

## MESSAGE FROM THE TEAM

Dear readers,

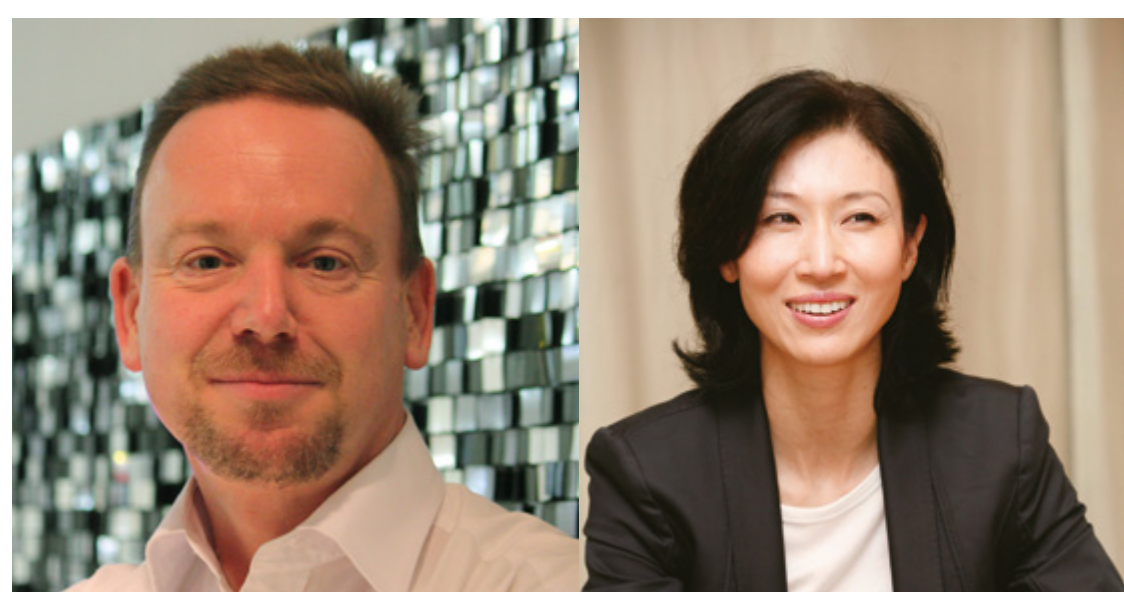
2019 has been a good one for the Culture Academy Singapore, and we are rounding up the year with our fourth international thought leadership conference, focusing on the future of culture and what lies ahead for the sector. For this issue, we are pleased to have our keynote speakers, Dr Geoff Mulgan (UK) and Ms Roh Soh Yeong (South Korea), share their insights on technological disruption and the culture sector. To end the year on a futuristic note, this issue's reads shed light on how AI is shaping culture and heritage.

Thanks for the support through the year and do look out for more exciting programmes in 2020!

From all of us at Culture Academy Singapore

## CULTURE VULTURE

This Month's featured thought leaders are Dr Geoff Mulgan (CEO of National Endowment for Science, Technology and the Arts, United Kingdom) and Ms Roh Soh Yeong (Director of Art Centre Nabi, South Korea).



**How do you think the culture sector will be disrupted by the 4th industrial revolution in the next five years?**

**Dr Mulgan:** Data and digital platforms have already transformed 20<sup>th</sup> century art forms like recorded music (halving its revenue in ten years!) and they are fast transforming film and TV. But I expect the older art forms will resist quite well—theatre, galleries, museums, opera—using new data and AI tools on the edges, to boost revenue, engage audiences, and transform some of the experiences, but at their core remaining quite stable. In that sense, they may be quite like religions.

**Ms Roh:** Automation, automation and automation. AI will make most daily decisions for us, including the cultural ones. The cultural AIs are already here in our daily advertisements, filters and recommendation engines, but we will see more of them in the creation, distribution and consumption of culture in general.

**What kind of opportunities will this bring to the culture sector?**

**Dr Mulgan:** Combining the arts with AI, AR, VR will make many new things possible—deeper and distant experiences will become more compelling; new forms will continue emerging on the frontiers; and there will be far more feedback on what audiences are experiencing. I'm particularly keen to see more R&D in the arts—testing out new technologies in a systematic way so that we don't have to rely too much on anecdote.

**Ms Roh:** That is the question, isn't it? The latest advancement in machine learning can (and will) replace content creators in virtually all areas of culture, from photography to cinema, from designing shoes to cities.

Unless you decide to go completely analogue, which may become 'high' art in the future, you better acquire some technical literacy fit for the AI age. Lots of opportunities for tech-savvy artists and designers.

**There is concern that the digital and AI detract from the "authentic experience" and enjoyment of culture, whether a visit to a gallery, a live performance or reading a book. What are your thoughts on this?**

**Dr Mulgan:** There are so many risks, as always with profoundly powerful technologies— homogenisation and conformity; the fact that so much technologies focus on individual experience rather than connection or shared experience; and ever further detachment from nature, air and sky. But I also expect the paradoxical effect of technology will be to make people value these non-mediated experiences even more.

**Ms Roh:** There seems to be a huge generational gap in regarding what is 'authentic'. For most millennials and teenagers visiting a gallery, or going to a concert, not taking selfies means it is not a consummate cultural experience. People of my generation do not understand the aesthetic experiences of, say, an Ice Cream Museum. Welcome to the 21st century, where man-machine (media) hybridity is the norm.

**Wish to hear more from the thought leaders? Scan the QR code to join us at the conference!**



## EDITOR'S PICKS

**How are museums using artificial intelligence, and is AI the future of museums?**

From visitor services and story-telling to enhancing visitor experiences and improving museum operations, AI has been making a splash in museums worldwide. Find out more [here](#) in MuseumNext's feature.



**Artificial Intelligence For Good: Preserving Our Cultural Heritage**

Digitising collections and heritage data has gone from cutting-edge to becoming the expected norm in the heritage sector. Read [this](#) from Forbes to find out how else AI is improving the way we preserve our cultural heritage, such as aiding restoration processes and creating "time machines".



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