What artists learned about GenAI first

At Kunsthaus Zürich, artists showed what companies are still learning: generative AI rewards the skill already in the room. Denis gave the keynote and moderated the closing panel.



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Artists met generative AI before most companies did. The ones who thrived didn't treat it as a replacement for craft. They built their craft around it.

That was the thread of *The AI Factor*, the session Denis co-curated with GenAI Zürich for D.A.S.C., the conference format of DA Z – Digital Arts Zurich, at Kunsthaus Zürich on 7 November 2024. He gave the opening keynote, *Transforming Imagination*, and moderated the closing panel. Its central line:

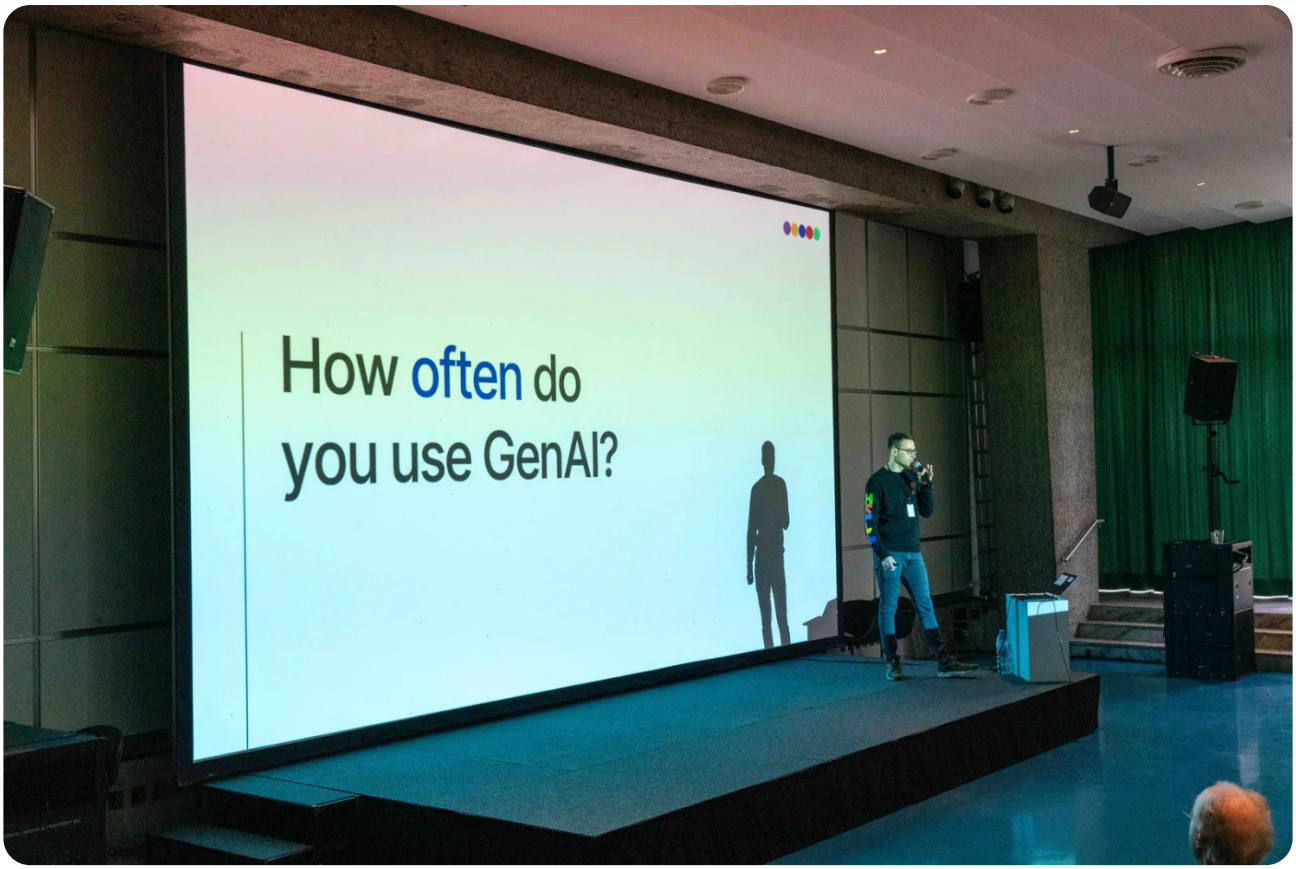
> In untrained hands, GenAI produces competent work. In an artist's hands, it becomes a portal to unprecedented creativity.

Where the fear comes from

The keynote opened with two questions to the room: how often do you use GenAI, and are you scared of it? The gap between the answers was the subject of the talk.

Narrow AI classified and predicted inside a box someone else had drawn. GenAI produces: it writes, draws and composes in public, in styles learned from named people. So the questions that follow it are not technical:

- Will AI take my job?
- How do I stop AI from taking my identity?
- What counts as fair use?



Kunsthaus Zürich, 7 November 2024.

What the day showed

Eight sessions followed, each from people already using the tools in their work. A researcher from ETH Zürich repurposed text-to-image models for depth and 3D. A filmmaker staged a theatre piece around an artificial therapist that gaslights its patient. An art director from ZHdK, two years into teaching GenAI to creatives, mapped the whole range from empowerment to frustration.

The closing panel, **GenAI: Facilitator or Disruptor of Our Future?**, came back to the keynote's line: the same tool does either, depending on who uses it and how.



Closing panel, Kunsthaus Zürich.

Why it matters for your business

The same holds in a company. Given to anyone, a model produces average work. Given to your experts, with their judgement built in, it multiplies what they already do well.

That is how we build. Our ticket-change copilot carries the rules experienced travel agents know, and leaves the final decision with them.

The questions artists raised first – jobs, identity, fair use – reach every organisation too: who does which work, whose data trains what, and who owns the result.

This keynote also runs as an executive briefing or a team workshop. See workshops & training, or Start a conversation.



Denis Samuylov
– Founder & CEO

Founder-led, team-delivered – Denis leads the engagement and stays on it after the pitch.

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