

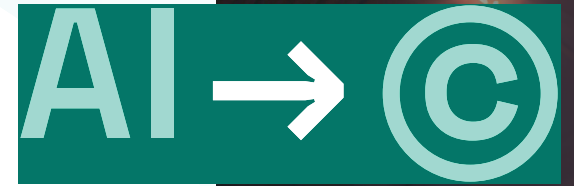
AI → ©creativity

AI4CREATIVITY.
Where imagination
meets algorithms



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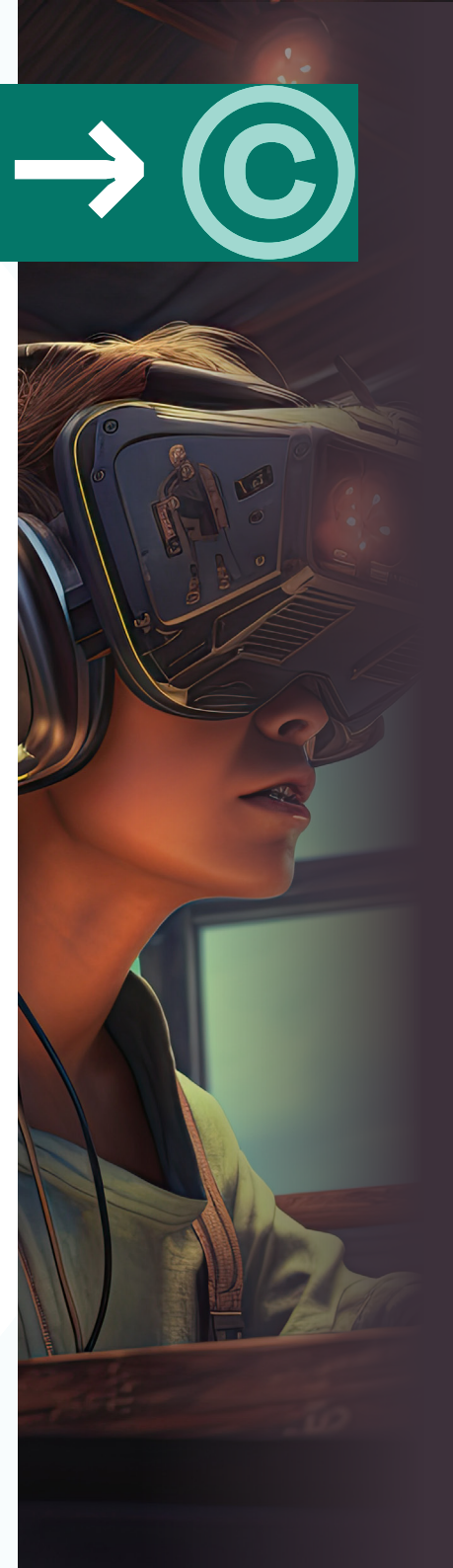
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The AI4CREATIVITY project is a European initiative that supports artists, creatives, educators and professionals in the creative industries in discovering the potential of artificial intelligence.

But not to replace humans.

The idea is for AI to become a tool - one that is helpful, ethical and consciously used in the creative process.





Reimagining Artistic Collaboration

Technology has always been important for the growth of cultural and creative industries. Today, fast progress in digital tools - especially generative AI - brings completely new opportunities and challenges for both arts education and the creative economy.

The AI revolution in creative industries

Trained on millions of artworks, algorithms now breathe life into AI tools that flow through every corner of the cultural and creative industries, blending human imagination with machine precision.

The AI revolution isn't just changing creative industries - it's unlocking entirely new ways to create, innovate, and connect, empowering artists and creators to push the boundaries of what's possible.

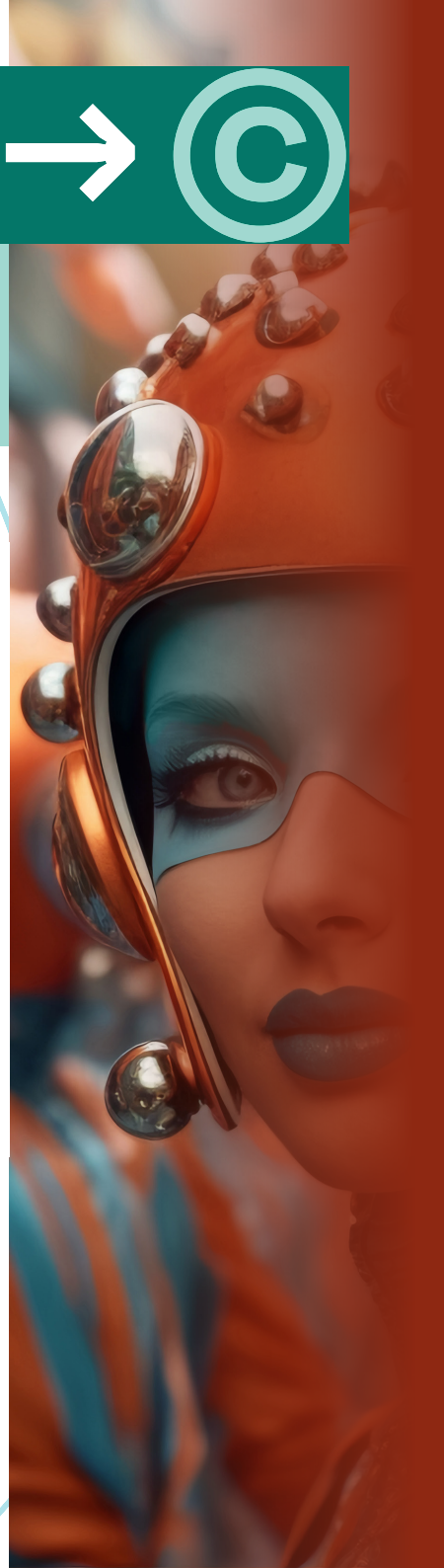




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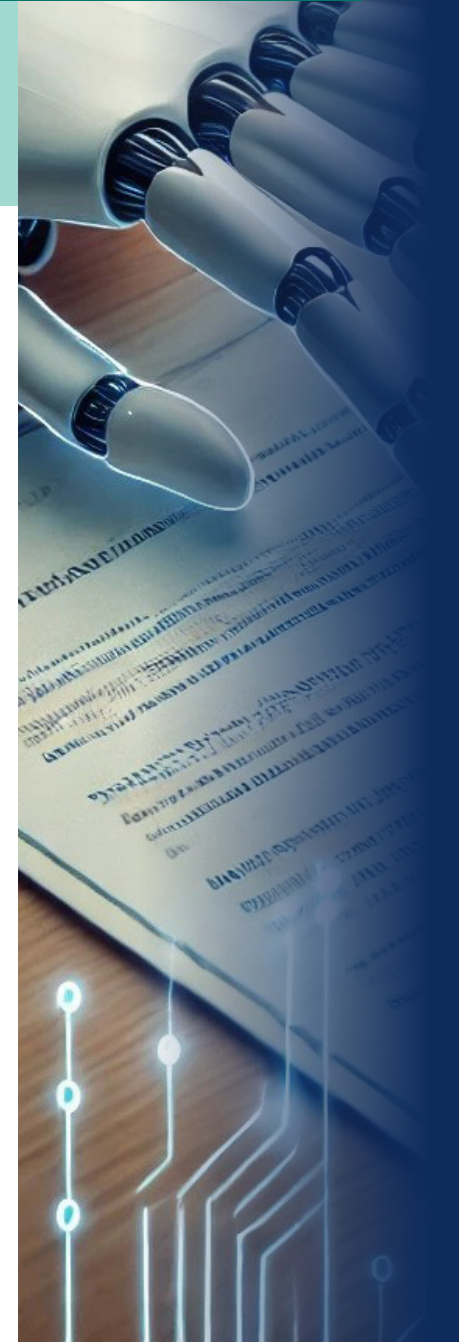
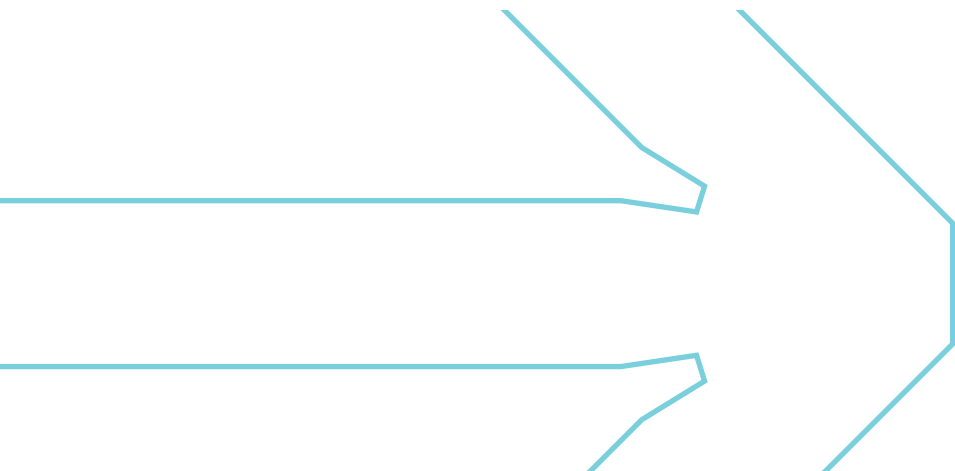
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The dynamics of change in art and technology

AI tools are transforming how we create, learn, and work in the cultural and creative industries. They bring exciting new possibilities, but also raise urgent questions about ethics, copyright, jobs, and the value of human-made art. To keep up, we need new skills, new laws, and a fresh way of thinking about creativity in the age of AI.





**Artificial intelligence is not an artist
- you are. Artificial intelligence
is a tool - you decide!**

**Artificial intelligence has no artistic intentions
or emotions - it works based on data.
It is people who give meaning, choose form
and evoke emotions.**

Education as the foundation of creativity

**Even basic artistic skills - “reading and writing”
in art - are essential today for the conscious
use of artificial intelligence.
The challenge facing education: teaching how
to use technology to boost creativity.**



Empowering creators and trainers

AI4CREATIVITY offers a set of educational resources for both VET trainers and creative professionals at various stages of their careers - to help them use AI tools effectively and consciously.

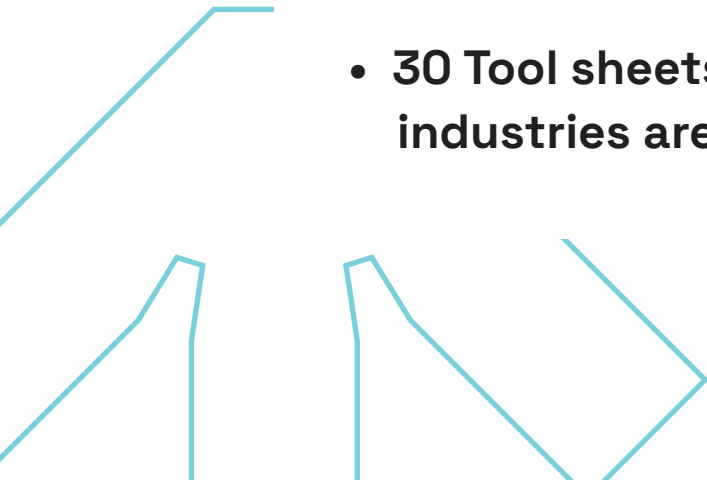
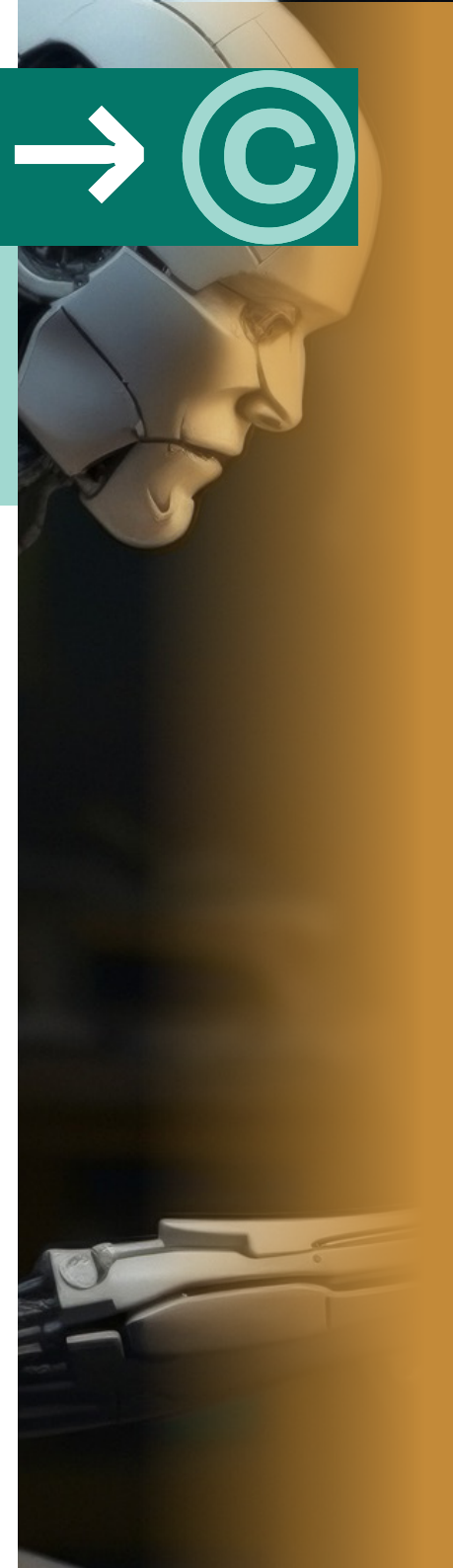
Inspirational resources developed as part of the project

- **Guide on the opportunities and challenges brought by Artificial Intelligence in arts offers a starting point for exploring the complex issues surrounding AI in creative industries.**



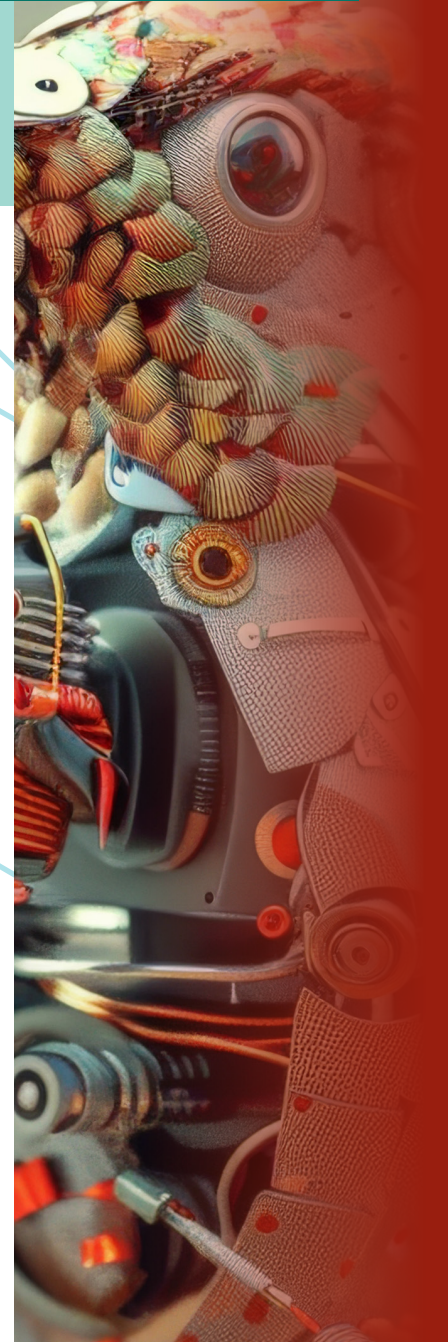
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- **Entrepreneurship and career handbook** contains information for VET trainers and providers to accompany artists to devise their career and growth in terms of skills and for VET to adapt to the incoming situation.
- **Training Implementation Guide** to implement the training into VET programmes is a ready-to-use tool for VET providers to integrate into their curriculum.
- **30 Tool sheets** on AI-based tools for the creative industries are “How to use AI” explanations.



Inspirational resources developed as part of the project

- 24 workflow examples using AI-based tools explain step by step from ideation to the final product how partners created a specific piece of art and refined it using the tools from the Tool Sheet and how they adapted/modified them and refined their concept using art fundamentals and tweaks of the tools.
- E-learning course with 1 common part on creative AI basics, and learning experiences in 5 specific domains.





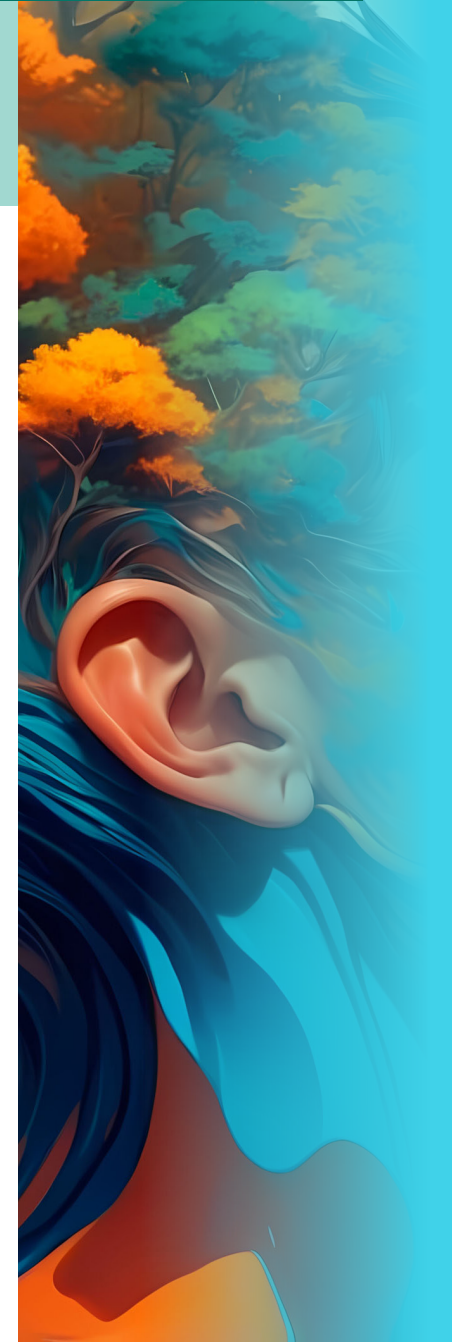
Creative work resilient to change

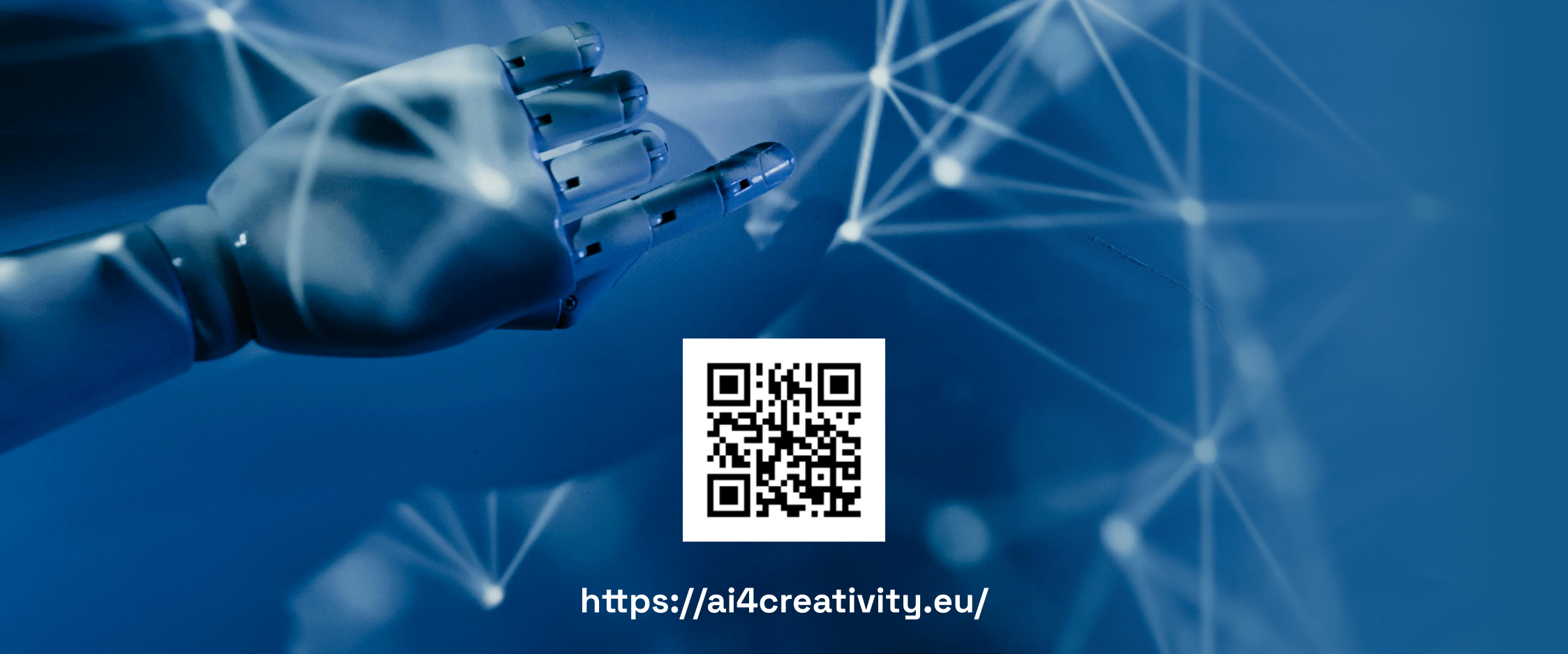
The goal is to make creative professions resilient to dynamic changes in the market - both today and in the future. AI is profoundly transforming many roles in the creative industries - it transforms them, and AI4CREATIVITY is to support with this transformation.

Alignment with EU trends in digital competences

AI4Creativity supports the EU's priorities in digital education. The project responds to the needs of the European Commission, which is updating digital competences to include AI and data usage.

Join the AI-Creative Revolution. If you are a trainer, artist, or designer - step into a future where your creativity directs the AI. Learn, innovate, inspire.





<https://ai4creativity.eu/>



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Cooperation partnerships in vocational education and training (KA220-VET)
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