

When Art Meets Intelligence: Reimagining Creativity

A London concert in 2019 merged classical music with artificial intelligence in a thought-provoking event that highlighted the potential of Artificial Intelligence in the music industry. The audience was presented with a series of musical pieces composed by a combination of German composer Bach's original works and AI algorithms. The experiment's goal was to see if people could tell which parts of the music had been created by a machine and which had been created by the human composer. As you would have guessed, the audience members struggled to tell the difference between the human and machine-created sections.

That was in 2019, and now four years later, as AI continues to evolve and improve, it is transforming the creation and experience of art. The algorithms generate original works of art, from paintings and sculptures to music and poetry. These creations can be startlingly lifelike and have been exhibited in galleries and museums around the world, along with practical use cases and applications.

For Immediate Release:

National Gallery of Modern Art (NGMA), Mumbai, Ministry of Culture, Government of India, and Avid Learning present **Artificial Intelligence and the Future of Tech-Art: What's Next?** A unique panel discussion bringing together some of the most innovative and forward-thinking minds including *Indian Sci-Fi Creator, Screenwriter, and VP of Development, BANG BANG Mediacorp* **Prateek Arora**, *Co-founder and CEO, Fluid AI* **Abhinav Aggarwal**, *Co-founder & CEO, Beatoven.ai* **Mansoor Rahimat Khan**, and *Founder, Maker's Legal* **Pankhuri Upadhyay**. The conversation will be moderated by *Creative Director, Tao Art Gallery* **Sanjana Shah**.

Please read below for more information:

The diverse group of experts will showcase and share the exciting possibilities of AI in visual arts, literature, and music. During their conversation, they will cover a range of topics, including the role of AI in the creative process, the ethics of AI in art, and revolutionizing the way we engage with art. The attendees will get a fascinating glimpse into the future of art and technology, and a chance to engage in a dialogue about the potential of AI in redefining art as a human-machine collaborative journey.

The future of tech-art is here, and we invite you to explore it with us!

About Speakers

Prateek Arora is a writer experimenting with AI image-making to generate new fictional worlds and alternative realities. He works in the entertainment industry and his work is heavily informed by that context. His initial engagement with image-making was as a street photographer while studying in Delhi. Prateek's work examines the impact of popular culture on memory and identity, technological progress as an index of cultural change, and the potency of genre cinema as a conduit for otherwise repressed or censored ideas. Prateek's work has been featured in publications such as Homegrown, Grazia, Designboom, and We Present.

Abhinav Aggarwal is one of the founders of Fluid AI (www.fluid.ai). Abhinav dropped out of the MBA program at ISB Hyderabad to found his company, Fluid AI. He is a part of the Forbes 30 under 30 Asia list and the Fortune 40 under 40 India list. He is a Chartered Accountant and a self-taught coder. He began his journey when he emerged as one of the winners at the world's biggest 24-hour coding competition, the Tech Crunch Disrupt Hackathon in New York in 2012. His case study about him and Fluid AI is now being taught at Harvard and ISB. He was recently featured on the cover of Forbes Magazine. He has also worked with Warren Buffett to launch

the world's first A.I. magazine cover for the Forbes 100th year anniversary. He is the person behind the world's first international bestseller book written by an AI.

Mansoor Rahimat Khan, Co-founder & CEO of Beatoven.ai is a professional sitar player with 19 years of experience in the recording and live music industry. He is the son of Ustad Chhote Rahimat Khan and comes from a family of musicians called the Dharwad Gharana of Sitar which pioneered the shape of the modern day Kharj Pancham sitar and currently has 15 world renowned active sitar players from a family that has been dedicated to music for the past 7 generations. He is an alumnus of the Georgia Tech Centre for music technology, National Institute of Technology and has led teams across several startups such as Great Learning, ToneTag, Edelweiss in tech and product roles. As an artist, Mansoor has performed more than 200 concerts across the world at prestigious festivals and has millions of streams across Spotify, SoundCloud, Youtube and other streaming platforms. Mansoor also co-founded EDMofy, which had a community of more than 100000 fans and were official partners of Sunburn & Supersonic as a media partner.

Pankhuri Upadhyay has over a decade of experience in corporate law, having worked at leading law firms in India. She is now the founder of Maker's Legal, a full-service law firm with a strong focus on intellectual property, media, and entertainment laws. One of the primary objectives of the firm, since its inception, has been proactive engagement with the creative community and quantitative research to help better the legal infrastructure for creators in India. This includes anticipating and preparing for legal challenges that innovations in media and technology bring about. Given the rapidly evolving nature of these systems, there is an urgent need for active discourse, problem-solving and equally innovative strategies around concepts of intellectual property along with the legal infrastructure that supports the execution of new media. Maker's Legal strives to work at this intersection of 'future' law, research, education, multimedia, and technology and the facilitation of intermediary processes.

Sanjana Shah comes from an Indian Art and Real Estate background. Having studied Design & Communication from ISDI Parsons she has helmed Tao Art Gallery as its Creative Director since 2018. Her role entails curating the gallery programming and digital presence, academic writing for exhibitions and catalogues and being on the lookout for new potential artists and collaborations to carry forward the legacy of Indian Art. She is involved in external projects both in India and internationally as an Art Curator and Consultant. She has been the Indian ambassador at the Arte Laguna Prize Competition in Venice and is currently a Cultural Ambassador for the Asia Society India. As an extension of her role as consultant she works with the real estate company, Group Satellite, overseeing show flat interiors and aesthetics and engaging with clients and interior designers for art sales post completion. As part of her enthusiasm for education she founded the #EducateForArt series in Tao with the vision of conserving our rich heritage of art and allowing audiences to explore the wonders of it through wholesome workshops for kids and adults promoting Art Appreciation, Art History and Art Knowledge.