ART AND AI: UNPACKING THE COMPLEXITIES OF TRUTH AND REALITY IN THE DIGITAL SPACE

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Cultural Literacy Everywhere

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intelligence, technology, art

MediaVerse

1. Threats to Truth and Reality

Project: MediaVerse (https://mediaverse-project.eu/)

- Main goal of this project is to create a decentralized network, where content creators can effectively manage and have full control over their media assets.
- A user can license his/her content and have access to a number of tools for content management and moderation as well as immersive content offering tools (AR/VR, AR, and 360°)
- Artshare`s role in MediaVerse – bringing artistic concepts through technology for critical reflection and solution development for Europe's digital and green transition

MediaVerse

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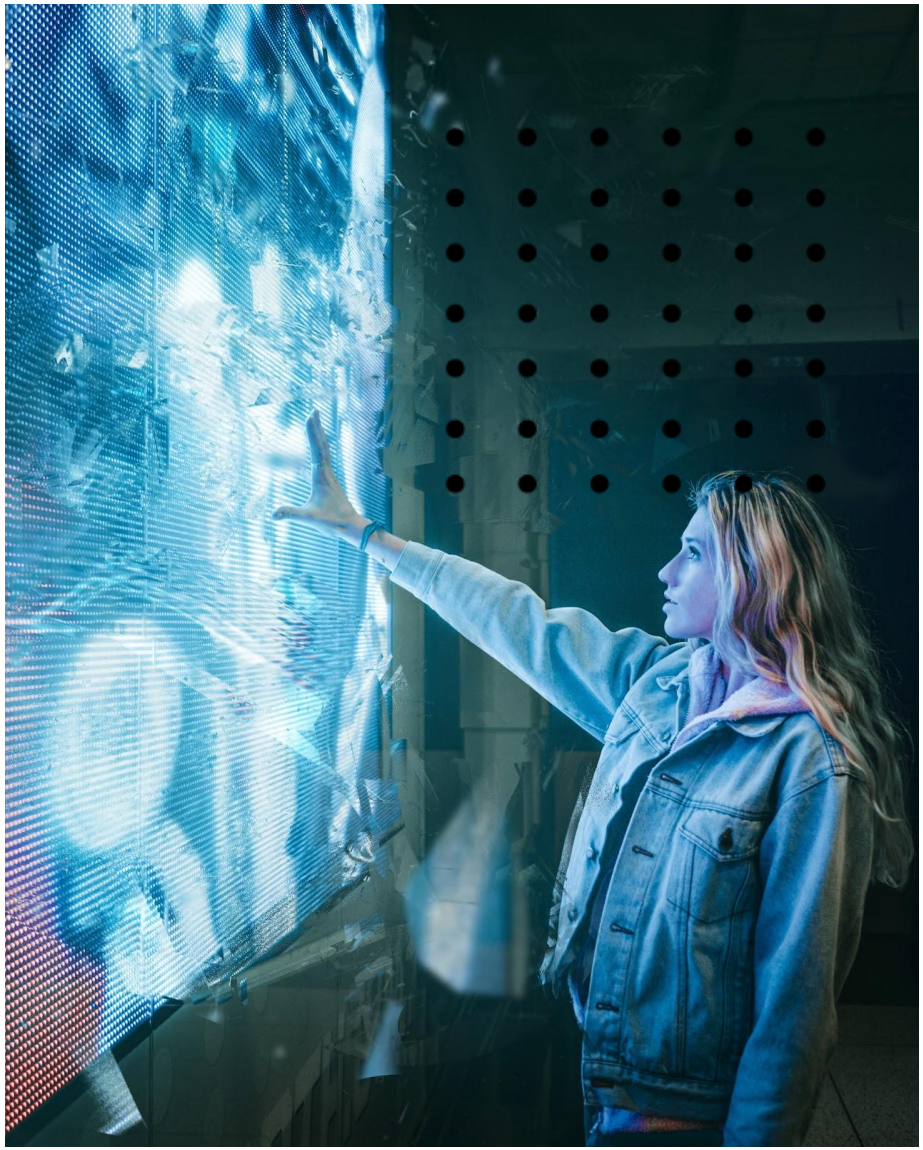
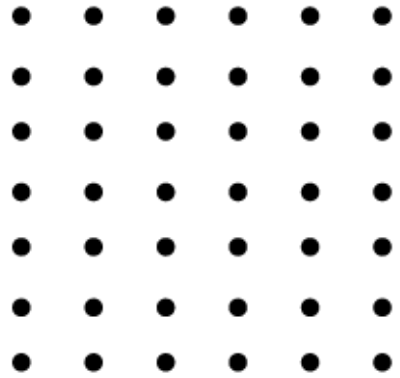


2.The Digital World – a sorter and shaper of reality

- Manipulating and faking information with AI
- Uncertainty and lack of trust in what to believe
- Ownership and reality of digital content
- Individual Influence on Truth
- Artshare's exploration of AI–human interaction
- Questioning our sense of truth and reality
- Audio and video manipulation with AI



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3. Artistic Project by Artshare – Notion of Truth Concept

- Photography – see things with no distortion, no exaggeration, and with no tampering

- From the first commercially available printable photographs “daguerreotype” (1839–1860) to digital selfie (2002) face filters in 2015 which help people create digital portraits and enhance their storytelling

- These tools have changed the way people perceive themselves and manipulate reality

Daguerreotype of Louis Daguerre in 1844 vs Selfie in the 21st century

Daguerreotype camera

4. Themes Explored by Artshare

- Use MV platform and digital media rights
- iPad Daguerreotype camera prototype
- 5G connection
- Print memory
- NFT opportunity

Results:

- Enthusiastic Reception
- Importance of exploring and questioning the impact of AI on our perception
- Collaboration between technology, art, and society for a deeper understanding

Thank you!

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