Imagination for a post-creative world

tribe
GLOBAL

Copenhagen 2023 | James Rice

The Art of Fiction

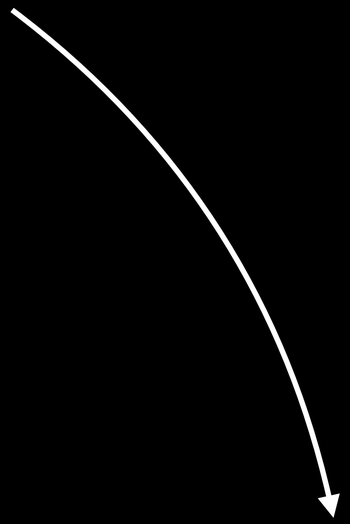
Each of us is a product of a creative culture. Our collective wisdom inherits and remixes creative output. A cycle of creative existence, where human ingenuity and craft reign.

Liminal Moments

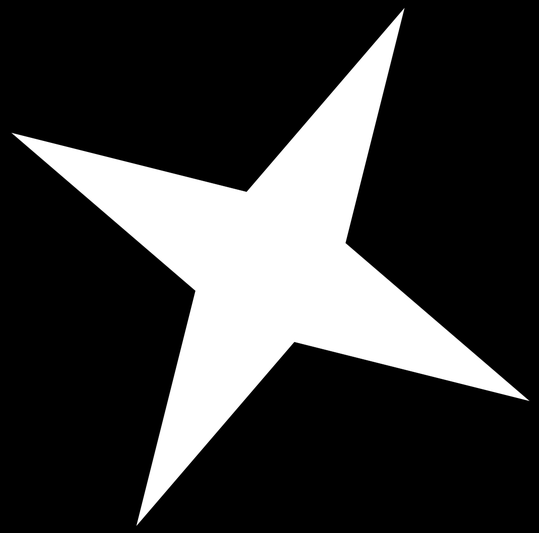
These moments can be both challenging and exciting, as they provide an opportunity for people to redefine themselves and their relationships to the world around them. They involve letting go of old ways of being and embracing the unknown. This will be incredibly transformative, allowing for the growth and evolution of communities.

If we embrace the future, we shape the future

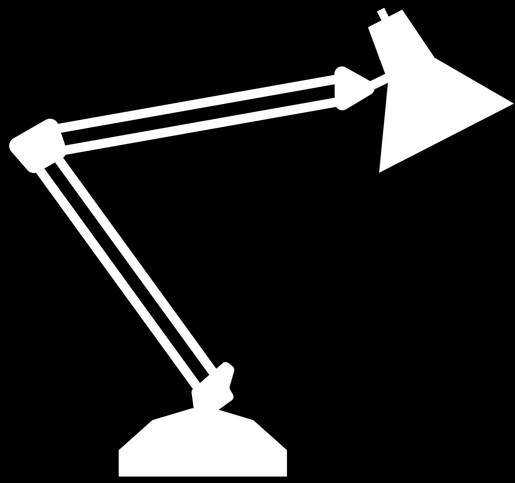
Cost of production goes toward zero



Creative output will be redistributed



Imagination is more valuable than creativity.



Let's get dangerous!
Human ~~creativity~~ in the age of AI
imagination

“I am convinced that the ill-applied developments of photography, like all other purely material developments of progress, have contributed much to the impoverishment of the French artistic genius”

Charles Baudelaire. Art critic. 1859. Complaining about the downfall of painters with the invention of the camera. LOL

The future is faster than you think. Separate technologies will converge, resulting in capabilities we haven’t started to realize.

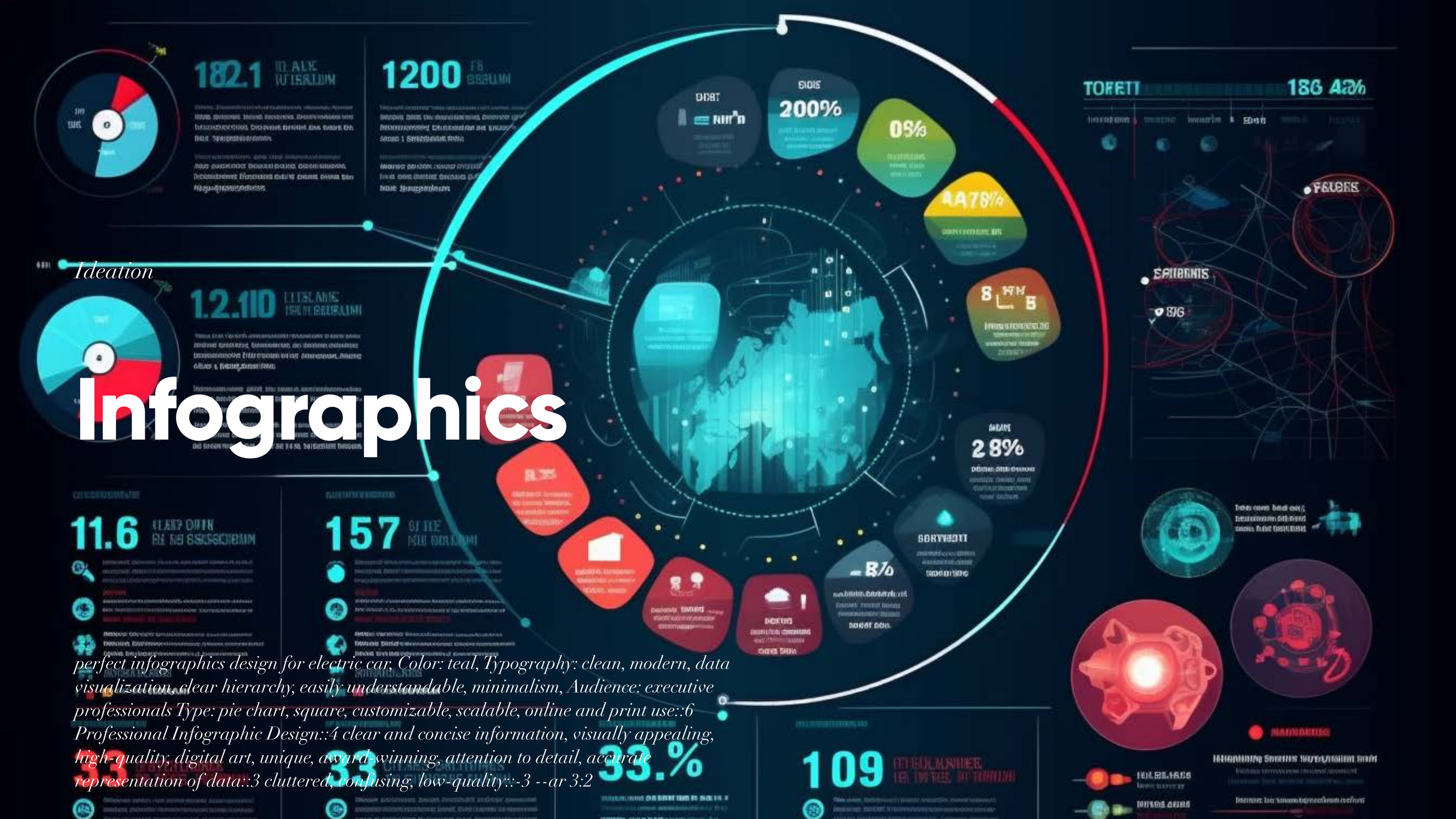
Salt

Icelandic people had to fish everyday. Discovering salt to preserve their fish freed up their week to do something besides fish. And then Bjork was born.

We will soon speak entire worlds into existence.

Ideation

Infographics



perfect infographics design for electric car, Color: teal, Typography: clean, modern, data visualization, clear hierarchy, easily understandable, minimalism, Audience: executive professionals Type: pie chart, square, customizable, scalable, online and print use::6 Professional Infographic Design::4 clear and concise information, visually appealing, high-quality, digital art, unique, award-winning, attention to detail, accurate representation of data::3 cluttered, confusing, low-quality::-3 --ar 3:2

Ideation

Moodboards

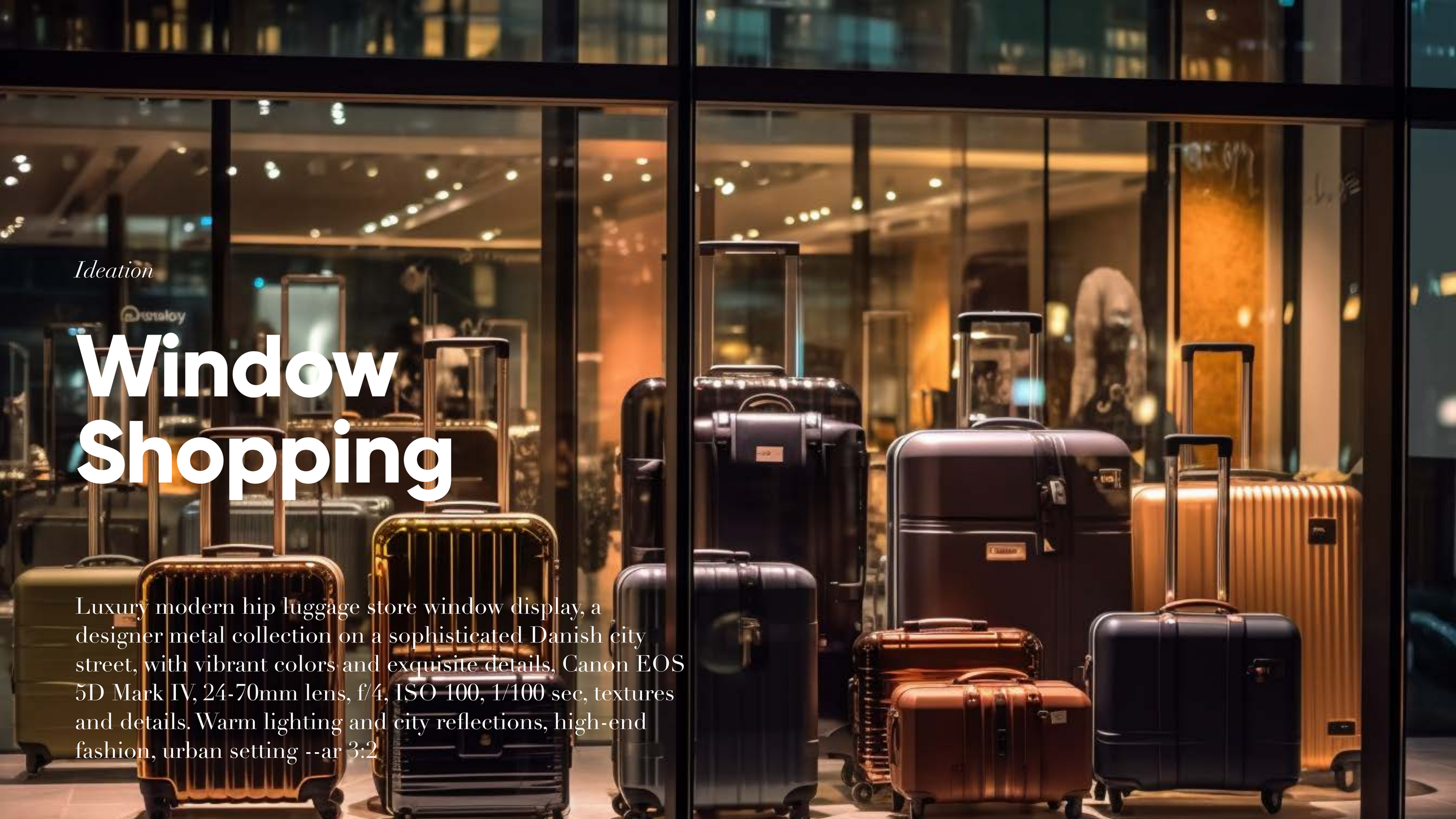
moodboard of a luxury women’s bracelet brand, photography, San Francisco, cinematic light, purple and pink, energetic, symmetrical, uplight, photorealistic, hyperrealistic, 32K

Ideation

Food Photography

Film still in the style of a 2020s award winning cooking show, close up of a plate of food consisting of whole and sliced delicious red apples and flavorful cheeses and aromatic nuts. Natural light, global illumination, uplight f/1.8

Delicious salad, floating in the air, cinematic, food professional photography, studio lighting, studio background, advertising photography, intricate details, hyper-detailed, ultra realistic, 8K UHD --ar 16:9



Ideation

Window Shopping

Luxury modern hip luggage store window display, a designer metal collection on a sophisticated Danish city street, with vibrant colors and exquisite details, Canon EOS 5D Mark IV, 24-70mm lens, f/4, ISO 100, 1/100 sec, textures and details. Warm lighting and city reflections, high-end fashion, urban setting --ar 3:2

Ideation

Envisioning Products

product design, a couch made of pink bubble gum, minimal background, studio lighting, centered, front view

Ideation

Imagining Clothing

street style photo, medium shot of model wearing avant-garde athletic outfit, in Denmark, natural lighting, shot on Hasselblad, global illumination --ar 3:2

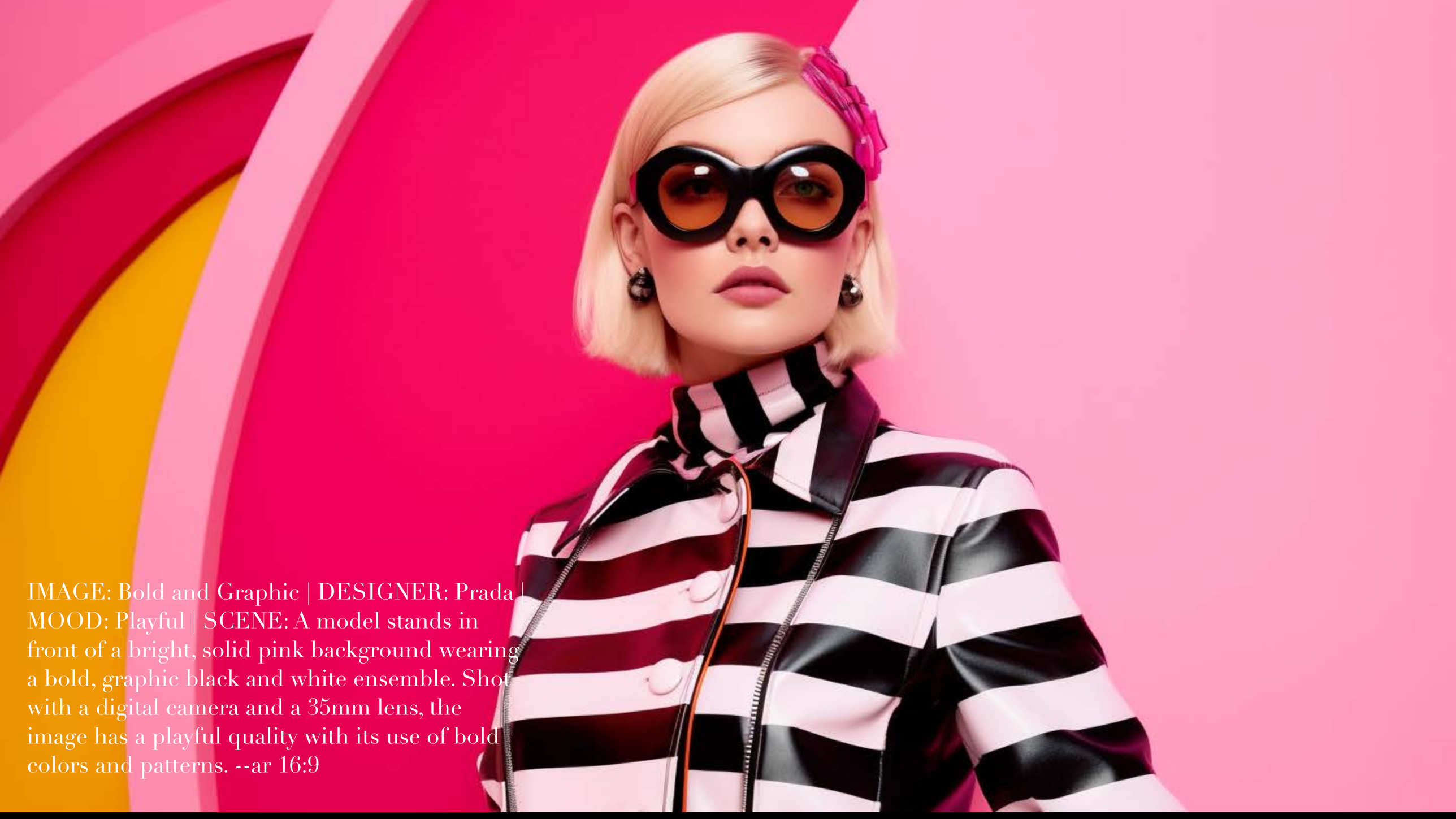


IMAGE: Bold and Graphic | DESIGNER: Prada | MOOD: Playful | SCENE: A model stands in front of a bright, solid pink background wearing a bold, graphic black and white ensemble. Shot with a digital camera and a 35mm lens, the image has a playful quality with its use of bold colors and patterns. --ar 16:9

Ideation

Replace Stock

a mouth - watering shot of a classic Negroni cocktail, garnished with a lime slice, set on bartop of a fancy hotel Bar, ice cubes that glisten in the light Realistic, realism, hd, 35mm photograph, shot on Nikon D850, sharp, 8k

Majestic Elk running toward camera, bullet time photograph, extreme detail, bursting through dust, black studio backdrop, dramatic lighting, captured freeze frame from Phantom camera at 2400fps

Surrealist retro science-fiction art collage, star crossed lovers

a millennial woman holding up
a blank whiteboard on isolated
blue color background, vibrant,
eye-catching, playfulness and
fun --ar 3:2

Production

Envisioning Spaces

World Building

Build-a-Prompt

General Composition + Examples

for Physical Space Design

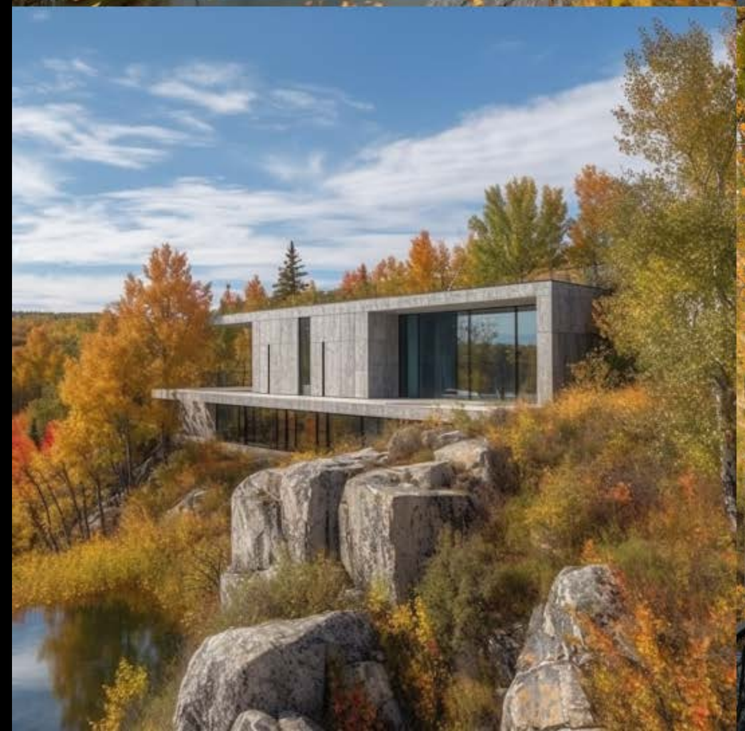
General Style	Architecture design, interior design
Building Description	Office, bathroom, living room, kitchen
Decor Styling	Art deco, bauhaus, Nordic, Loft, Bohemian, Contemporary, Urban Modern, Hollywood Regency, Minimalism, Mid-Century
Environment	Industrial Office, Italian mansion, Snake River
Lighting	Warm lighting, Moroccan lighting,
Mood	dreamy, elegant, spooky, romantic, luxurious
Parameters	Aspect ratio, seed, chaos

Imagineering

award winning professional architectural photography: a contemporary modern mansion built between granite boulders on a hill overlooking the Snake River. The mansion has an stunning courtyard and a meticulously designed landscape garden with multiple layers that blends seamlessly with the high desert local nature. The mansion has curved and horizontal forms with floor to ceiling glass. It develops in multiple plateaus that follows the rocky outcroppings.

Imagineering

built among granite rocks, a modern house of glass and steel overlooks a vibrant tundra. The sleek lines and glass walls harmonize with the natural landscape. A private infinity pool blends with the Aspen trees out yonder. The interior is designed with minimalist elegance, featuring an open-concept living space and panoramic views. The sound of wildlife exploring the autumn landscape echoes in the walls. This house is a tranquil oasis, a perfect escape from the bustling city.



glass architecture, living room looking out to a mountainous landscape, organic forms, muted tones, snow scenes, organic shapes and curved lines, eco-friendly craftsmanship

display case of knolling item teardown, Alien Xenomorph XX121, transparent data visualization infographic, high-resolution, micro-details, octane render, photorealism, photorealistic

/imagine:

Cinematic Images

Build-a-Prompt

General Composition + Example

Prompt Style #1

Movie Style	Indie movie style
Description	Scenic shot through a window of a couple almost kissing on a rainy afternoon
Ambiance/Colors	Red neon lights and blurry letters
Artist Reference	Wim Wenders
Keywords	Cinematic, 8k, sharp focus, realistic, grain, high dynamic range
Camera/Film	Shot on Kodak gold 200 film

Prompt Style #2

Description	A film still of [two lovers drinking espresso on a rainy afternoon]
Camera/Film	70mm film
Type of Shot	Low Angle shot
Color Grading	Vibrant color grading
Cinematic Effect	Light leaks, cinemascope, motion blur
Movie Genre	Horror
Location	Arizona desert

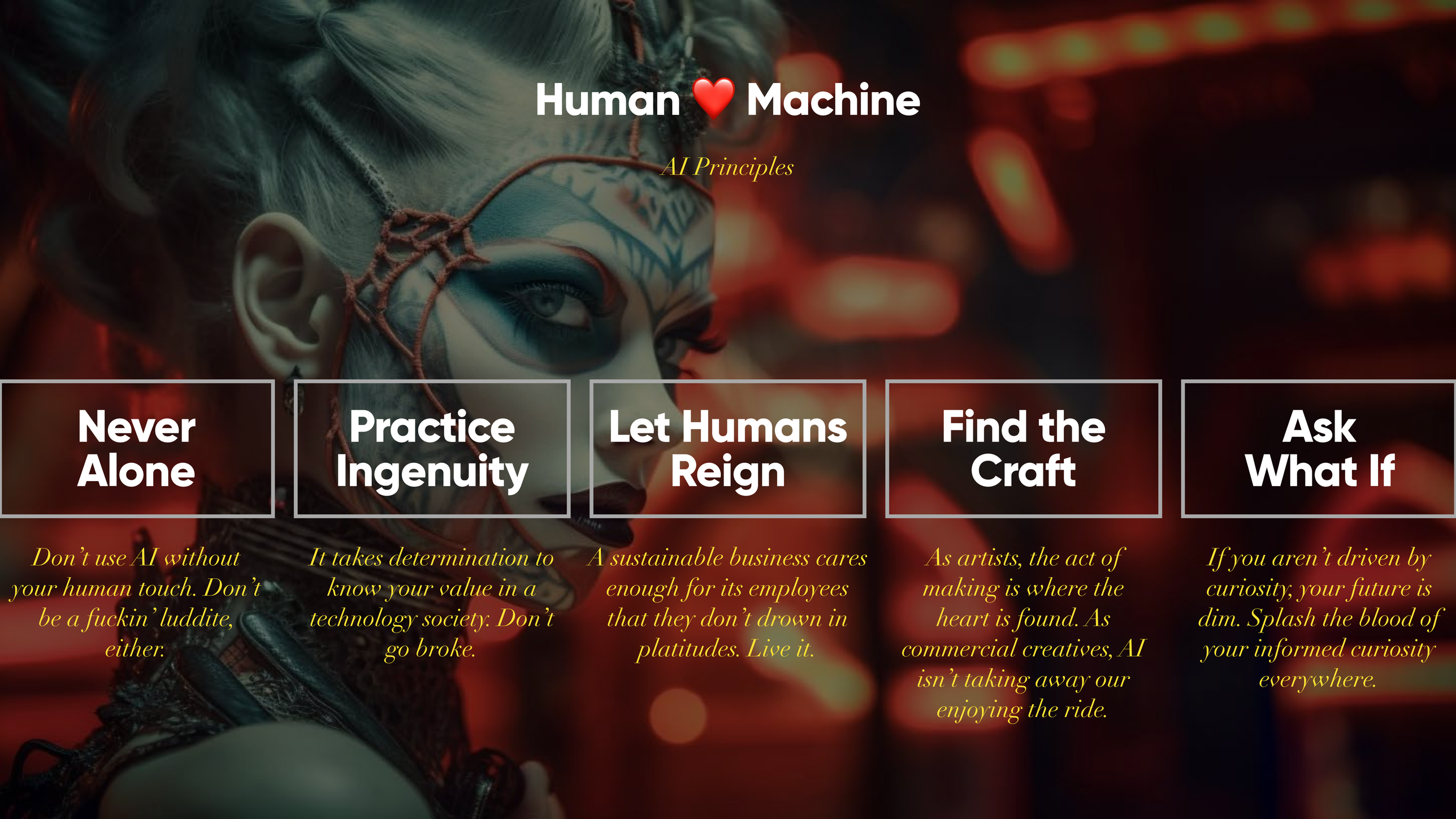
Dutch angle shot of an cyberpunk woman, leaping across a futuristic cityscape, dynamic pose, intense action, ultra realistic, intense lightning, lens, 32k Shot with a Leica M10

Photo still of award winning epic war movie, action scene of a group of Vietcong soldiers in a fierce combat on Vietnam War, film grain, ultra realistic, photorealistic, sunny day, hyper-detailed

An awe-inspiring photograph presents a breathtaking amalgamation of genres, as a daring explorer from the Victorian era finds herself in the heart of an alien jungle. The explorer, clad in her retrofuturist-cyberpunk inspired attire, marvels at the colossal, bioluminescent flora surrounding her. In the background, advanced extraterrestrial structures made of otherworldly materials rise above the canopy, glowing with an ethereal light. The blend of steampunk, sci-fi, and fantasy elements creates a vivid and unforgettable image

cinematic still of a women wearing a futuristic tengu mask, in a zen temple, intricate details, gold and silver rim details, kintsugi, white neon lighting, uplight, f/8

a black and white picture with an elderly man sitting near wolves, in the style of hyperrealistic animal portraits, contest winner, large-scale photography, celebration of rural life, minimalist



Human ❤️ Machine

AI Principles

Never Alone

Don't use AI without your human touch. Don't be a fuckin' luddite, either.

Practice Ingenuity

It takes determination to know your value in a technology society. Don't go broke.

Let Humans Reign

A sustainable business cares enough for its employees that they don't drown in platitudes. Live it.

Find the Craft

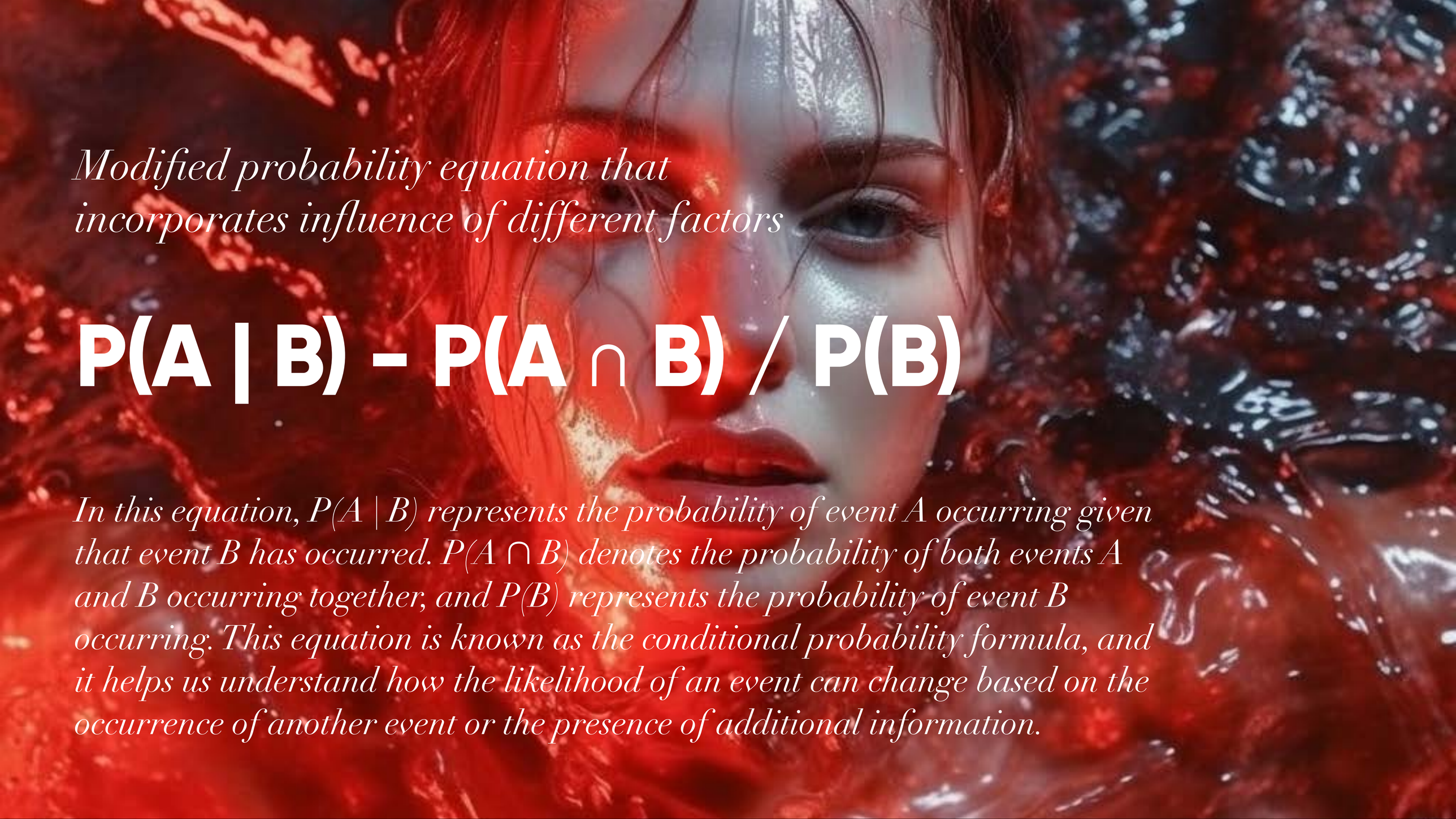
As artists, the act of making is where the heart is found. As commercial creatives, AI isn't taking away our enjoying the ride.

Ask What If

If you aren't driven by curiosity, your future is dim. Splash the blood of your informed curiosity everywhere.

Embracing a probabilistic mindset to 1000X your human fever

Unlock hyper imagination



Modified probability equation that incorporates influence of different factors

$P(A \mid B) - P(A \cap B) / P(B)$

In this equation, $P(A \mid B)$ represents the probability of event A occurring given that event B has occurred. $P(A \cap B)$ denotes the probability of both events A and B occurring together, and $P(B)$ represents the probability of event B occurring. This equation is known as the conditional probability formula, and it helps us understand how the likelihood of an event can change based on the occurrence of another event or the presence of additional information.

Embrace uncertainty

1

At the core of probability lies the recognition and acceptance of uncertainty. By adopting a mindset that embraces uncertainty, we allow ourselves to explore ideas beyond the limitations of known facts and predetermined outcomes. This openness to the unknown fosters curiosity, imagination, and a willingness to venture into uncharted territory.

Trust in Serendipity

2

Serendipity, or the art of finding value in unexpected events, is closely linked to the concept of probability. By trusting that unlikely encounters or coincidences may lead to valuable insights or opportunities, we open our minds to novel connections and ideas. This belief in the power of serendipity cultivates a sense of wonder and optimism that can fuel ingenuity.

Leverage Intuition

3

While probability often relies on data and quantitative analysis, there's an intuitive aspect to understanding and estimating likelihoods. By honing our intuition and trusting our gut feelings, we can better navigate the complex landscape of possibilities and probabilities, making more informed creative choices without being bogged down by quantitative rigor.

Foster Interconnections 4

Probability is fundamentally about the relationships and connections between different events or factors. By appreciating the interconnectedness of the world around us, we can draw inspiration from seemingly unrelated domains and discover unique combinations and ideas that defy conventional thinking.

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Cultivate Adaptability

5

The fluid nature of probability encourages us to remain adaptable and agile in our creative pursuits. By acknowledging that circumstances and probabilities can change over time, we become more resilient and open to pivoting our ideas or approaches when necessary.

Goals

Make it Happen

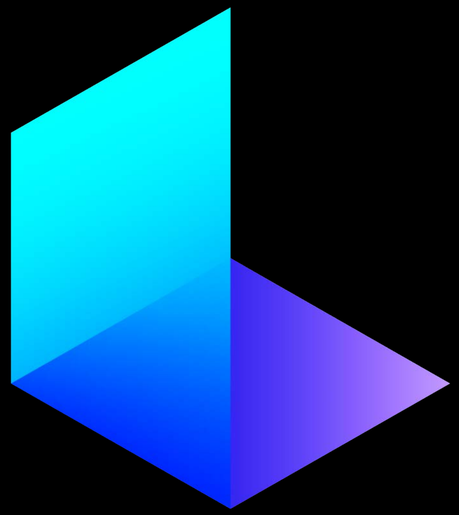
Know how to use it so well, you choose to use it.

The process of using AI tools is a massive learning experience that levels up your human craft.

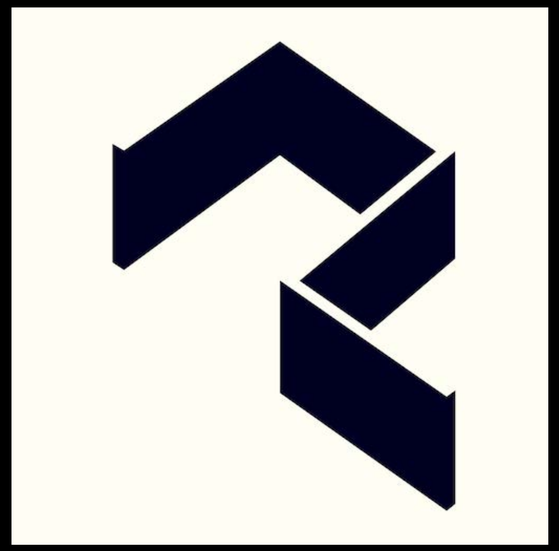
Stay adaptable as you keep pace with accelerated culture.

Play. Learn. Make. Together.

Physical visualizations are changed forever

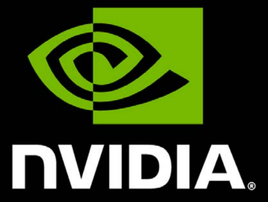


Luma



PolyCam

RealityScan



Thank you

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