

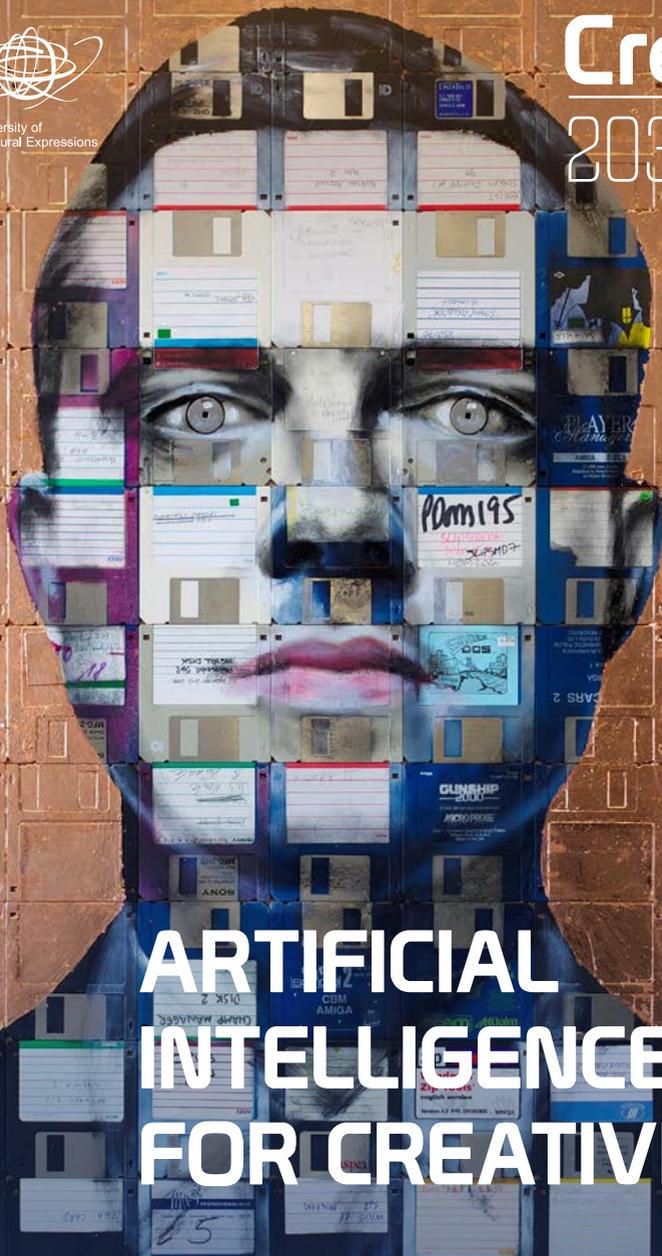


United Nations
Educational, Scientific and
Cultural Organization

Diversity of
Cultural Expressions

Create

2030



ARTIFICIAL INTELLIGENCE FOR CREATIVITY?

5 TUESDAY
MARCH
2019

14:30 | 16:00

UNESCO Headquarters
Paris, Room VII



Create

2030

ARTIFICIAL IN

By 2030, artificial intelligence (AI) is expected to increase global GDP by 14% – or by an estimated 15.7 thousand billion dollars – making it the most significant commercial opportunity in today's economy (PWC 2017).

AI technology, from machine learning to pattern recognition, has already influenced virtually every industry. Healthcare, finance and retail are just a few industries that are reaping the benefits of advanced cognition capabilities. Today, AI is even used to produce creative content.

Sony has already developed Flow Machines that have artificially created songs and released an album, entitled Hello World, created entirely from algorithms. In 2018, a painting generated by AI was also auctioned by Christie's and sold for \$432,500. Today, Spotify, the largest on-demand music service in the world, is using machine learning to provide its users with better search options and recommendations.

Panelists

- **Alexandra Bensamoun** is a Professor of private law at the University of Rennes 1. She is a member of the working group on AI legal and regulatory issues that contributed to France's National Strategy on Artificial Intelligence - « France AI » (2017). She was appointed to the Council of Artistic and Literary Property (CSPLA) in 2018.
- **Philippe Esling** is an Associate Professor and researcher in machine learning and AI at the Institut de recherche et coordination acoustique/musique (IRCAM), where he leads the ACIDS research group. He developed the first computer-assisted orchestration software called Orchids.

INTELLIGENCE FOR CREATIVITY?

As digital content and delivery platforms continue permeating all forms of media and cultural expressions, supply, data and income will become increasingly concentrated and the role of AI will undoubtedly expand. This raises important questions:

- Does AI have the potential to become a true creative partner?
- Can AI be the sole producer of a work of art?

This panel will bring artists, engineers and researchers together to show AI in action and discuss its impact on global societal issues, including the fair remuneration of artists, intellectual property rights and artistic freedom.

The creative sector must take its place within the public debate. Therefore, this panel will discuss the inclusion of culture and the diversity of contents in national AI strategies.

- **François Pachet** is the Director of Spotify's Creator Technology Research Lab, where he designs the next generation of AI-based tools for musicians. As a former director of the SONY Computer Science Laboratory Paris, he set up a music research project on interactive music and on the "Flow Machines" project.
- **ORLAN** is an internationally renowned artist, painter, sculptor, photographer and filmmaker. Her most recent project, ORLAN and ORLANoid, presents a humanoid in her image that is endowed with artificial, social and collective intelligence.





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Create | 2030 is a series of talks hosted by UNESCO to discuss how investments in creativity can have a direct impact on achieving the United Nations 2030 Agenda for Sustainable Development.

Create | 2030 talks feature artists, academics, policy makers and entrepreneurs from around the world. They introduce innovative ideas for the cultural and creative industries that promote gender equality, fundamental freedoms, quality education, economic growth, decent jobs and equality between countries.

This **Create | 2030** talk will take place at UNESCO HQ, in Paris, during the annual Mobile Learning Week (4-8 March 2019), whose focus this year will be Artificial Intelligence and Sustainable Development. The debate will be moderated by Laurence Mayer-Robitaille, Programme Specialist, Diversity of Cultural Expressions, UNESCO.



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