

SECTION 7. MODERN ARTISTIC PRACTICE

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CREATIVITY IN THE AGE OF AI: TRANSFORMING THE ARTIST'S ROLE

КРЕАТИВНІСТЬ В ЕПОХУ ШТУЧНОГО ІНТЕЛЕКТУ: ТРАНСФОРМАЦІЯ РОЛІ ХУДОЖНИКА

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Recent years have brought revolutionary changes to the art world. The ability to generate art objects with artificial intelligence has opened new creative horizons for artists while simultaneously sparking important discussions about the nature of creativity and the future of the artistic profession [1].

The artistic community is going through a deep transformation in its attitude toward new technologies. A recent study showed surprising results: nearly three-quarters of 500 professional artists surveyed actively use digital tools in their work [2].

Contemporary artists are discovering new possibilities for the creative process. Technologies make instantaneous concept visualization and experimentation with many style solutions possible. According to scholar Adam Hertzmann, "digital tools expand the artist's palette of possibilities but don't replace their creative intuition" [4].

The role that new technology has played in the evolution of experimental art is particularly intriguing.

Artists have gained the ability to explore new forms of visual expression that would be impossible through traditional methods. For example, Refik Anadol's works demonstrate how the synthesis of human creativity and technology creates unique multimedia installations that reimagine the boundaries of contemporary art [8].

By 2030, the market for experimental digital art is expected to grow significantly, according to experts [2]. This provides new possibilities for artists who are willing to try out new creative tools.

Critical Analysis of AI's Impact on Art Authenticity

Analyzing the influence of generative neural networks on modern art requires taking into account the crucial question of the legitimacy of the creative process. Unlike traditional tools that just follow the artist's directions, neural networks actively contribute to content generation by applying patterns found from millions of images [4].

This raises an important question: Does art produced by AI lose its particularly human quality? McCormack, Gifford, and Hutchings (2019) claim that limited AI, as it currently exists, "cannot exhibit meaningful levels of creativity independently" [6]. The authors suggest that rather than being considered as a substitute, human-AI interaction should be perceived as a cooperative process where technology fosters human innovation.

Researchers have discovered that neural networks have a contradictory impact on the creative process.

"While these technologies do expand the artist's toolkit, they can also lead to a sort of 'cognitive dependence,' where the artist begins to limit their imagination to the capabilities of the algorithm" [7].

Regular use of generative models can impair an individual's capacity for creating unique ideas without the aid of technology, according to experiments.

Evolution of Artistic Style in Contemporary Art

In modern art, the intersection of innovation and tradition is where artistic style evolves.

Research from Cetinic and She showed that the diversity of creative approaches and methods has the greatest impact on forming an artist's unique style [5]. Artists who experiment with different techniques and tools more often create original and innovative works.

Edmonds and Candy emphasize the importance of being flexible to new methods of invention in their research on modern artistic practices [9]. They highlight that the most successful contemporary artists are those who successfully combine conventional techniques with state-of-the-art tools, creating a unique synthesis of innovation and tradition.

A New Perspective on Human-AI Collaboration in the Creative Process

Four essential considerations should be made while analyzing human-AI interaction, claim Marrone, Cropley, and Medeiros [7]:

- AI cannot demonstrate meaningful levels of creativity in the absence of humans.
- When it comes to the creative process, AI and humans can collaborate.

- AI can speed up the creative process of humans, particularly when it comes to obtaining data and assessing ideas.

- AI is able to give quick, precise feedback on human ingenuity.

This idea presents a more complex picture of how artists and technology interact.

Instead of perceiving AI as a competitor or replacement for human creativity, it's more appropriate to see it as a "creative partner" that can perform certain convergent tasks (information gathering, criteria evaluation) faster and more efficiently, freeing human cognitive potential for more complex divergent processes [7].

Transformation of the Art Market

Such changes are also reflected in the evolution of the art market. The comprehensive analysis by Caramiaux et al. believes that artworks that blend many mediums and techniques are becoming more and more popular among collectors [2]. The success of artist Mario Klingemann, whose experimental works have brought record prices at Christie's auction, acts as a punchy example [10].

Among the current art trends are:

- Growing interest in multimedia installations.
- Development of interactive art.
- Emergence of new forms of digital collecting.
- Democratization of access to artistic practices.

"Art has always been a reflection of its time," observes A. Miller, who studies the development of artistic practice.

Today it naturally includes all available means of expression" [3]. This is especially evident in the works of young artists who freely experiment with different forms and means of creative expression.

The Future of AI and Human Creativity Interaction

In the context of future human-AI interaction in the creative process, researchers propose rethinking the approach to artistic education. In the words of Marrone and colleagues (2024), "If information-gathering transitions to being primarily or even exclusively managed by AI, would there remain a significant need to emphasize traditional information-gathering techniques in creative education?" [7].

In addition to educating students on how to analyze, choose, and use knowledge from AI, future education should emphasize teaching them how to assess the originality and human element of creative ideas.

A key factor in this context is the quality of the prompt given to AI: the relevance and accuracy of the output often depend on the clarity and precision of the input [5].

This approach allows us to view the future of art not as a confrontation between tradition and innovation but as a model of "expanded creativity,"

where AI is used not as a replacement for human creativity but as a tool for exploring new creative territories inaccessible through traditional approaches [2, 3].

The harmonious combination of human creativity with fresh techniques for self-expression is where art's future lies. "The key to success in contemporary art is not the opposition of tradition and innovation, but their creative synthesis," according to Margaret Boden [1].

It is anticipated that immersive technology like virtual and augmented reality will become firmly integrated with traditional art forms by 2040. These developments will change both artistic expression and audience engagement by making it possible for more interactive and emotionally engaging artistic experiences [9].

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