All-Party Parliamentary Group on Artificial Intelligence
Evidence Meeting 4 – INNOVATION AND ENTREPRENEURSHIP
Monday, 11 June 2018 | 5:30-7:00 PM – Boothroyd Room, Portcullis House

James Simpson, Lighting Design and Visualisation at Royal Opera House

James is a Lighting Visualiser at the Royal Opera House. He is interested in the discussion on AI for design and arts, especially through the perspective of the Royal Opera House. He is particularly looking into how generative design might undermine the human values in a creative process.

In his own words, the questions he plans to address are: “The UK is currently a world leader in design, particularly in architecture, film, games and theatre. Would these industries be at risk or empowered by generative design? We can see machine learning being used to predict construction site risks, but could a machine put restrictions on an architect to design a building in a safer (less creative) way to prevent predicted risk? We may trust the structural engineering of a building to an AI one day but can we also use parametric data on human behaviour to allow an AI to design the perfect building for its users?”

SUMMARY OF EVIDENCE

The creative industries could be uniquely affected by AI systems which can automate the design process. As a creativity is a significant part of British culture and workforce, it is important that these tools are understood and adopted in a way that doesn’t undermine the humanity in creativity or the sincerity of a human-designed product. For instance, who would be the recipient of an award for a product designed by an AI? Would it be the designer or the software engineer? If an audience can’t distinguish what is designed by a human being and what is designed by an AI, does this undermine the work of any human being in the future?

The Royal Opera House is exploring these ideas subjectively and through collaborative partnerships with other industries, in order to understand what the future of theatre production design could be.