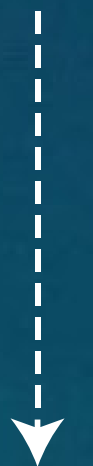


WHAT IF

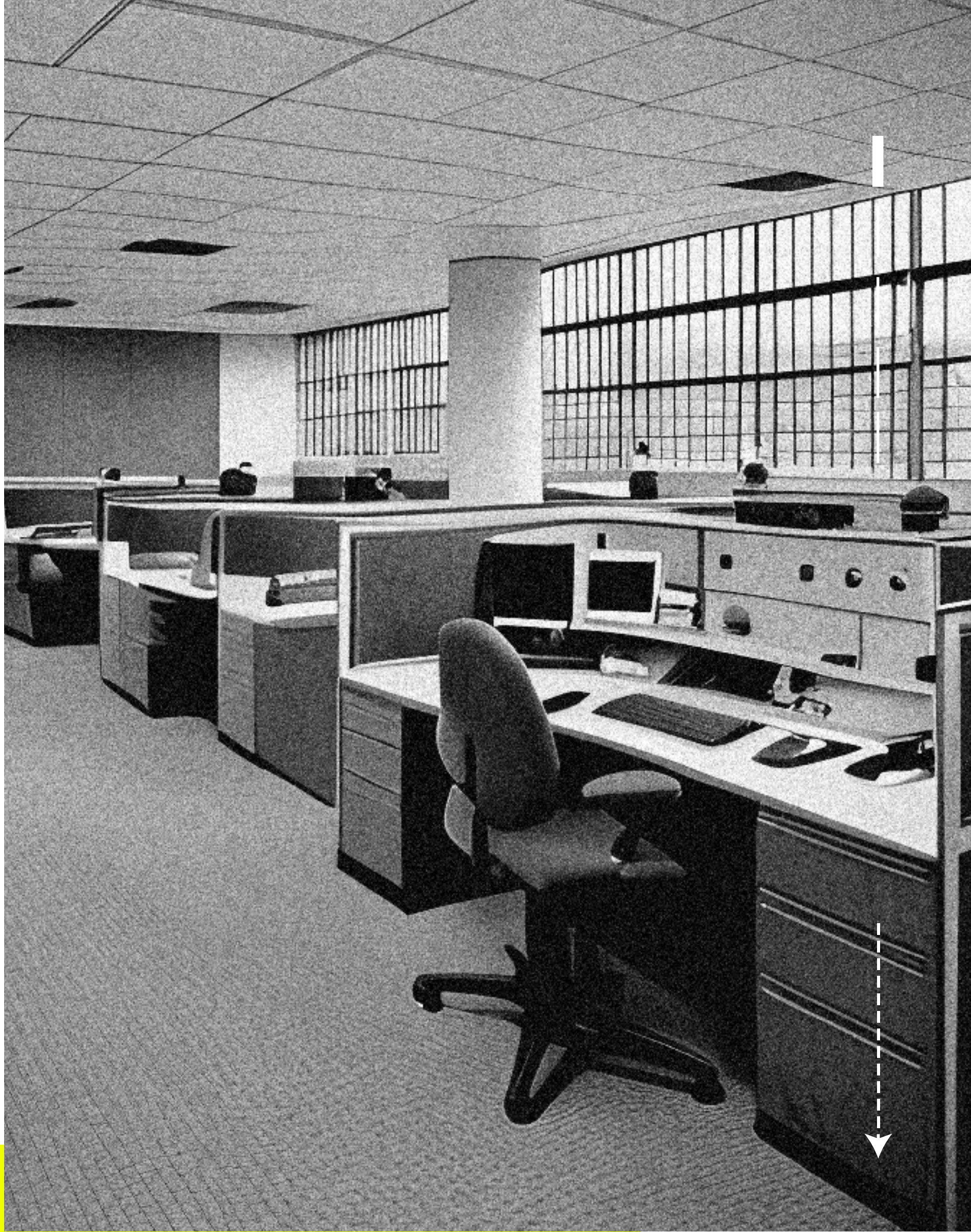
ISSUE III

AI CONSUMES OUR SOULS?



DREAMLIKE STATE





**IMPECCABLE IMAGES.
SEDUCTIVE STORIES.
CAPTIVATING COMPOSITIONS.**

Unless you've been on a prolonged digital detox, you can't have missed the chat around AI's potential. For every techie quivering with excitement, there's a creative shuddering with fear. Perhaps the thought has crossed your mind:

**IS MY
JOB ON
BORROWED
TIME?**

Before we predict the future, let's look at the past. After all, craftsmen and women were asking the same thing 250 years ago when the Industrial Revolution arrived. A time of hope and opportunity! But not for blacksmiths, weavers or carpenters. No, all this 'progress' gave them an uneasy feeling – and for good reason.

Newfangled mass production was changing the nature of employment. Many skilled workers had little choice: it was factory work for a pittance or destitution. Times were tough.

Meanwhile, goods had become accessible and affordable – but cheaper materials often meant poorer quality. And there was no escaping it: for all the machines' capabilities, they were literally soulless. Why did this matter? Because consumers had noticed something important was missing. Something intangible.



**IT WAS
THE
HUMAN
TOUCH.**

SO WHAT HAPPENED?

Victorian creatives fought back. Their weapon: the Romanticism-inspired Arts & Crafts movement. Cue a revived demand for the hand-made furniture, fabrics, jewellery and ceramics that buyers had once taken for granted. Artists were, once again, creatively fulfilled; their skills and wares respected and cherished.

Many previously inconceivable roles emerged too. Roles requiring both technical tools and human heart.

Enter Fashion Designers. Copywriters. Graphic Designers. Filmmakers.

And look where that led...

YOU TALKIN' TO ME?



The 1976 movie Taxi Driver is widely lauded as a cinematic masterpiece. But what's its magic ingredient? Martin Scorsese's inspired direction? Robert De Niro's imagination? Is it Michael Chapman's intuitive decision to shoot on 35mm Eastman Color Negative 100T 5254/7254 film, in an ARRIFLEX 35 BL camera, fitted with a Zeiss Super Speed lens?

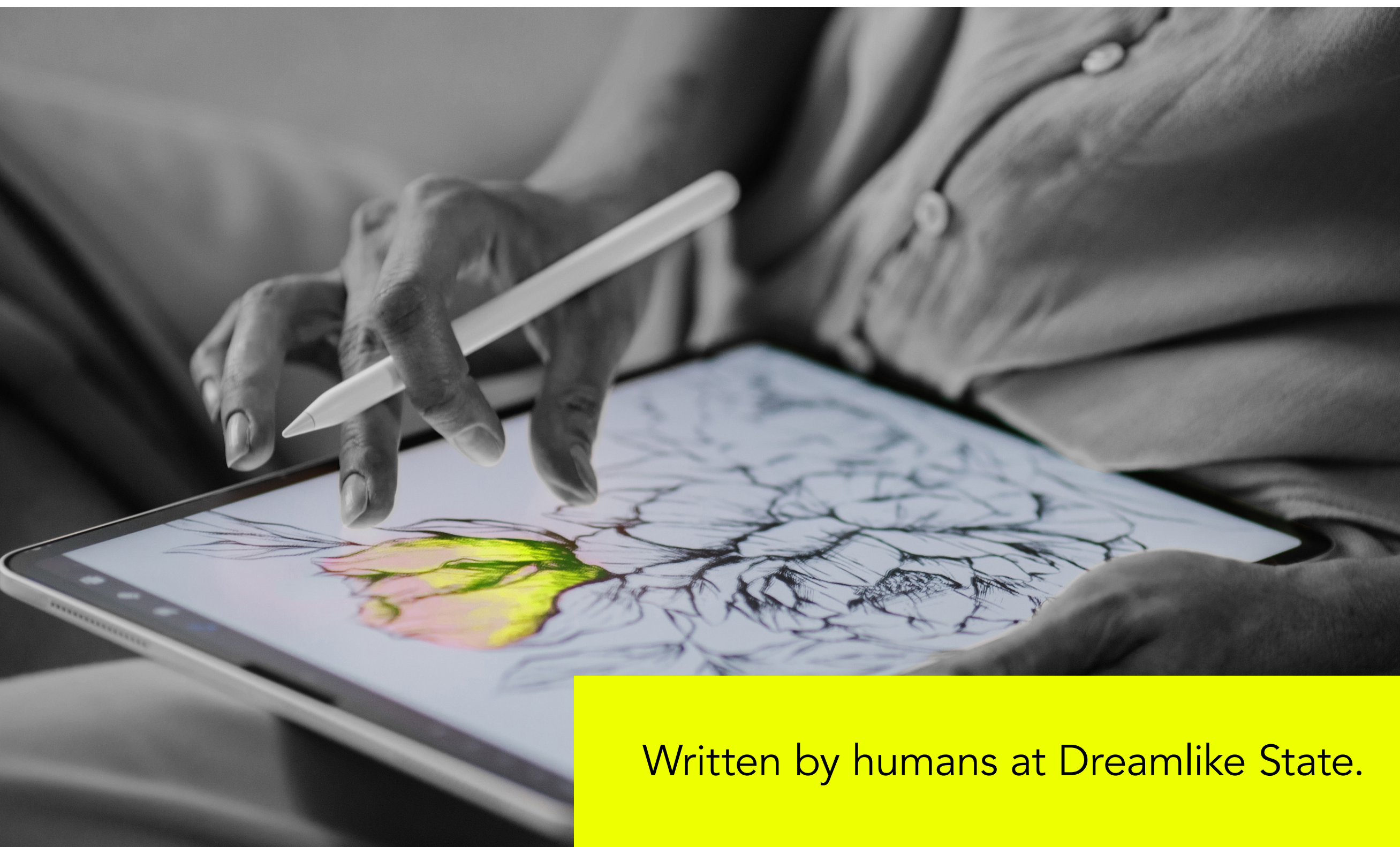
Clearly, it's all of these – and more. A prime example of creativity needing humans and machines. Because while AI can replicate, amalgamate and regurgitate, it can't feel what works. So, without inspiration, imagination or intuition, could AI make Taxi Driver?

While the answer is "no chance", its ability to approximate these qualities may be on the way.

JOKING ASIDE, ARE CREATIVE JOBS ON BORROWED TIME?

We think the answer to this lies in the aftermath of the Industrial Revolution. In other words: yes, they are. Some creative jobs are done for – at least in their current incarnations. But all is not lost. Rather than an AI takeover, we're forecasting an exciting new era of integrated intelligence. The merging of magnificent machines and brilliant brains.

Artificial or otherwise, 'intelligence' isn't the whole picture. Human imperfections and idiosyncrasies are integral to how we create. We have qualities that we simply can't define. Hormonal reactions. Irrational fears. Gut instincts.



SO, WHO ARE WE TO BE WADING INTO THIS TOPIC?

We are Dreamlike State, a creative content studio driven by insight and part of The Smyle Group. Unlike other content studios, our in-house creatives and strategists use audience, brand and market insight to inspire imaginative content.

We are dedicated to creating work that amplifies brand impact, builds advocacy and creates impact with your audience.

If you've enjoyed this piece and you'd like to know more about us, book a quick chat on calendly.com/amanda-at-smyle, or email me: amanda.a@smyle.co.uk.

Thanks for reading!

www.dreamlikestate.co.uk

DREAMLIKE STATE 