

Electric Dreaming Lab: Shaping the Future of Art with AI

In an era where art and artificial intelligence technologies converge, BRiGHTBLACK Productions proudly presents the Electric Dreaming Lab, developed in collaboration with Cambridge University's Leverhulme Centre for the Future of Intelligence and Liverpool John Moores University.

This innovative five-day professional development program is designed to empower artists and organizations to harness the transformative potential of artificial intelligence in the arts and culture sector.



Program Overview

The Electric Dreaming Lab is an immersive five-day journey into the intersection of artificial intelligence and creative practice. Designed for artists, creators, and cultural organizations, the program combines practical workshops, theoretical discussions, and networking opportunities. Participants will engage with BRiGHTBLACK's experts and fellow creatives to explore how AI can reshape their work and the broader arts landscape.

Addressing Key Challenges in the Arts and Culture Sector

1. **Meeting Contemporary Audience Expectations:** Today's audiences crave interactive, non-linear experiences that place them at the centre of the narrative. The Electric Dreaming Lab equips artists with the tools and knowledge to create immersive works that resonate with modern audiences.
2. **Rebuilding Arts Communities:** As traditional arts communities have fragmented over the past two decades, AI offers innovative ways to reconnect and engage communities. Our program explores how AI can foster collaboration, support networks, and new forms of artistic expression.
3. **Achieving Net Zero:** The arts sector faces growing pressure to reduce its carbon footprint. The Electric Dreaming Lab addresses how AI can streamline production processes, reduce waste, and help artists and organizations meet sustainability goals.
4. **Overcoming Career Bottlenecks:** Many artists and organizations struggle with obstacles that hinder their growth. By providing both practical skills and theoretical frameworks, our program empowers participants to leverage AI in overcoming these hurdles and advancing their careers.

Learning Outcomes

By the end of the Electric Dreaming Lab, participants will:

- **Master Practical AI Tools:** Gain hands-on experience with cutting-edge AI technologies that can be integrated into their creative processes.
- **Understand AI's Broader Impact:** Develop a comprehensive understanding of the historical development, current applications, and future trajectories of AI, including quantum computing.
- **Address Bias and Ethical Considerations:** Engage in critical discussions about the ethical and philosophical implications of AI, ensuring responsible use in their work.
- **Create a Personalized Roadmap:** Leave with a clear, actionable plan to integrate AI into their artistic practice and overcome career bottlenecks.

Join Us and Shape the Future of Art

The Electric Dreaming Lab offers a unique opportunity to explore the transformative power of AI in the arts. Whether you're an artist looking to innovate, an organization aiming to build new audiences and streamline operations, or a creative mind eager to learn, this program is for you. Join us and become a pioneer at the intersection of creativity and artificial intelligence.