

Part 2 - NFT ART

Thoughts on the Evolution of Art in the Age of Generative AI, NFT and other Digital Technologies

차인혁

(전)CJ올리브네트웍스 대표



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A Personal Observation

2023.09.01

Inhyok Cha, Ph.D.

Former) Group Chief Digital Officer (CDO) of CJ Group

Former) CEO of CJ Olivenetworks

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- 2020.1-2023.7.16 CEO of CJ Olivenetworks
- 2019.9-23.1 Group Chief Digital Officer(CDO) of CJ Group
- 2022.9-present 대통령 직속 디지털플랫폼정부 위원회 위원
- 2021.1-2022.2. 디지털뉴딜 국가자문위원단 부단장
- 2021.9-present. 세계지식포럼 Metaverse Governance Committee 멤버
- 2021.3-2022.12. 과학기술정보통신부 우주산업전략 위원회 민간위원
- 2022.1-present 과학기술정보통신부 5G 전략위원회 민간위원
- 2017.9- 2021.9. 대통령직속 스마트시티 특위위원/대외협력분과위원장
- 2022.5-present 한국국제문화교류진흥원(KOFICE) 사외이사
- 2021-present Advisory BoD member, Sierra Ventures, USA
- 1996-2019 R&D Leader, Org Manager, and Executive at:
Bell-Labs, InterDigital, Samsung SDS and SKT
- 2006-2008 MBA, Drexel University
- 1990-1995 Ph.D. in EE AI, University of Pennsylvania
- 1984-1990 BS/MSEE, Seoul National University

Inventor with 110+ patents, researcher with 50+ papers
Technical Interests: AI, Web3, Climate Tech, Life Sciences,
Digital Art, Space Technologies, etc



Everything Excellent Is
As Difficult As It Is Rare

-Ethics, Baruch Spinoza

In this Talk

Art

?

A.I.


NFT

Other
Digital Tech



Can you make me a VBA code that produces a Powerpoint slide file with the following contents and title. The title should be "Thoughts on Evolution of Art with the advent of A.I., NFT and other digital technologies". The slides should contain contents on the following topics: 1. New Digital Tech and means for Art: Generative A.I., reusable metaverse, advanced mathematics, digital games, digital humans, digital objects and scenes, 2. Observed and expected changes in Art: Immersion, interactivity, experientiality, multi-modality, participativity, multi-PoVs, physicality, spatio-temporality, emergence, 3. How may Art NFTs evolve?: Stronger resilience and transparency, better traceability, NFTs as long term legal and enforceable smart contracts, evolution of NFT markets, etc. Don't just give me a placeholder with the above given wordings but form suggest you own contents based on the given keywords, and structure the Powerpoint slides according to your contents output.



View other drafts 



Draft 1

Sure, I can help you with that. Here is the VBA code that you can use to create a PowerPoint slide file with the contents and title that you specified:

Draft 2

Sure, here is the VBA code that produces a PowerPoint slide file with the contents and title you specified:

Draft 3

Sure, here is the VBA code that produces a PowerPoint slide file with the following contents and title:



Sure, I can help you with that. Here is the VBA code that you can use to create a PowerPoint slide file with the contents and title that you specified:



```
Sub CreatePowerPointPresentation()
```


```
'Declare variables
```




Enter a prompt here



 You just gave me, despite my directions, a placeholder contents. Can you actually generate and recommend contents based on those keywords that I gave you, for the powerpoint file? 

View other drafts 



 Sure, I can do that. Here is a possible outline for the PowerPoint presentation, with my own suggested contents based on the given keywords:

Slide 1: Title slide

- Title: Thoughts on Evolution of Art with the advent of A.I., NFT and other digital technologies
- Subtitle: New Digital Tech and Means for Art

Slide 2: Observed and Expected Changes in Art

- Immersion: Art that can be experienced in a more immersive way, such as through virtual reality or augmented reality
- Interactivity: Art that allows the viewer to interact with it in a more meaningful way, such as through games or simulations
- Experientiality: Art that can be experienced in a more experiential way, such as through sensory or emotional engagement
- Multi-modality: Art that uses multiple modalities, such as sound, visuals, and text, to create a richer experience
- Participativity: Art that allows the viewer to participate in its creation or interpretation

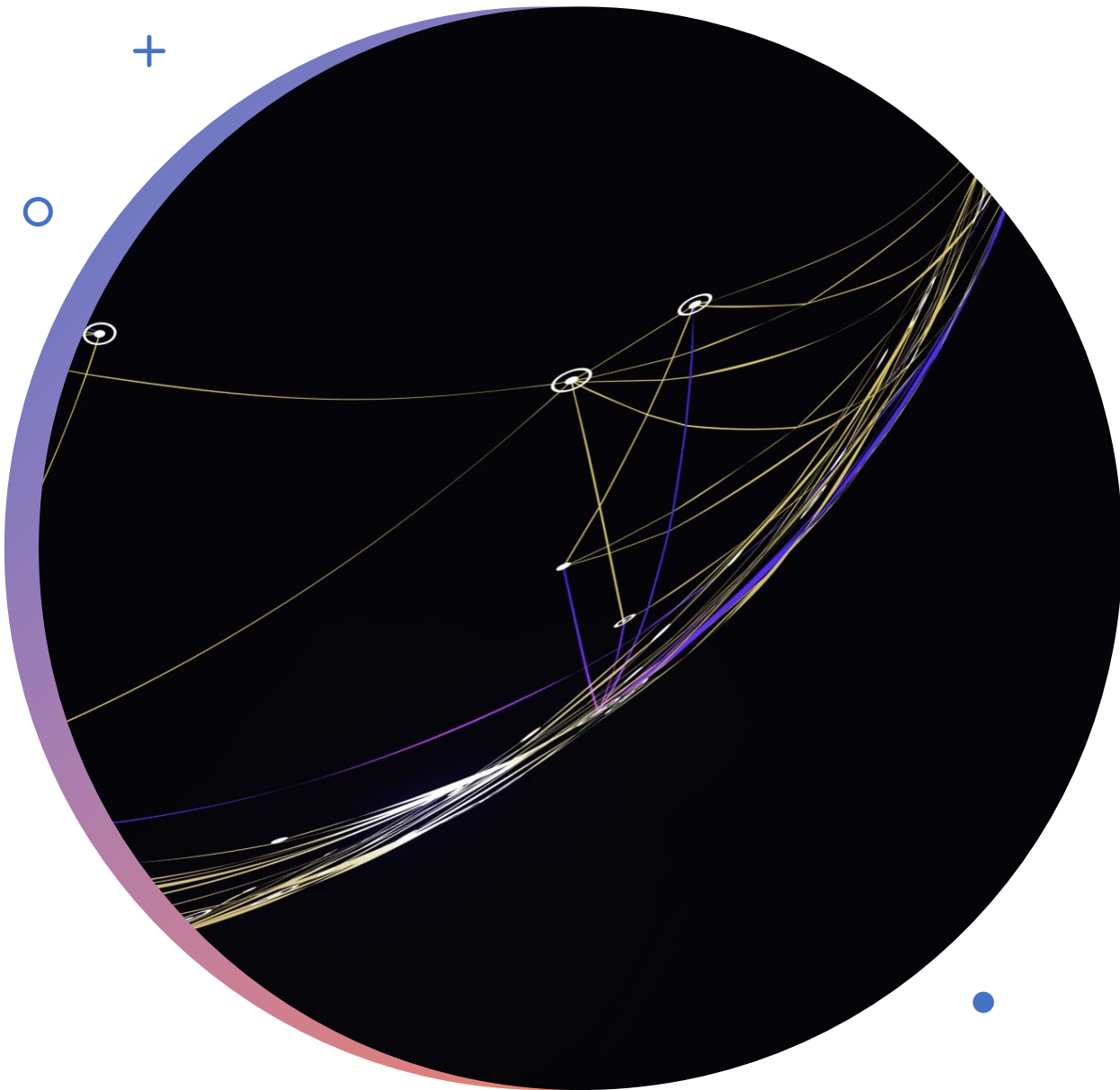


Enter a prompt here 



1:

Generative A.I.

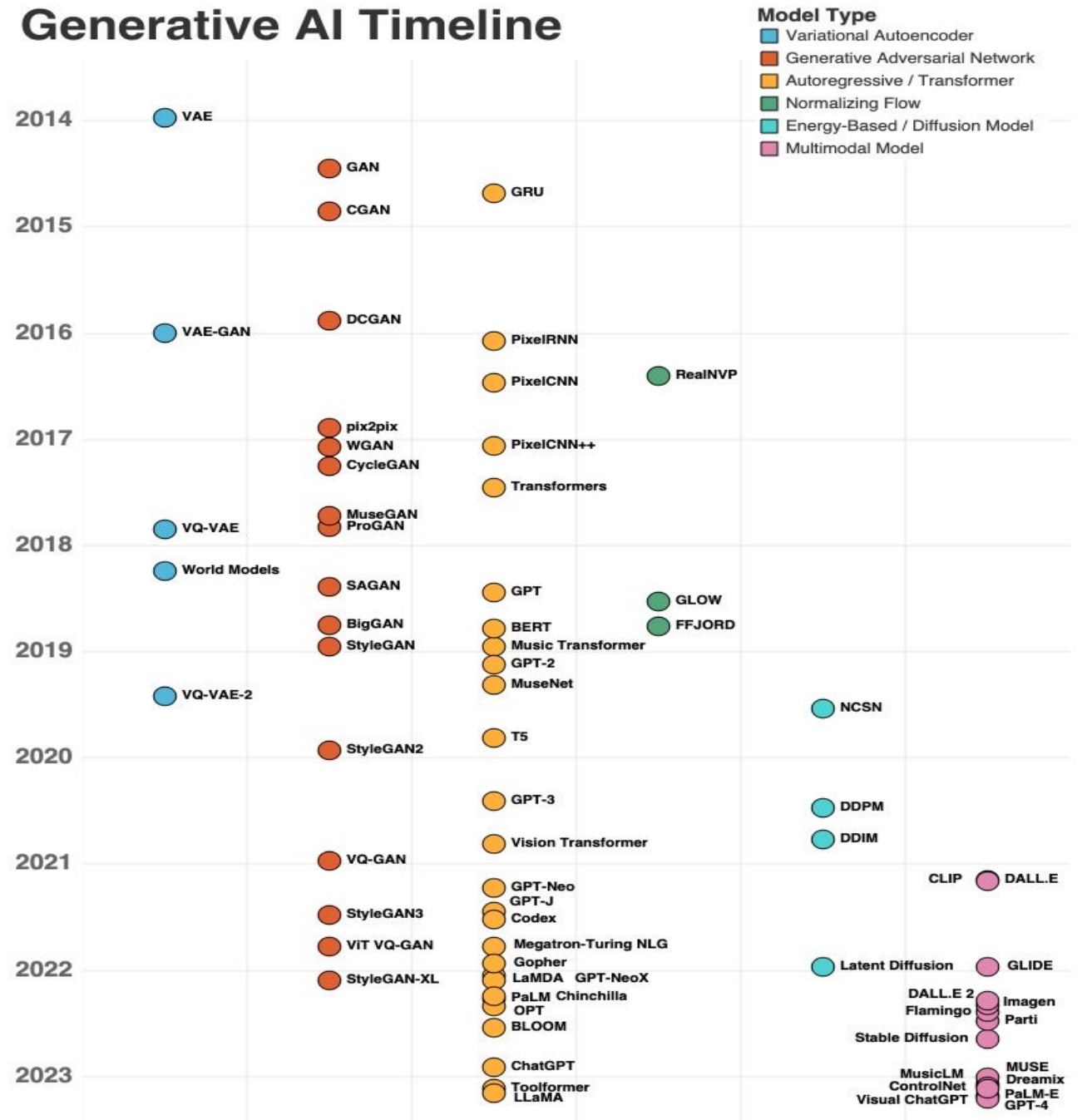


Generative AI?

- Took the world by storm
- Subset of AI, specializing in generating data that mimics the characteristics of real-world data,
- Generates synthetic, real-like data



Generative AI Timeline



SOURCE: KAGGLE, ALLENA VENKATA SAI ABY

Some Gen AI Tools of '23

Best 12 AI Tools in 2023

- Solves anything - ChatGPT
- Writes anything - Writesonic
- Generates Art - Midjourney
- Generates Code - Replit
- Generates Video - Synthesia
- Generates Music - Soundraw
- Generates TikToks - Fliki
- Generates Avatars - Starrytars
- Generates PPTs - Slides AI
- Edit Pictures - Remini
- Edit Videos - Pictory
- Summarize Notes - Wordtune

Generative AI Use Cases and Services

- **Content generation:** Create text, images, and other forms of contents, like marketing materials, educational content, creative text formats like poems, scripts, musical pieces, email, letters, etc.
- **Data augmentation:** Augment real data sets. This can be helpful for training machine learning models, as it can help to reduce overfitting and improve the accuracy of the models.
- **Code generation:** Write SW code. Not only write but develops entire software. Automate the process of writing code and make it easier to create new features.
- **Text-to-image synthesis:** Synthesize images from text descriptions. May help create images for early drafting, early screening, and illustrating a particular concept economically
- **Audio synthesis:** Synthesize audio. Creating music, generating sound effects for movies and video games, or generating audio for educational content.

Ease of mitigation

Simple

Low risk

Severity of business risk

High risk



Energy use and environmental harm



Capability overhang



Biased outputs



Copyright infringement



Lack of a truth function



Sophisticated phishing and fraud

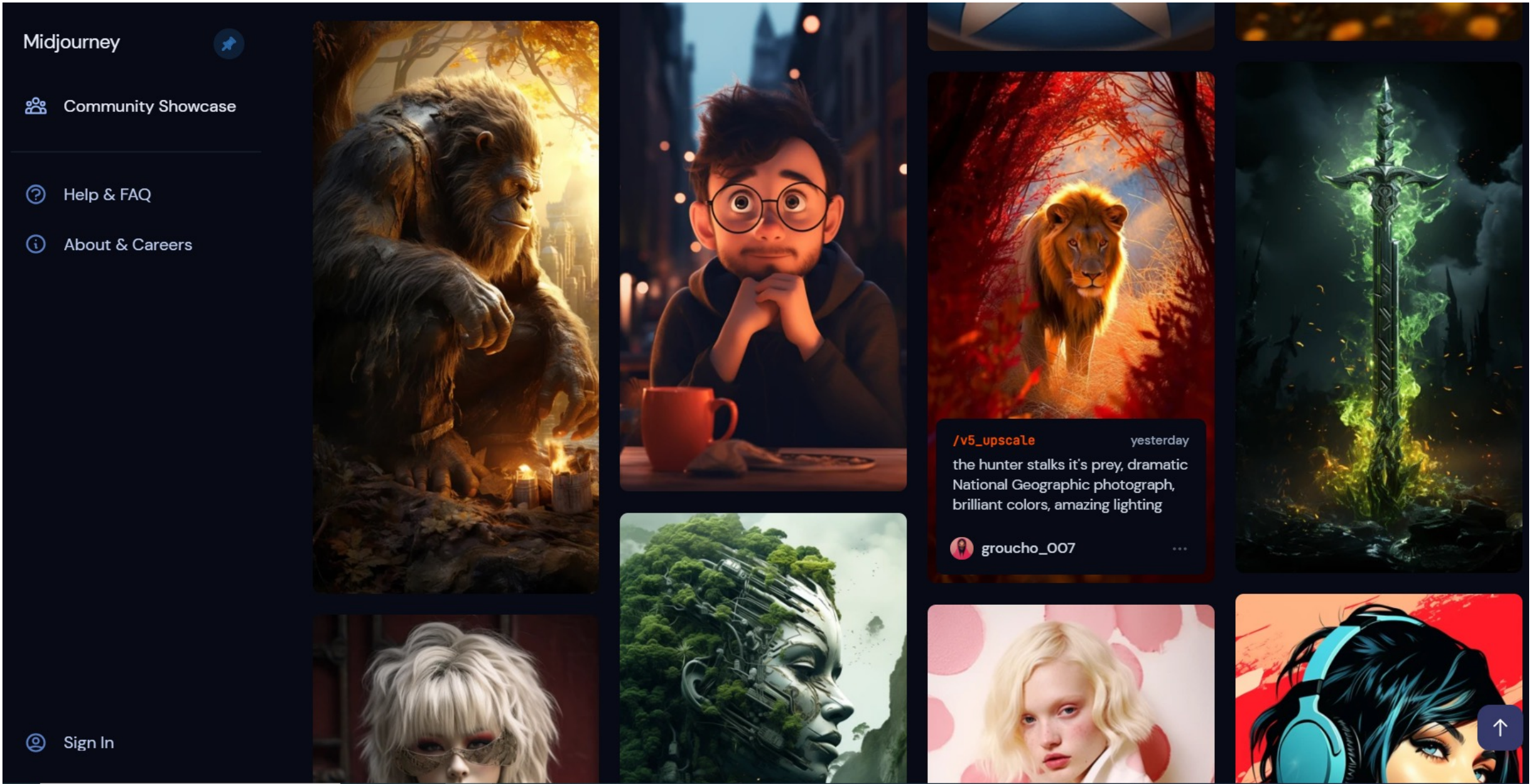


Leaks of proprietary data

Source: BCG Henderson Institute.

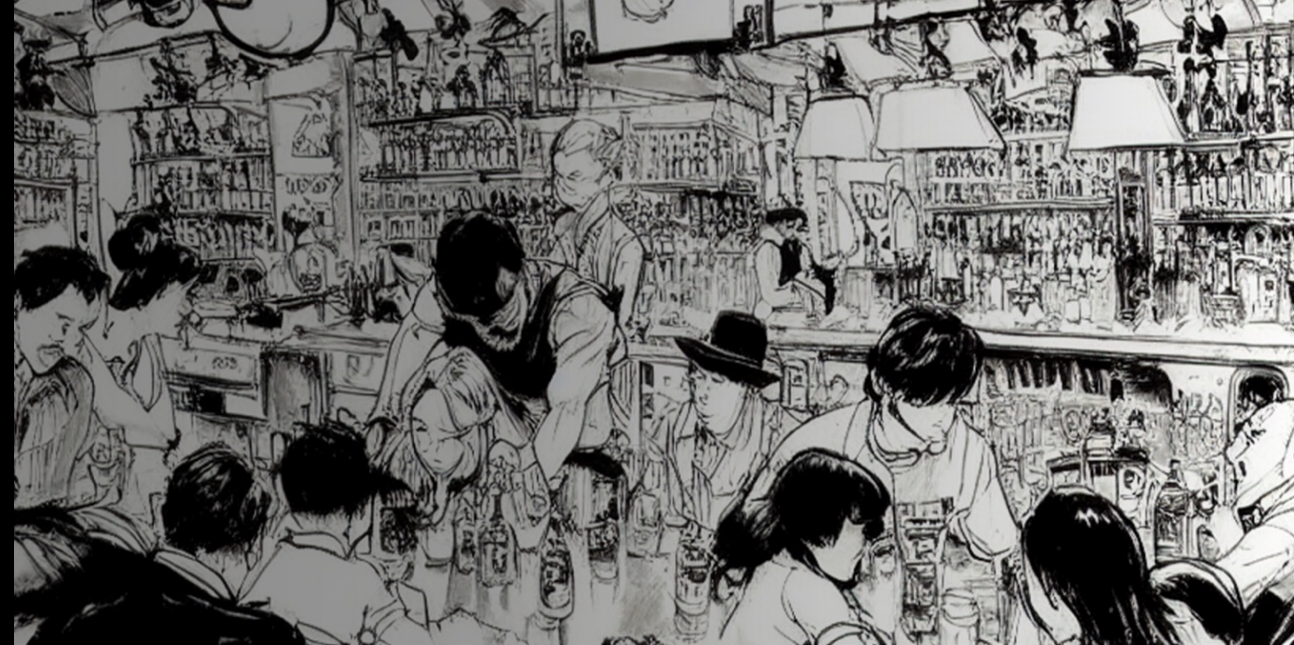
Issues of Generative A.I.

First, It Started as a Fun Thing To Generate AI Art Images





Fun, did you dare to say?



Selling
Gen AI
Pieces
At
Artists'
Perils

Even
Claiming
Future
of
Creativity

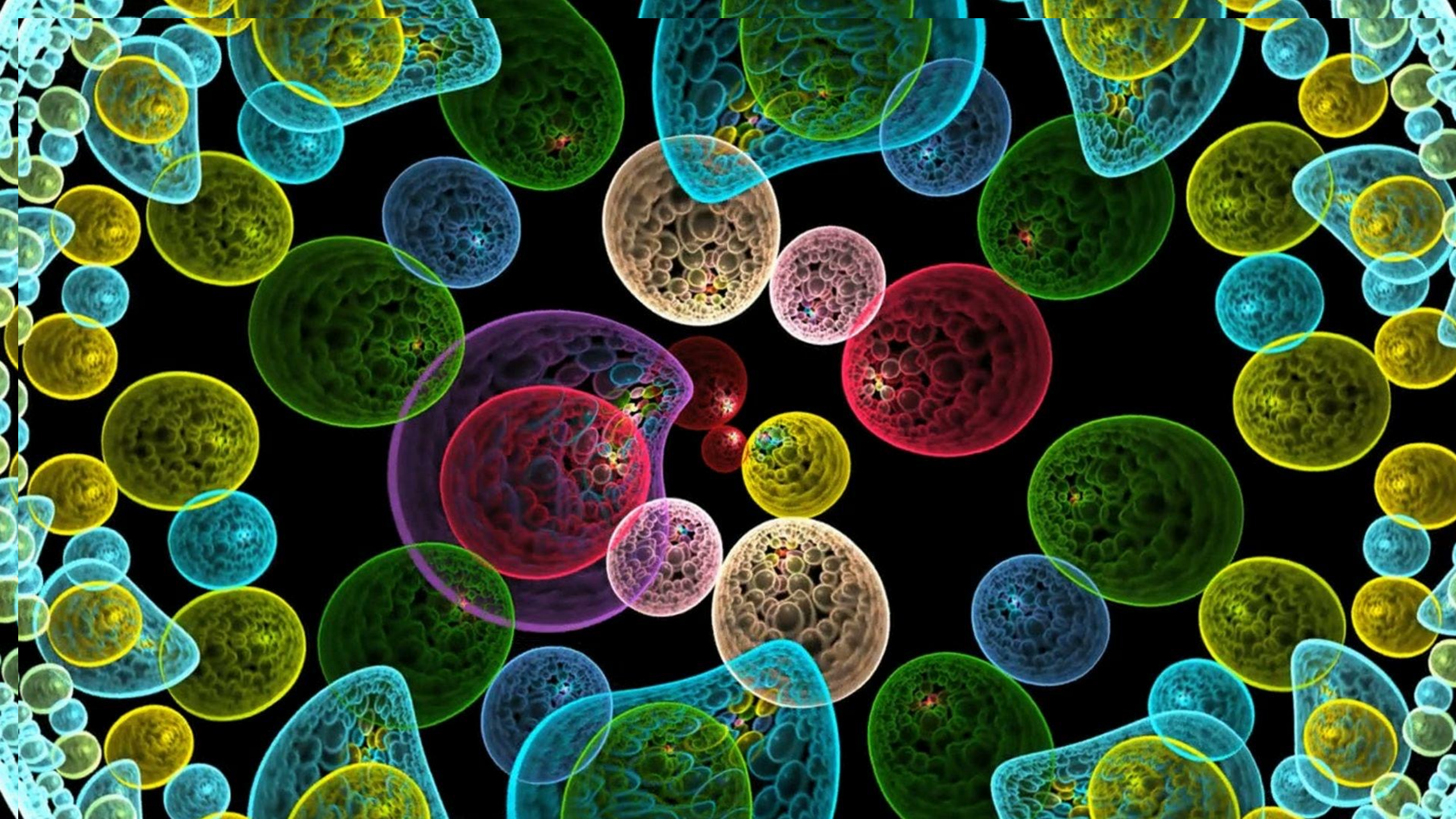


.. Free will, which all boast that they possess, consists solely in the fact, that men are conscious of their own desire, but are ignorant of the causes whereby that desire has been determined

-Ethics, Baruch Spinoza



Source: Damocles, Generative VS AI-Generated Art: What's the Difference?











Anadol: All The World's Data



TED



2:

Metaverse

Sigur Ros: Tonandi

in collaboration with magic leap studios

sigur rós
tonandi

Anna Zilayeva: Hope



@AnnaDreamBrush

Krista Kim: Mars House



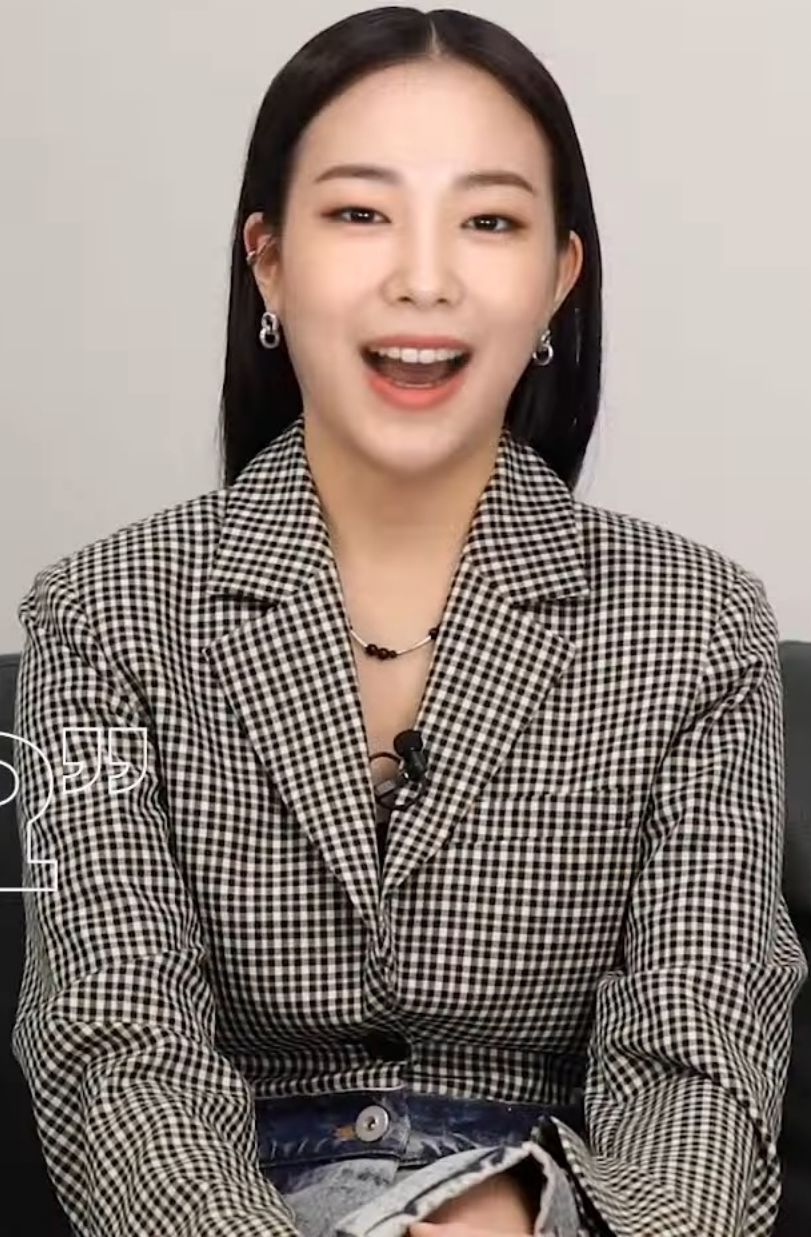
3:

Virtual Humans,

As Performers & Creators

“한가지 얼굴로만
살면
재미없죠,

다양하게 살려고요”







'9+i' 시(詩)집

Oi Writer Pro 버전으로 9명의 작가분들과 협업을 하였고,
작가분들의 직접적인 의견을 수렴하며,
수차례 Oi Writer도 업그레이드를 하였습니다.
사람과 AI가 함께 시행착오를 거치며 공존하는 방법을
간접적으로 체험할 수 있는 시간을 담은 소중한 시(詩)집
'9+i'의 출판을 여러분께 공개 할 수 있어 행복합니다.

3:

Some thoughts for
Art NFT Evolutions

● Art NFT
Search term

+ Compare

Worldwide ▼

7/31/20 - 8/31/23 ▼

All categories ▼

Web Search ▼

Interest over time ⓘ





But, Perhaps, Enough of These Guys ...



Some Thoughts for Future NFTs

Other than
Non-fungibility

Protector
of each of our
Uniqueness?

Real, Strong
Communities?

Long Term
Value Preservation?

Foster Good
Behavior @ Scale?

**Can Each of Our Uniquenesses
Become Basis of Our Values?**



WORLD COIN



WORLD COIN

But, Hopefully, Not Like This ..

THANK YOU