



LuBeC 2023

Real Collegio di Lucca
28 - 29 settembre

Cultura, creatività e AI-Artificial Intelligence:
work in progress.
Approcci ed esperienze sperimentali

[Giulio Lughì](#)

Digital Media Expert & Consultant

Lucca

[ISIE, Summit Internazionale sull'Immersività, 29 settembre](#)

[LuBeC 2023](#)

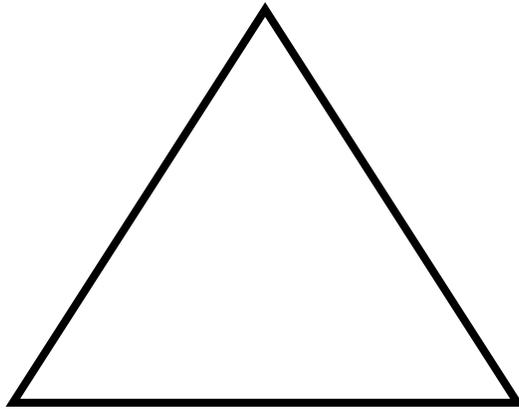
Triangolo delle Bermude: la complessità

Creatività / Innovazione

Creatività / Arte

Analogica / Digitale

Creatività



Cultura / Competenze

Umanistica / Scientifica

Antropologica / Classicistica

Intelligenza / Cognizione

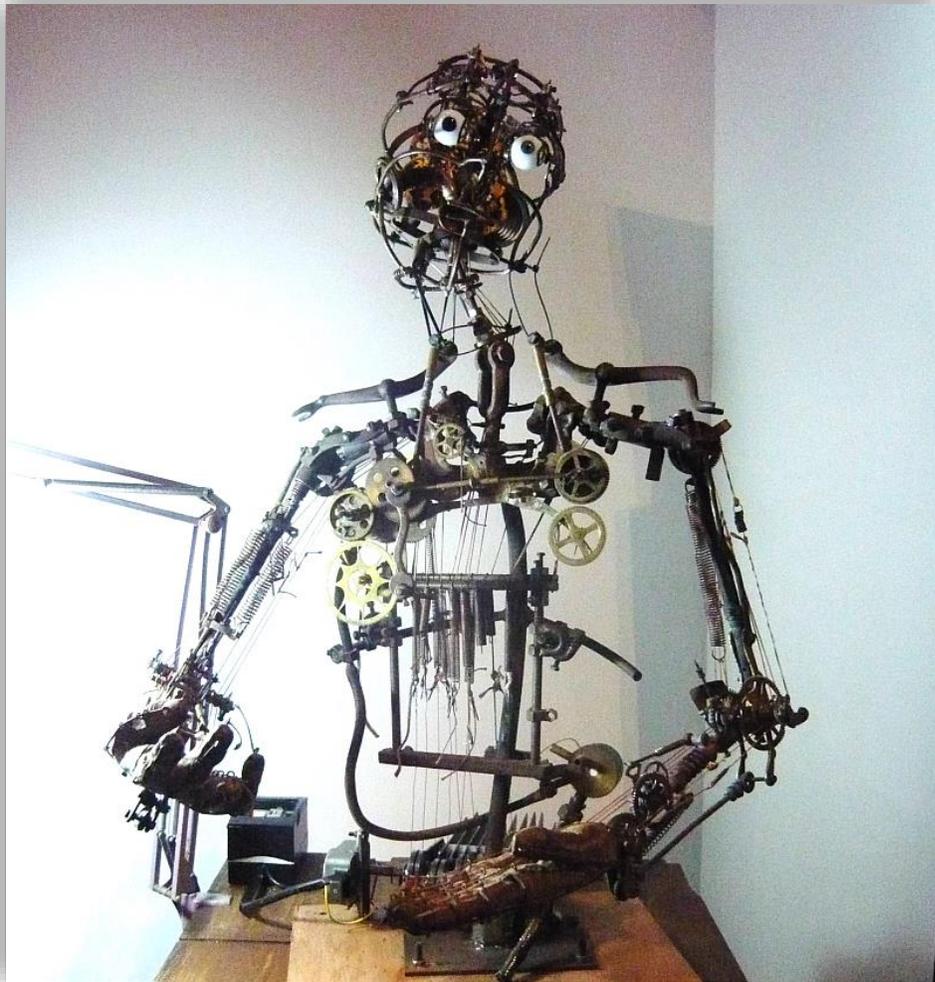
Razionale / Emotiva

Naturale / Artificiale

Cultura

Intelligenza
Artificiale

C'è vita prima dell'AI generativa



- **Orologi e automi meccanici**
dal Cinquecento
- **Intelligenza Artificiale**
Ambiente accademico: anni '50
Ambiente industriale: anni '80
- **Data Mining**
Anni '90
- **Knowledge Management**
Ikujiro Nonaka e Hirotaka Takeuchi,
The Knowledge Creating Company (1995)
- **Informazionalismo**
Manuel Castells, *The Rise of the Network Society*. (1996)

La ricerca teorica: Lev Manovich

The image shows a website layout for Lev Manovich's book 'AI Aesthetics'. On the left, a teal banner contains the name 'manovich' in lowercase. To the right, a navigation menu lists 'About', 'Books', 'Articles', 'Interviews', 'Projects', 'Press', and 'Teaching'. Further right are social media icons for Twitter, Flickr, and Facebook. In the top right corner is the 'Cultural Analytics Lab' logo, which consists of a red square and the text 'Cultural Analytics Lab'. Below the navigation, there is a link that says '← Back to Books'. The main content area is split: on the left is a large, abstract image of a dense field of small, multi-colored cubes or particles on a dark grey background; on the right is the book's title 'AI Aesthetics' in bold. Below the title are social sharing buttons for 'Like 2.8K', 'Share', 'Salva', and 'Tweet'. Underneath these are links for 'Download PDF' and 'AI Aesthetics'. At the bottom right, the text reads 'Lev Manovich. AI Aesthetics. Moscow: Strelka Press, 2019.'

manovich

About
Books
Articles
Interviews

Projects
Press
Teaching

Twitter
Flickr
Facebook

Cultural Analytics Lab

[← Back to Books](#)

AI Aesthetics

Like 2.8K Share Salva Tweet

Download PDF
[AI Aesthetics](#)

Lev Manovich. AI Aesthetics. Moscow: Strelka Press, 2019.

La ricerca sperimentale: Google

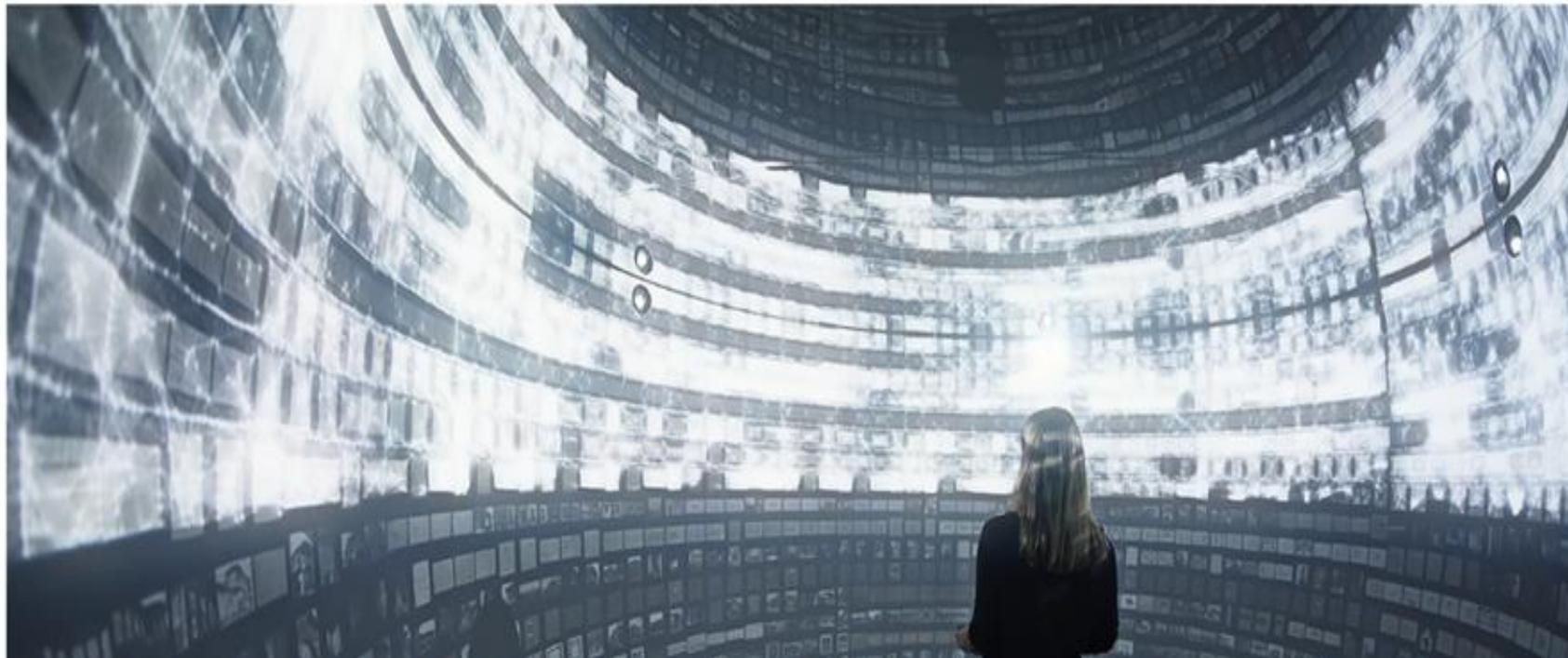
Artists + Machine Intelligence Grants

May 2019 | By Google Arts & Culture Lab, Google AI

Google Arts & Culture and Google AI support contemporary artists working with machine learning in their art practices.

COLLECTION:

Arts & Culture
Experiments



La ricerca progettuale: The Met, Microsoft, MIT

The screenshot shows the top portion of The Met's website. At the top is a red navigation bar with the 'THE MET' logo on the left and links for 'Visit', 'Exhibitions and Events', 'Art', 'Learn with Us', 'Research', and 'Shop'. On the right side of this bar are buttons for 'Buy tickets', 'Become a Member', and 'Make a donation', along with a search icon and the word 'Search'. Below the navigation bar is a breadcrumb trail: 'About The Met / Policies and Documents / Open Access / The Met x Microsoft x MIT'. The main banner features a detailed painting of various flowers, including white, pink, and red peonies and yellow flowers, set against a dark background. White curly braces are overlaid on the image, grouping different floral elements. At the bottom of the banner, a black bar contains the text '{ Sparking global connections to art through AI }' followed by the logos for 'THE MET', 'Microsoft', and 'MIT'. Below the banner, the text 'The Met x Microsoft x MIT' is displayed in a large, bold, black font.

Mostre e manifestazioni culturali sull'AI

- **MAXXI**, Roma: “[LOW FORM. Immaginari e visioni nell’era dell’intelligenza artificiale](#)”
- **Hermitage**, San Pietroburgo: “[Artificial Intelligence and Intercultural Dialogue](#)”
- **Sheila C. Johnson Design Center**, New York: “[The Question of Intelligence – AI and the Future of Humanity](#)”
- **de Young Museum**, San Francisco: “[Uncanny Valley: Being Human in the age of AI](#)”
- **Fondazione Prada**, Milano: “[Training Humans](#)”
- **Biennale di Urbanistica/Architettura**, Shenzhen: “[Eyes of the City](#)”
- [Biennale di Liverpool 2020](#)
- [Biennale di Bucarest 2022](#)

Inverno e primavera: dai laboratori all'AI generativa

Sviluppo dei software di
riconoscimento e produzione
di immagini



Sviluppo dei software di
comprensione e produzione del
linguaggio naturale umano

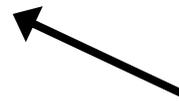


AI
generativa

Crescita e organizzazione dei
big data testuali e iconici

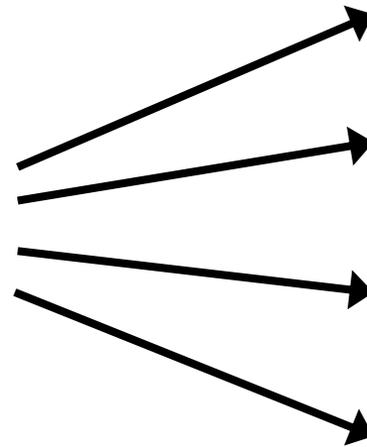


Interfaccia
user-friendly



Approcci ed esperienze sperimentali

L'**Intelligenza Artificiale**, usata in modo **creativo**, come impatta su **processi e prodotti culturali**?



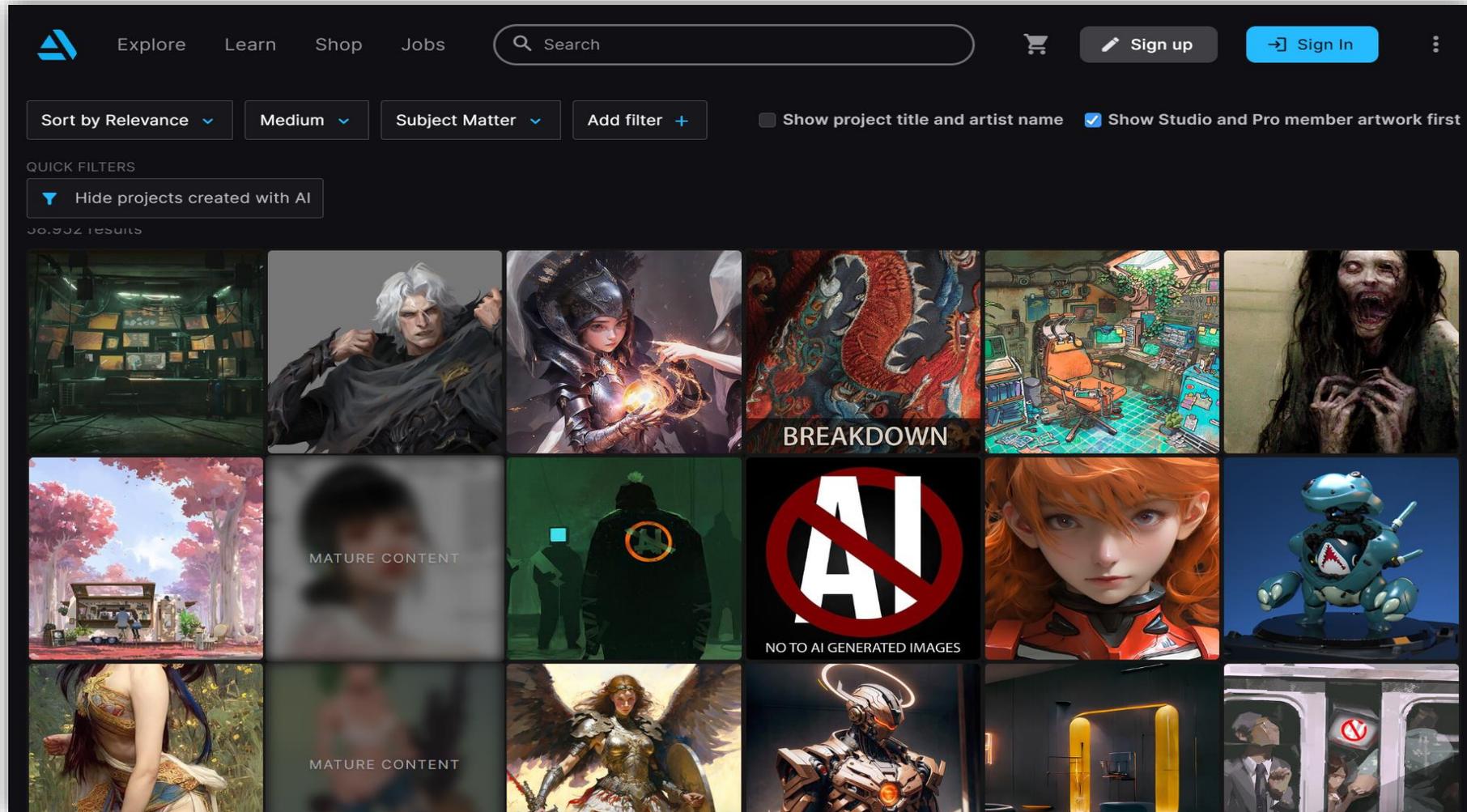
- dilettanti
- creativi
- artisti
- istituzioni

Dilettanti Creativi Artisti Istituzioni

"Pittori digitali
della domenica"



Dilettanti: ArtStation



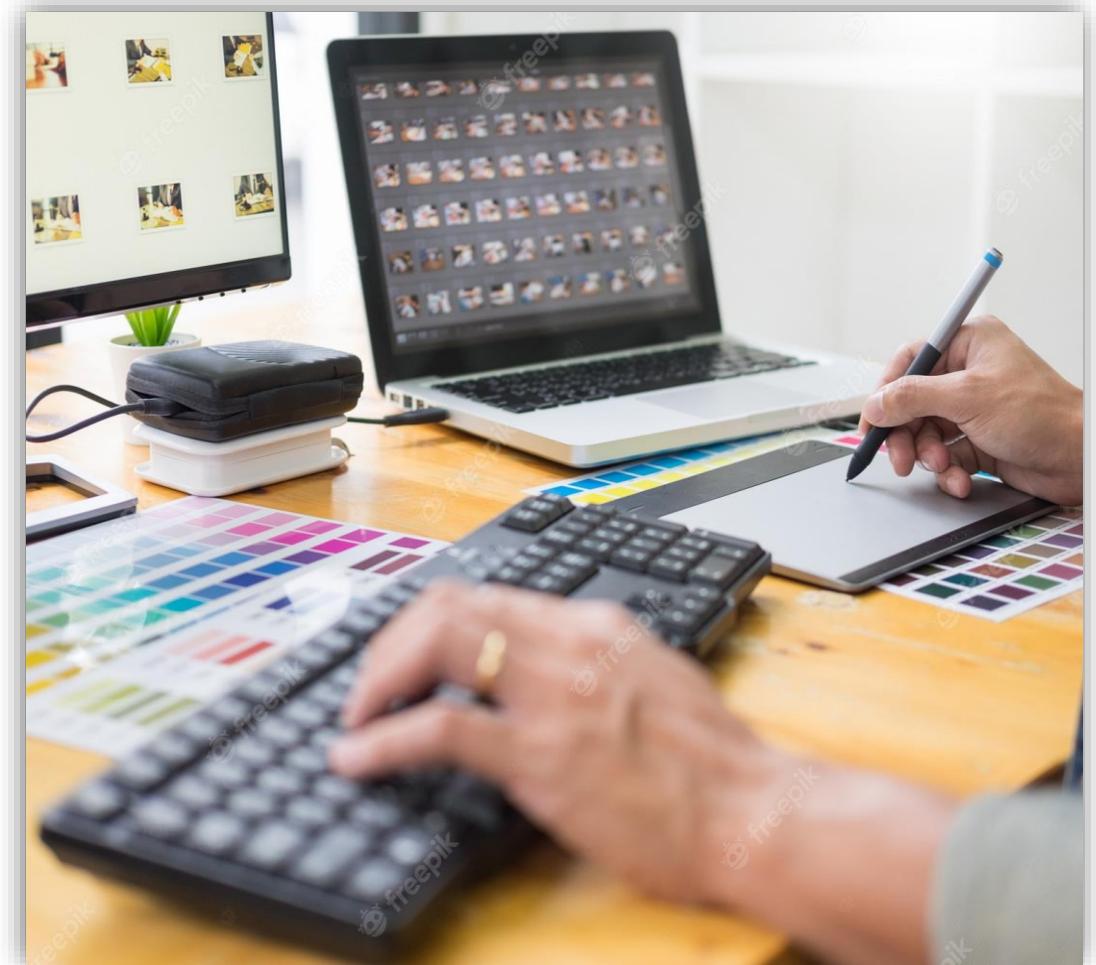
Dilettanti

Creativi

Artisti

Istituzioni

Professionisti che
ricevono un compenso
per il loro lavoro



Creativi fotografia: Zhang Haijun

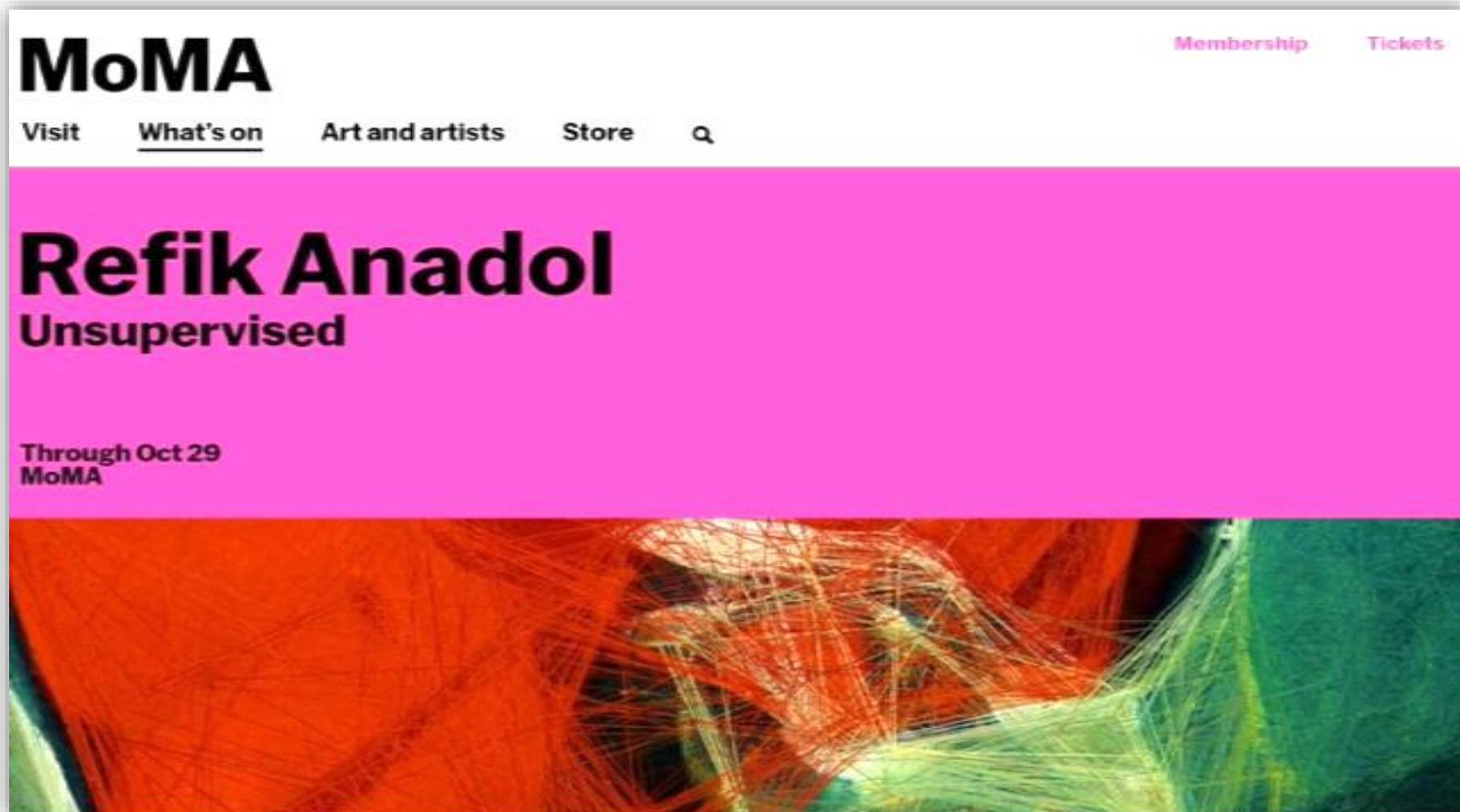


Dilettanti Creativi **Artisti** Istituzioni

Quelli che fanno
parte del
"sistema dell'arte"



Artisti: Refik Anadol, *Unsupervised*



The image shows a screenshot of the MoMA website. At the top left is the MoMA logo. To the right are links for 'Membership' and 'Tickets'. Below the logo is a navigation menu with 'Visit', 'What's on' (underlined), 'Art and artists', 'Store', and a search icon. The main content area has a pink background with the text 'Refik Anadol' in large bold letters, followed by 'Unsupervised' in a smaller bold font. Below this, it says 'Through Oct 29' and 'MoMA'. At the bottom of the page is a large abstract image with vibrant orange, red, and green colors, featuring a complex, tangled pattern of lines and shapes.

MoMA [Membership](#) [Tickets](#)

[Visit](#) [What's on](#) [Art and artists](#) [Store](#) [Q](#)

Refik Anadol

Unsupervised

Through Oct 29
MoMA

Dilettanti Creativi Artisti Istituzioni

Musei
Fondazioni
Manifestazioni
Festival
...



Istituzioni: otto musei torinesi in rete

The image displays a screenshot of the 'i-muse' website. At the top left is the 'i-muse' logo. To its right are navigation links: 'I musei', 'L'app', 'Il concept', and 'Scarica ora'. The main heading reads 'UN NUOVO MODO DI VIVERE I MUSEI A TORINO'. Below this, a grid of eight museum logos is shown: La Venaria Reale, Museo Egizio, Museo Nazionale del Cinema Torino, Museo d'Arte Orientale, GAM - Galleria d'Arte Moderna, MTC, Palazzo Madama, and Virtual Transdisciplinary Museums. On the right side, a smartphone graphic displays the app's interface, featuring a header for 'Palazzo Madama - Museo Civico d'Arte Antica', a 'SCOPRI IL MUSEO' button, and a section titled 'Percorsi che coinvolgono il museo' with sub-sections for 'Medioevo e Rinascimento', 'Barocco', and 'Arte'.

Un mondo in evoluzione: verso dove?

Ricerca:

Prompt engineering

Organizzazione:

Design Thinking

Estetica:

Metacreatività



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Grazie!