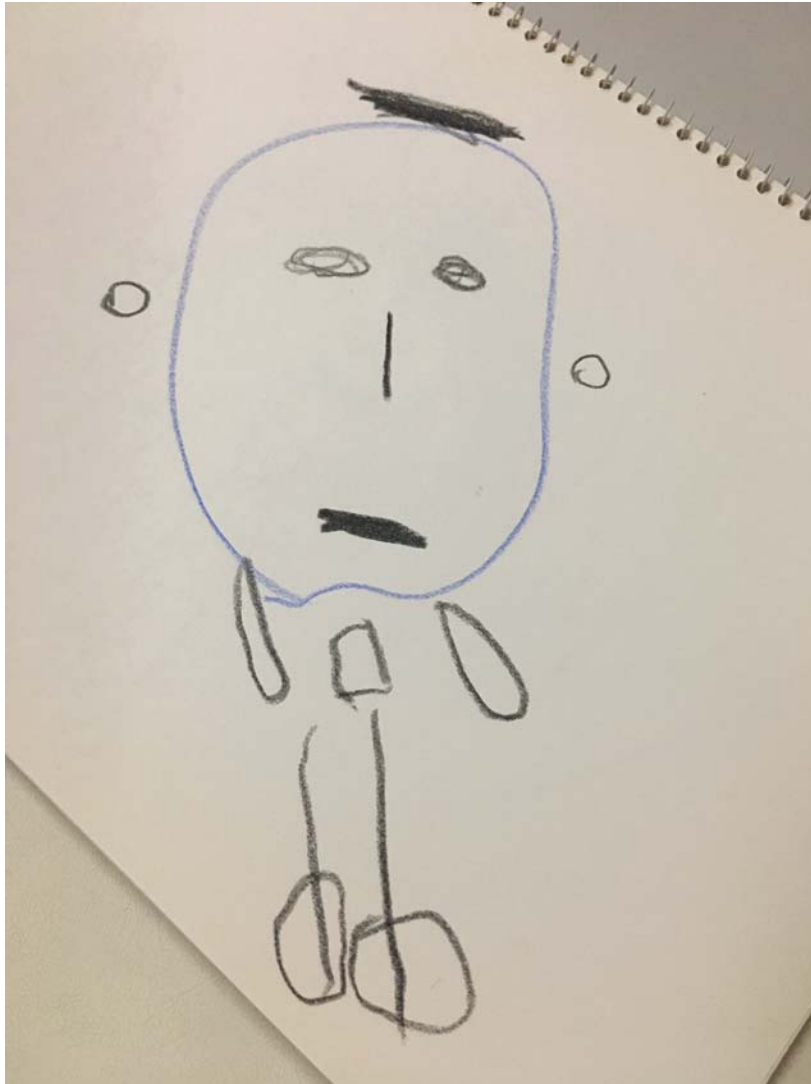
The broader one's understanding of the human experience, the better design we will have.

- Steve Jobs -





## CREATIVITY LEAVES SIGNIFICANT AND LASTING INFLUENCE

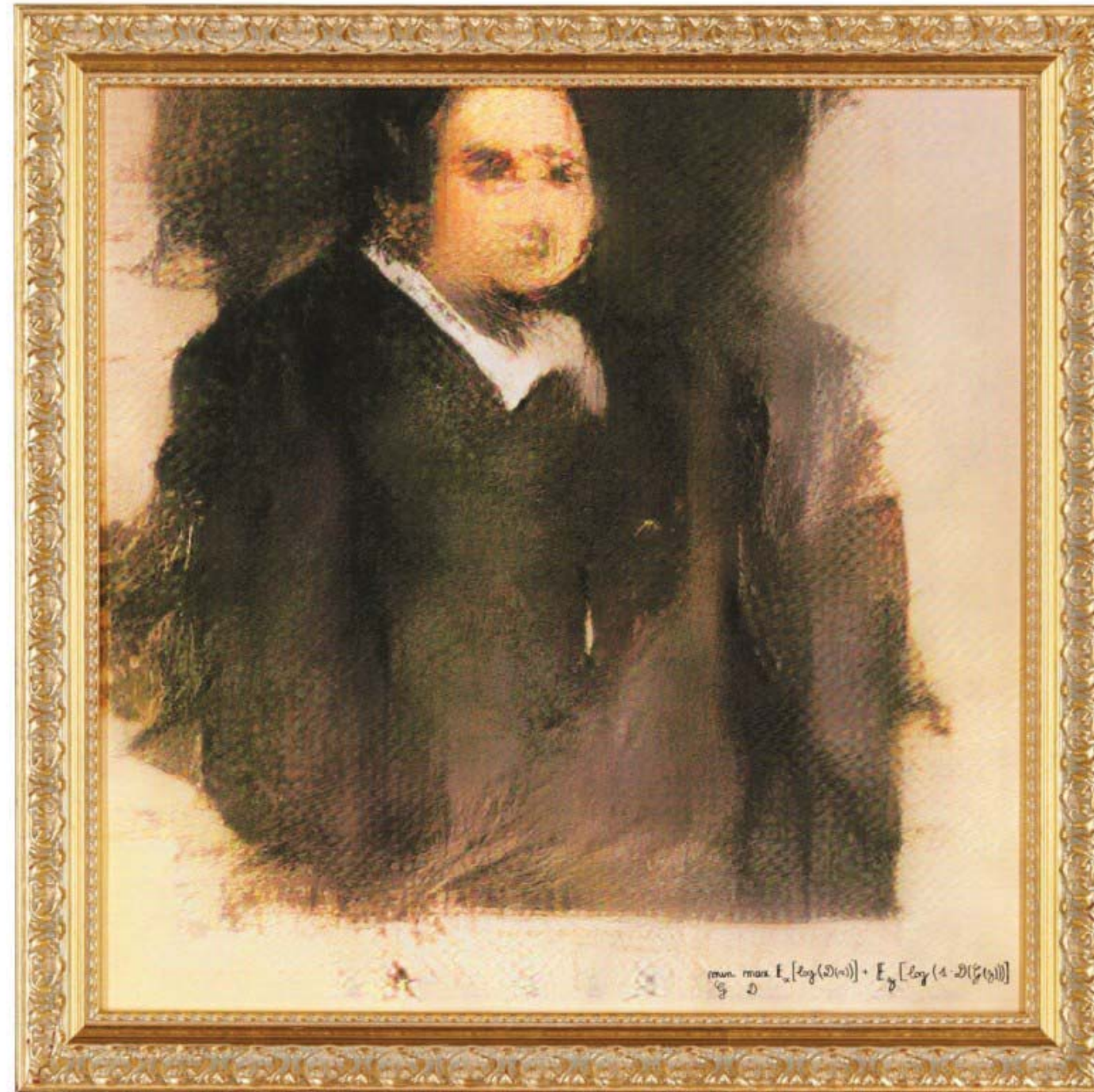


Lena Son 2017



Marcel Duchamp 1917

In December 2004, Duchamp's Fountain was voted the most influential artwork of the 20th century by 500 selected British art world professionals.



Portrait of Edmond de Belamy painted by AI constructed in 2018 by Paris-based arts-collective Obvious was sold in Christie's auction for \$432,500.



## A.I. CHAIR

The first chair designed using artificial intelligence to be put into production was launched at Milan design week 2019.

Designed by Starck using software developed by Autodesk and made by Kartell. The brief was to create a strong, stable chair using minimal material.





# AI AS A DESIGN TOOL IN PARAMETRIC ARCHITECTURE



The Walt Disney Concert Hall, LA  
Frank Gehry, 2003



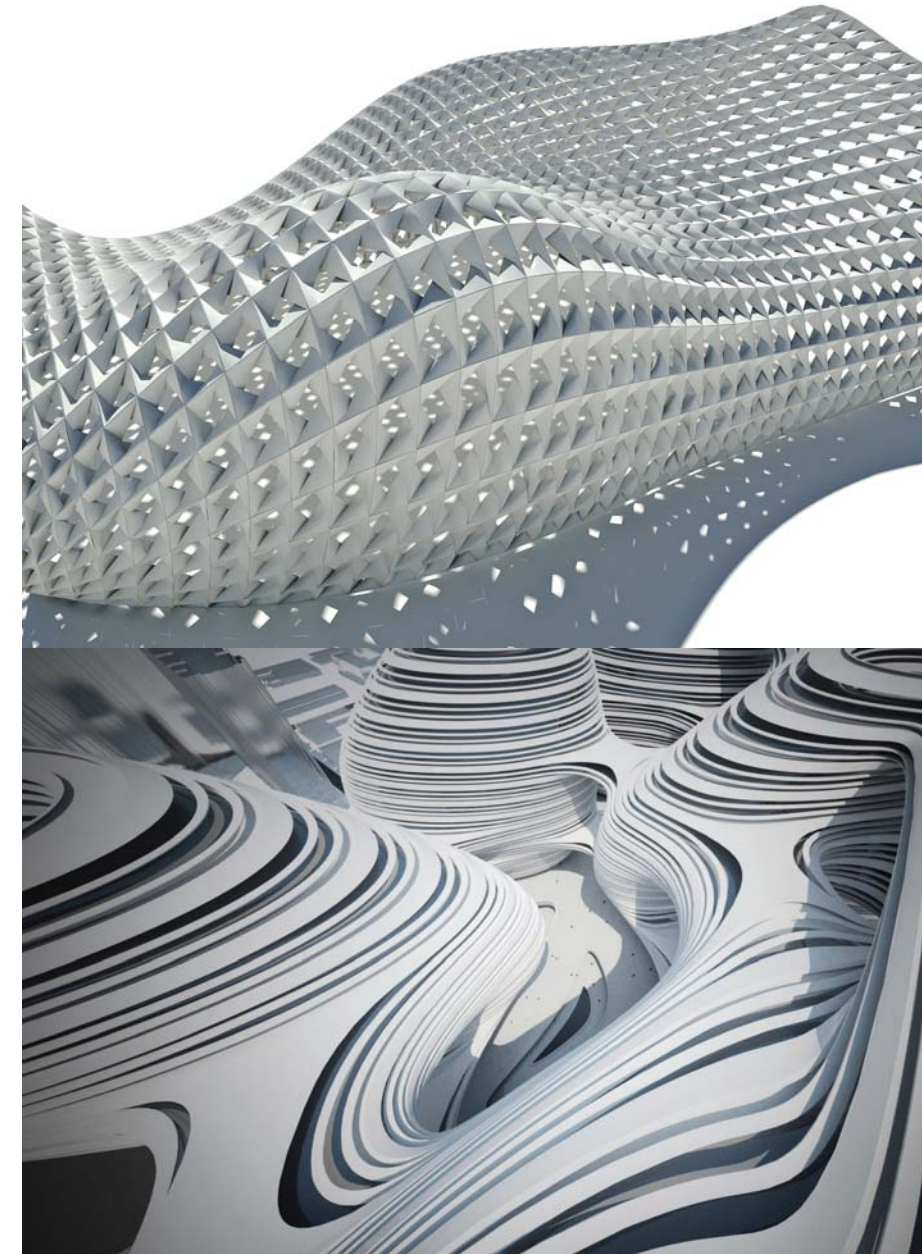
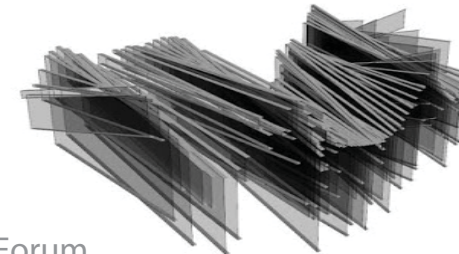
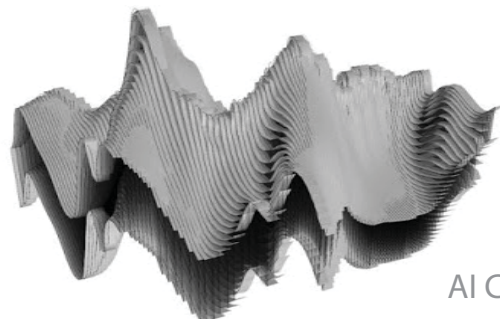
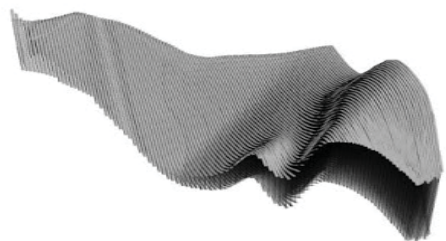
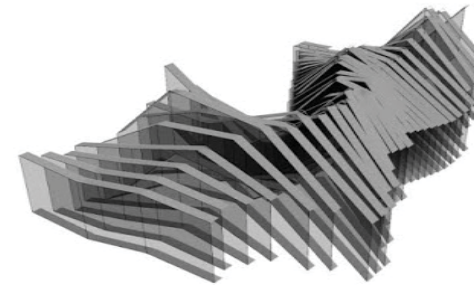
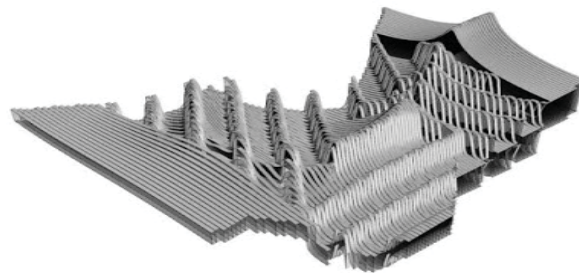
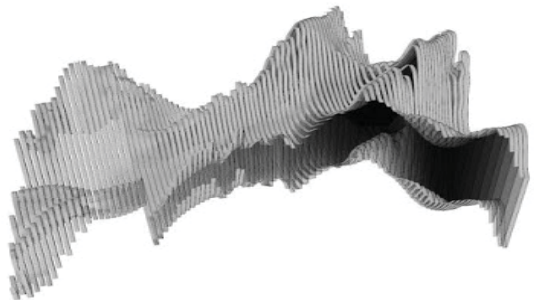
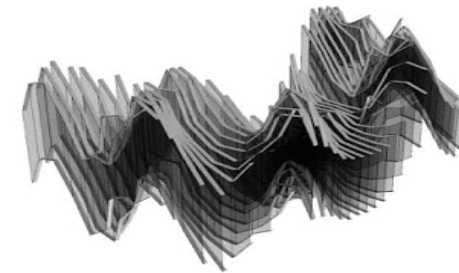
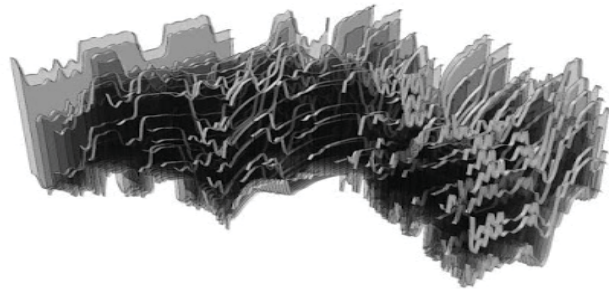
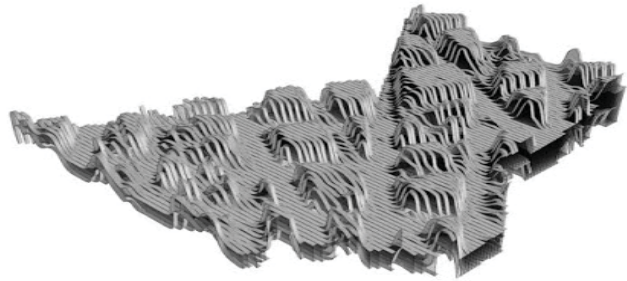
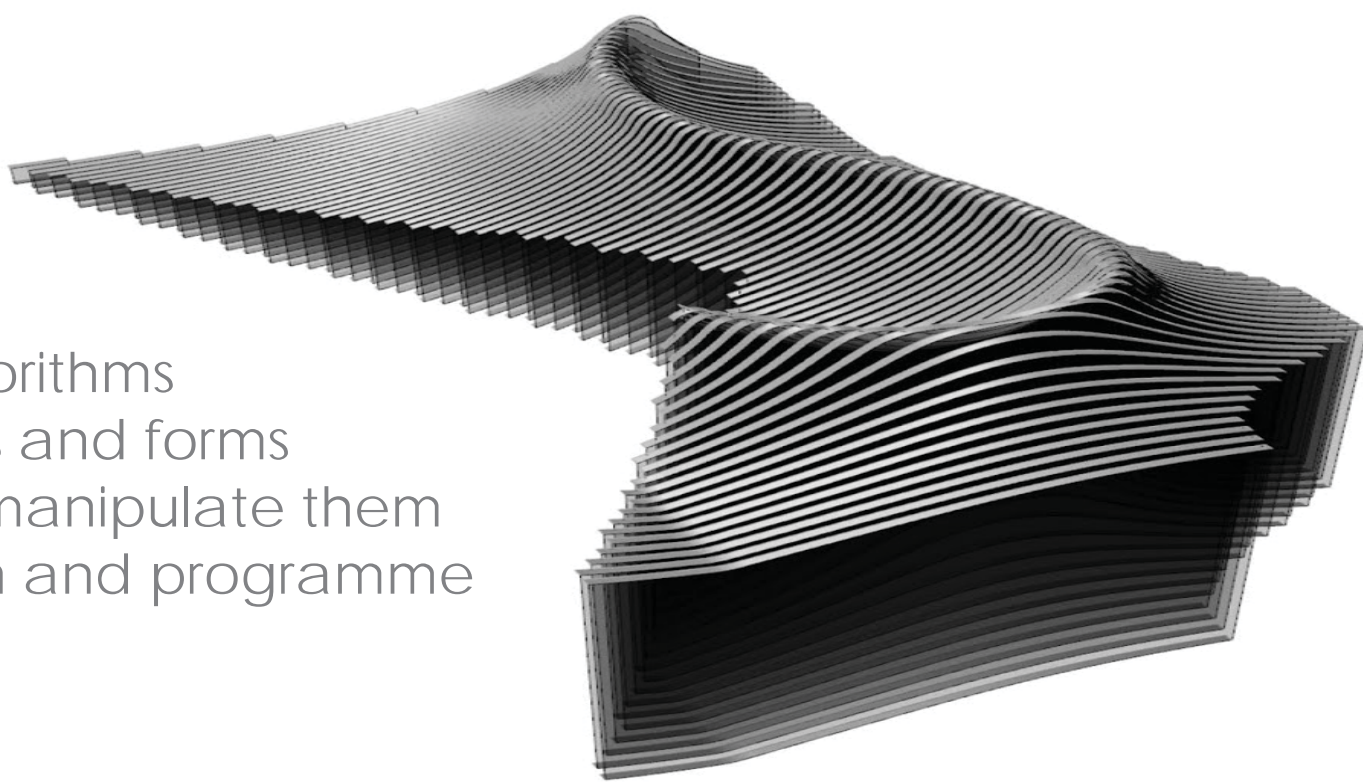
National Stadium, Beijing  
Herzog & de Meuron, 2008



Heydar Aliyev Center, Baku  
Zaha Hadid, 2013



Parametric algorithms  
create surfaces and forms  
but architects manipulate them  
to give function and programme  
to the building





Jorn Utzon, The Sydney Opera House, opened in 1973  
- 14years and AU\$ 102 million to construct -

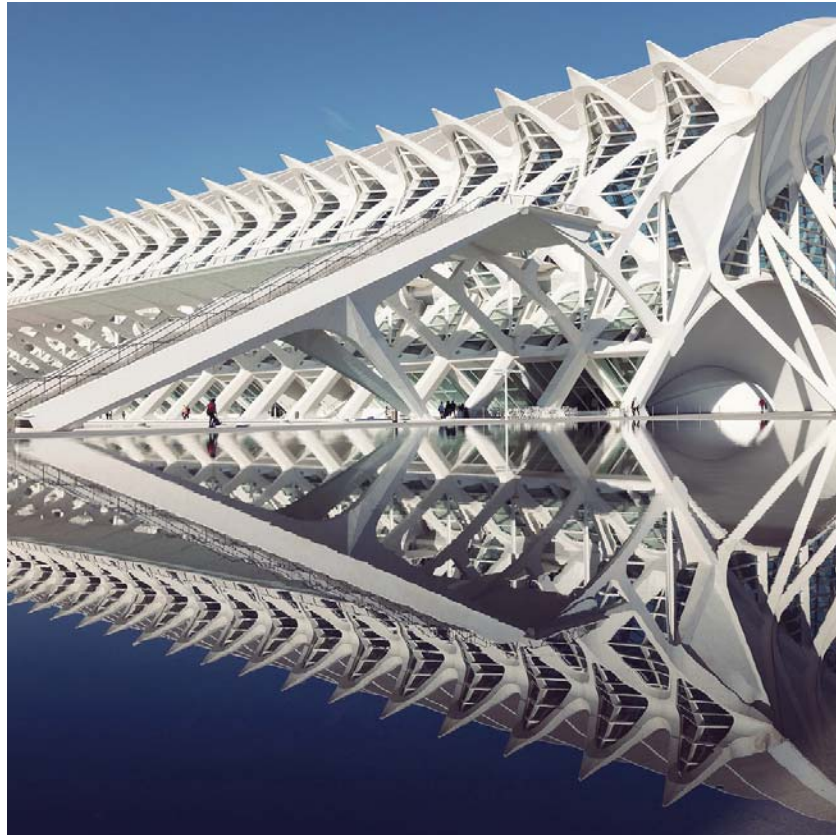


Utzon was born in 1918, the son of a naval engineer, studied architecture at the Copenhagen Royal Academy of Arts  
and travelled widely and met many of the best known designers of the era.

The roof structures was inspired by peeling an orange.  
It is said that the shells of the 14 separate roofs, form a sphere if combined.



Santiago Calatrava... architect, structural engineer, sculptor and painter

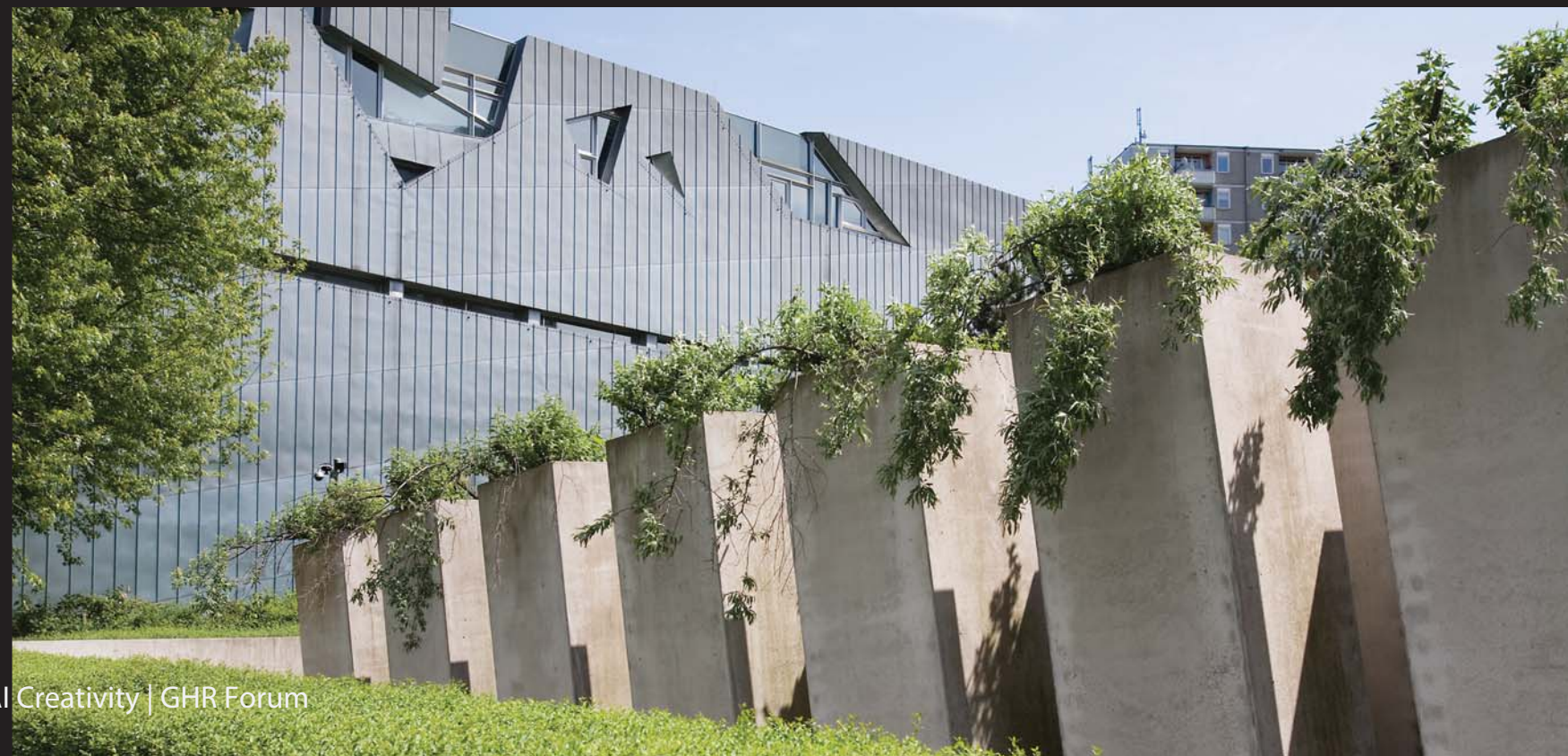


“with an adequate combination of force and mass, you can create emotion”





JEWISH MUSEUM, BERLIN / DANIEL LIBESKIND  
"Between the Lines"





A portrait of Peter Zumthor, an elderly man with a white beard and hair, wearing a white button-down shirt. He is standing with his arms crossed in a minimalist, industrial-style interior with concrete walls and dark door frames.

## PETER ZUMTHOR

- Born in Basel, Switzerland, in 1943
- His father was a cabinet maker
- Trained as cabinet maker (1958-1962)
- He studied at the arts and crafts school in Switzerland in 1963
- In 1967, finished his design and architecture studies at Pratt Institute in NY
- Worked as a conservationist architect in Switzerland from 1968
- Established his own office in 1979
- Awarded the 2009 Pritzker Architecture Prize

## ARCHITECTURE of PHENOMENOLOGY

Designing an experience is a unique responsibility of an architect.

The theory of phenomenology acknowledges this responsibility by implementing sensory design in order to establish experiential, architectural space.

Phenomenology demonstrated in architecture is the manipulation of space, material, and light and shadow to create a memorable encounter through an impact on the human senses.





## VALS THERME

"A building should not be designed to find a special form, but to give a special feeling. To have a special soul. An atmosphere."







## BRUDER KLAUS FIELD CHAPEL

"In order to design buildings with a sensuous connection to life, one must think in a way that goes far beyond form and construction."







A FUTURE WHERE HUMANS CAN TRULY COLLABORATE WITH AI TO PRODUCE  
A NEW FORM OF ARCHITECTURE RATHER THAN USING IT MERELY AS A DESIGN TOOL.