

GEN AI VS CREATIVE INDUSTRY

09 JUL 26



Adrian Rall



"At best, the output of image generators is aesthetic, in that it can be appreciated or enjoyed, but it is not artistic or art itself." ¹

Art is human endeavor, AI systems are no artists but tools as argument. ¹

Ultimately, we express our humanity through art, so understanding and shaping the impact of AI on creative expression is at the center of broader questions about its impact on society. ²

Today we will mostly talk about image generation AI tools with focus on visual arts most common and famous tools are

Midjourney, Stable diffusion, Dall-e, Lensa, StarryAI, Hotpot.ai, NightCafe, Imagen, adobe Firely



AI ART AND IT'S IMPACT ON ARTISTS

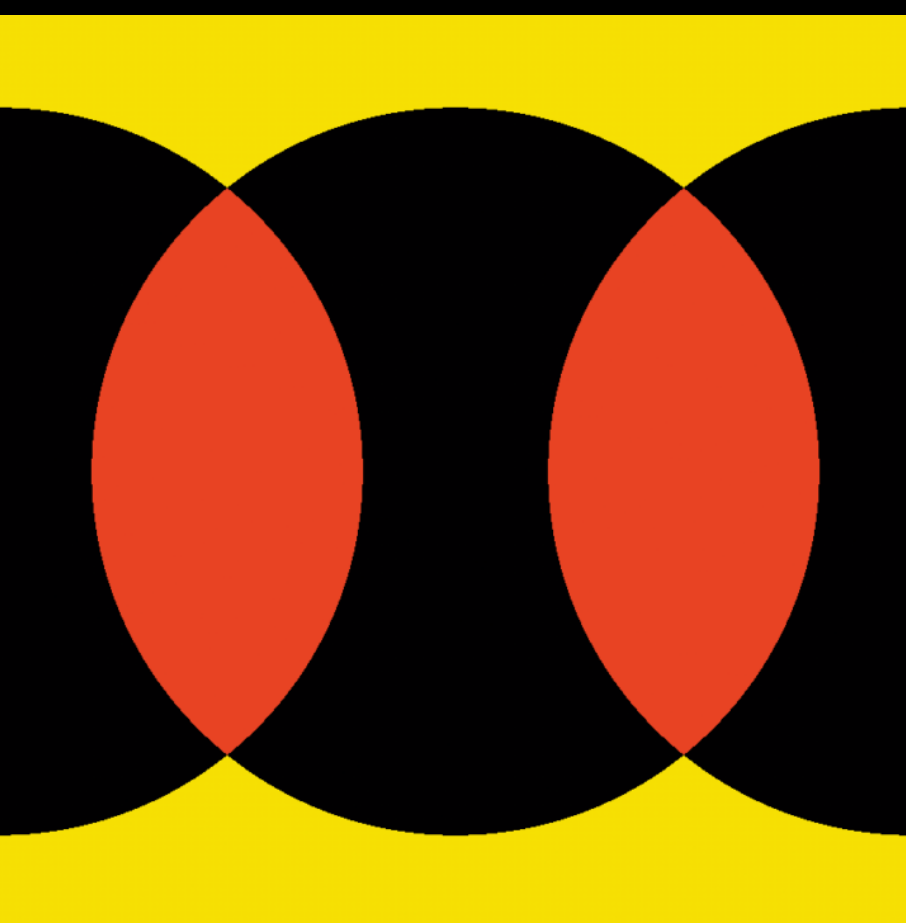
THE 48B\$ INDUSTRY (2025)



WHAT ARE THE KEY POINTS OF CONTENTION?

RESERVE YOUR SEAT →

IMPACTS ON ARTISTS



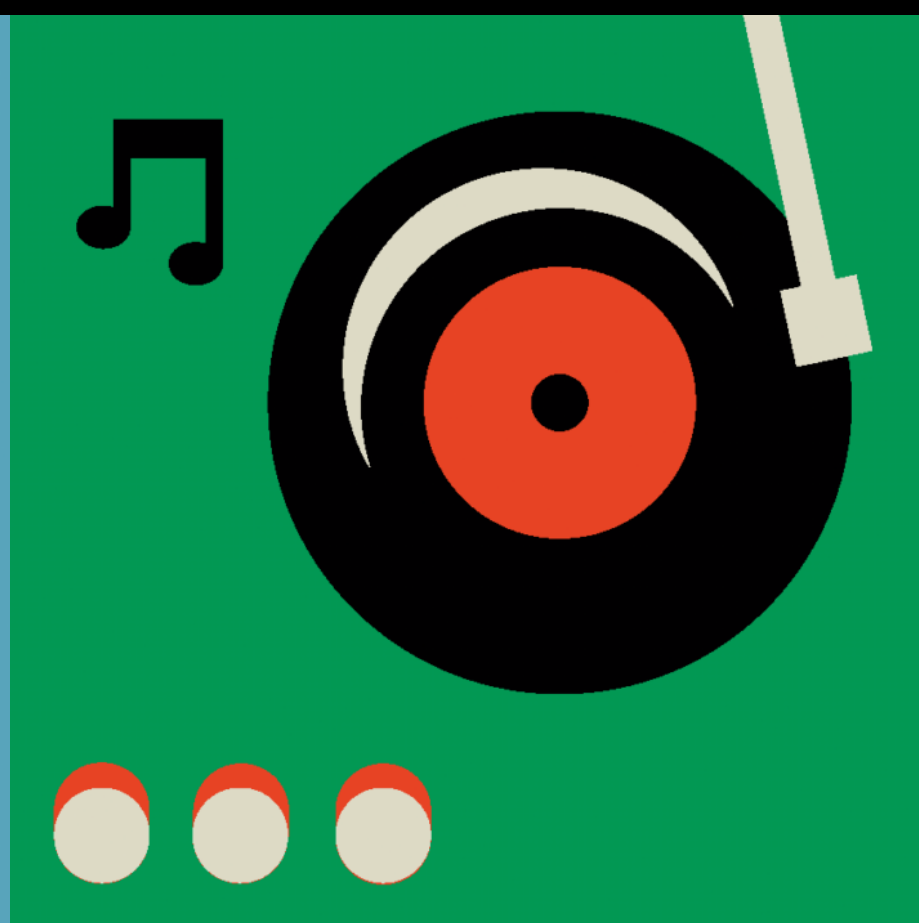
STEREOTYPING

GenAI tools show a tendency for reinforcing stereotypes and cultural biases/misrepresentation. not even on humans but cities and landscapes



ECONOMIC LOSS

Proportion of creating picrutes with AI and hiring a digital designer are immense



PLAGIARISM/COPYRIGHT

GenAI models got trained with data of artists without their consent. Copying their style is easier then ever



antropomorphism of GenAI
tools

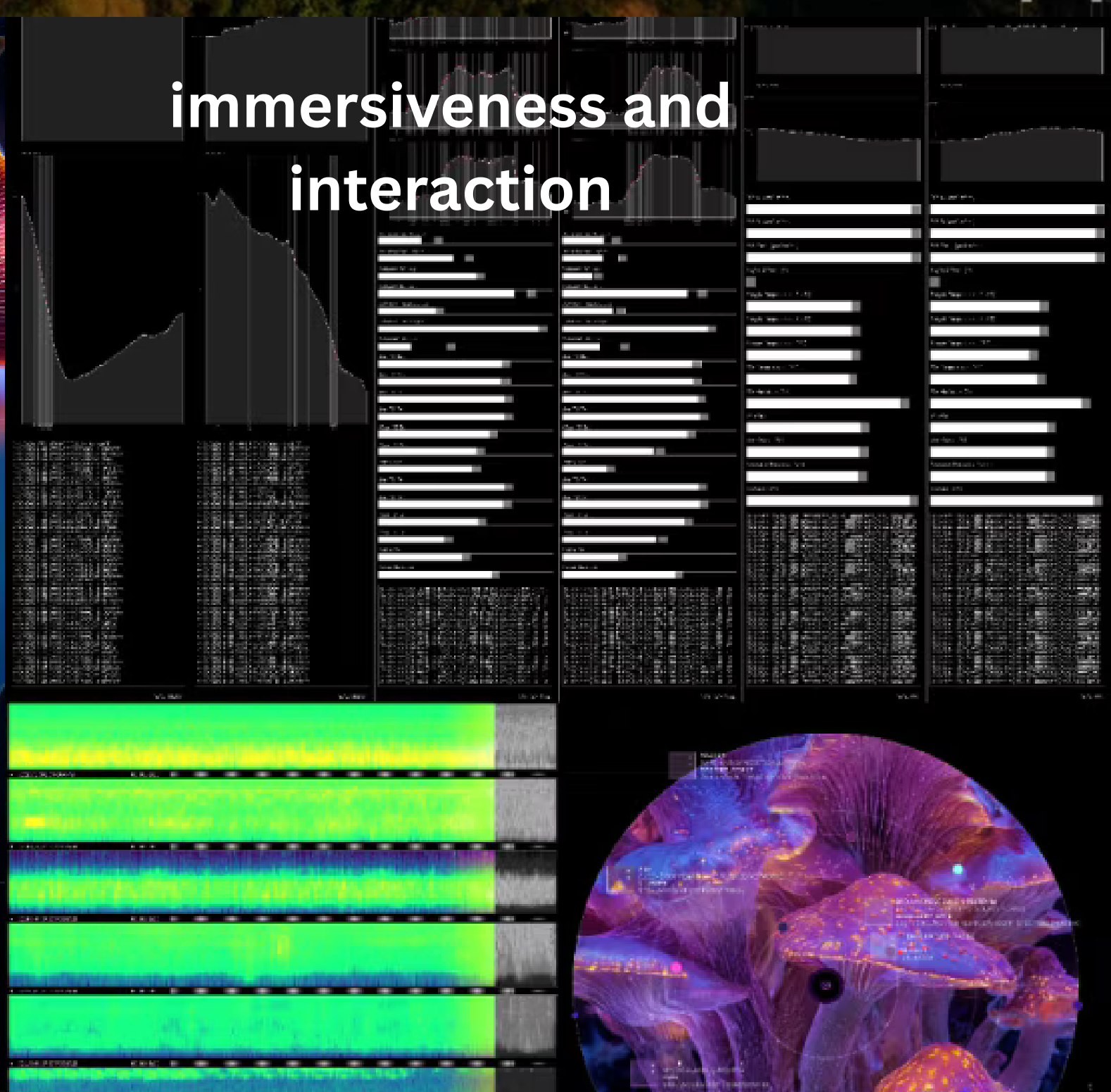
HOW TO DO IT BETTER? #ROYALTYSYSTEM?



UPSIDES OF AI FOR THE ART INDUSTRY



IMMERSIVE RESTAURATION



immersiveness and
interaction

transparency of datasoure

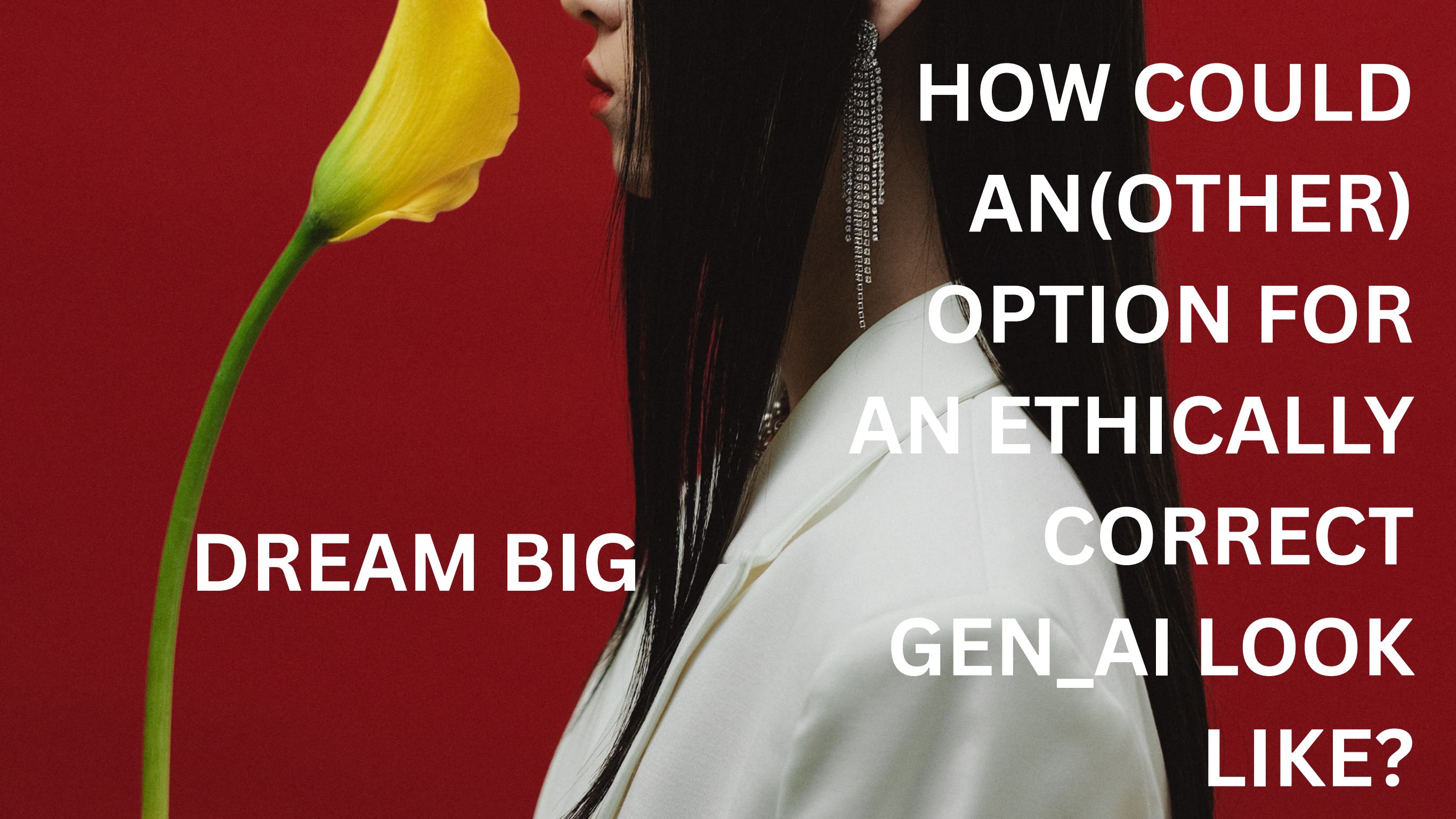
QUESTIONS

Is it for you merely a tool or do you personally humanize the GenAIs from time to time and what impact does it have on your view of ownership?



HOW SHOULD ARTISTS BE COMPENSATED FROM COMPANIES WHO ALREADY USED THEIR ARTS?

Comanies like Grok or Sora of OpenAI were fed with many pictures of artists who never gave their consent. OpenAI first refused to give tranparancy over the training set.

A woman with long dark hair, wearing a white top and a long, thin, beaded necklace, is shown in profile. She is holding a large yellow flower with a green stem. The background is a solid red color.

DREAM BIG

**HOW COULD
AN(OTHER)
OPTION FOR
AN ETHICALLY
CORRECT
GEN_AI LOOK
LIKE?**

A royalty framework for copyright protection and accountability in AI-generated art:

<https://link.springer.com/article/10.1007/s10791-025-09766-0>

SOURCES AND EPILOG

<HTTPS://WWW.YOUTUBE.COM/WATCH?V=KIMWLWLQ5KQ>

<HTTPS://WWW.YOUTUBE.COM/SHORTS/OVFUD2KJHAU>

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<https://dataland.art/>

<https://www.zeit.de/feuilleton/2026-06/refik-anadol-medien-kunst-ki-tuerkei-los-angeles>

2:

EPSTEIN, Ziv, et al. Art and the science of generative AI. Science, 2023, 380. Jg., Nr. 6650, S. 1110-1111.

1:

Jiang, H. H., Brown, L., Cheng, J., Khan, M., Gupta, A., Workman, D., ... & Gebru, T. (2023, August). AI Art and its Impact on Artists. In Proceedings of the 2023 AAI/ACM Conference on AI, Ethics, and Society (pp. 363-374).