

brA/n

Unfolding Human Narrative in Creativity



Introduction

AI is projected to become a \$137 billion market by 2030, yet this growth sparks concerns within the creative industry, where many fear displacement. As Hayao Miyazaki puts it, AI-generated art can be seen as 'an insult to life' for its lack of human experience. This ongoing debate about AI's role in creative jobs raises significant questions about the value of human creativity, 'what happens to the creative individuals who poured their lives into making it?' As a response, this exhibition proposal seeks to explore the way in which AI is now integrated into the arts and how artists can navigate this landscape so it enhances not replaces, human creativity.

This paradox forms the essence of brA/n—an exhibition designed to empower creatives to not only respond but take advantage of and be resilient in this fast paced technological innovation.



"Artificial intelligence
is not a substitute for
human intelligence; it is
a tool to amplify human
creativity and ingenuity."

– Fei-Fei Li

Table of Contents

Exhibition Brief	06
Exhibition Overview	07
Floor Plan	10
Conversation with AI	12
Pillar 1	16
Pillar 2	20
Pillar 3	24
Exhibition Identity	28
Exhibition Posters	30
Intended Outcome	36
Organising Team	37

Exhibition Brief

Concept:

Our exhibit, brAln, is a fusion of “brain” and “AI”, symbolizing the harmony between human creativity and artificial intelligence. “AI” highlights its presence, but remains within the “brain”.

Aim:

Making creative individuals aware about the power of their authentic creativity—their unique thoughts, emotions, and human essence—while leveraging AI as a tool, rather than letting it overshadow their originality.

Our focus is on elevating human creativity, keeping it at the forefront, while using AI as a means to enhance, not replace, the creative process since AI is here to stay!

Why an exhibition?

A vibrant space where creative minds come together.

Fosters interaction, collaboration, and inspiration.

Ignites meaningful conversations about blending human creativity with AI.

Exhibition Overview

City:

London

Venue:

Design Museum

Date :

4th June 2025 - 4th August 2025

Space:

Helene & Johannes Huth Gallery

Ambience: A futuristic yet warm environment with interactive installations, immersive soundscapes, and thought-provoking exhibits.

Budget:

£10,000

Why this location: The Design Museum is renowned for exploring the intersection of design, technology, and culture—making it an ideal venue for brAln. This exhibition aligns with the museum's mission to inspire creative thinking and innovation while addressing contemporary challenges in design and technology.

Target Audience: This exhibition is tailored for individuals in creative industries—writers, musicians, designers, marketers—as well as students and professionals curious about the evolving relationship between AI and creativity.

We're showcasing 3 pillars - Writing, Advertisement and Music as they are integral parts of our daily lives, reflecting human creativity in its most relatable forms. As AI becomes more involved in these fields, it's changing how creatives work, produce and engage with it.

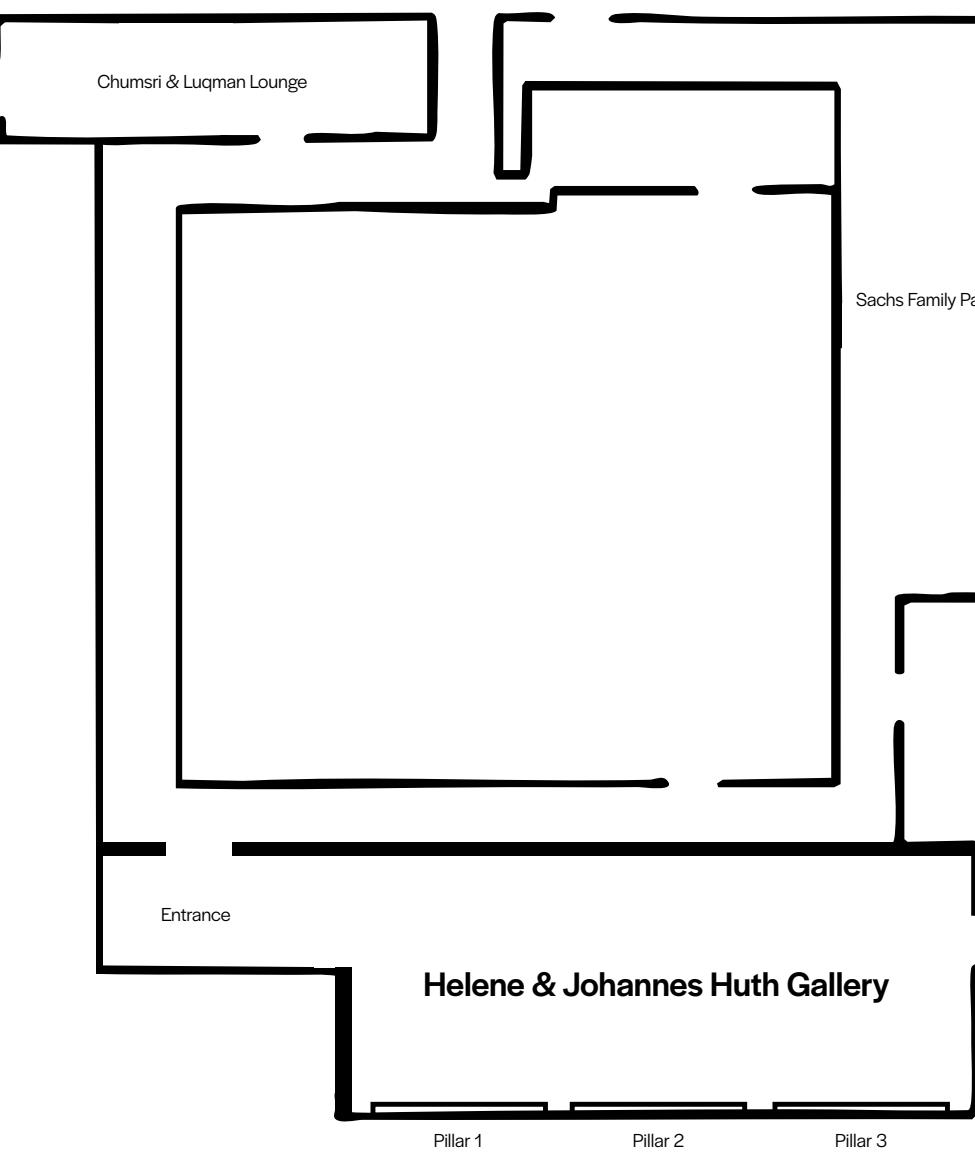
Location



Floor Plan



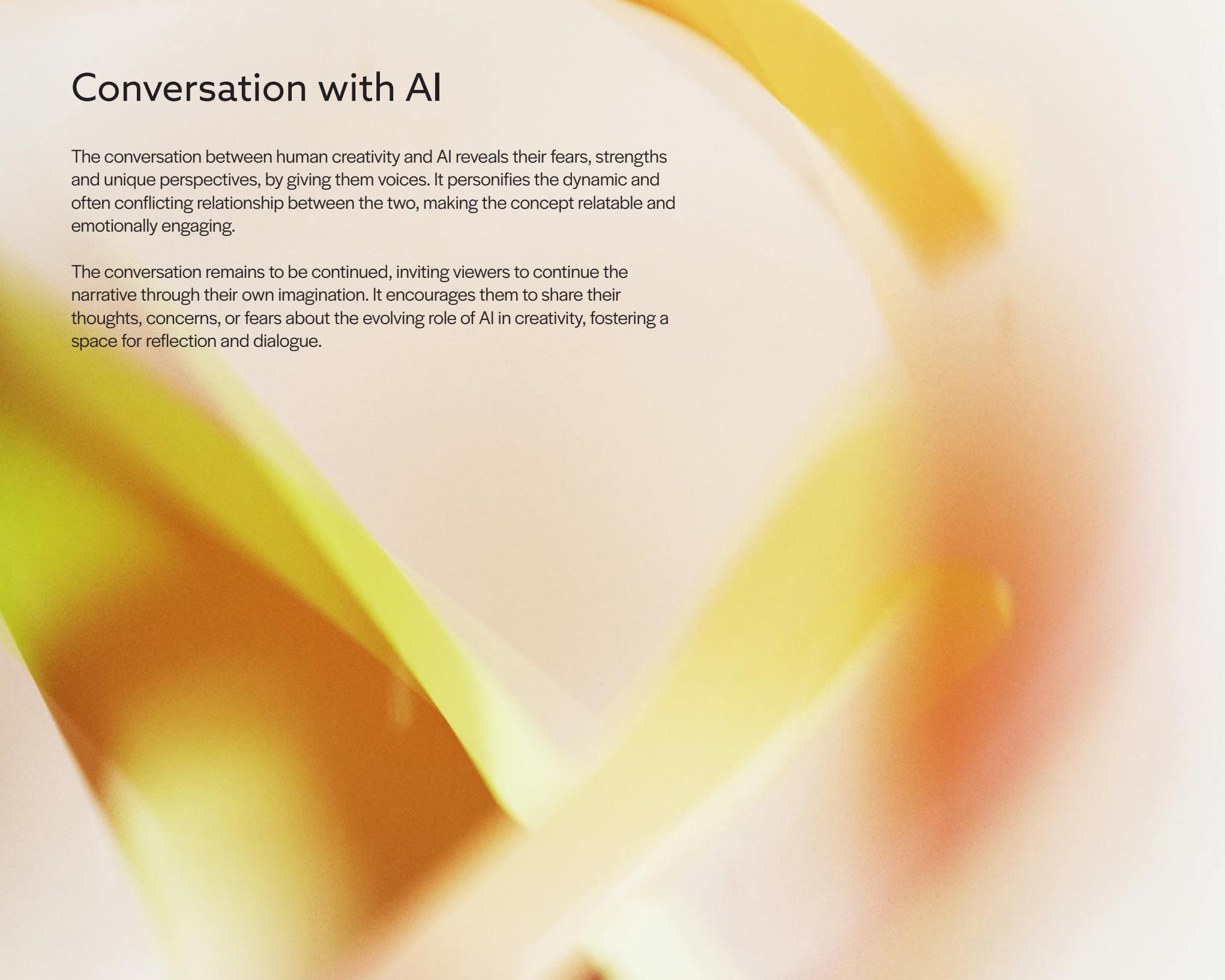
The Design Museum
Helene & Johannes Huth Gallery



Conversation with AI

The conversation between human creativity and AI reveals their fears, strengths and unique perspectives, by giving them voices. It personifies the dynamic and often conflicting relationship between the two, making the concept relatable and emotionally engaging.

The conversation remains to be continued, inviting viewers to continue the narrative through their own imagination. It encourages them to share their thoughts, concerns, or fears about the evolving role of AI in creativity, fostering a space for reflection and dialogue.



In a world where many fear the rise of AI, this conversation serves as reassurance and comfort. Rather than viewing AI as a threat, we see it as a powerful tool, one that is most effective when guided by human creativity. At its core, it is a partnership: human imagination provides the spark, and AI helps bring those ideas to life.

AI possesses immense potential, but without the direction and inspiration of the human mind, it remains without purpose. The true magic unfolds when technology amplifies the unique visions and emotions that only people can conceive. Together, we create possibilities far greater than either could achieve alone.

Human Creativity:
I create

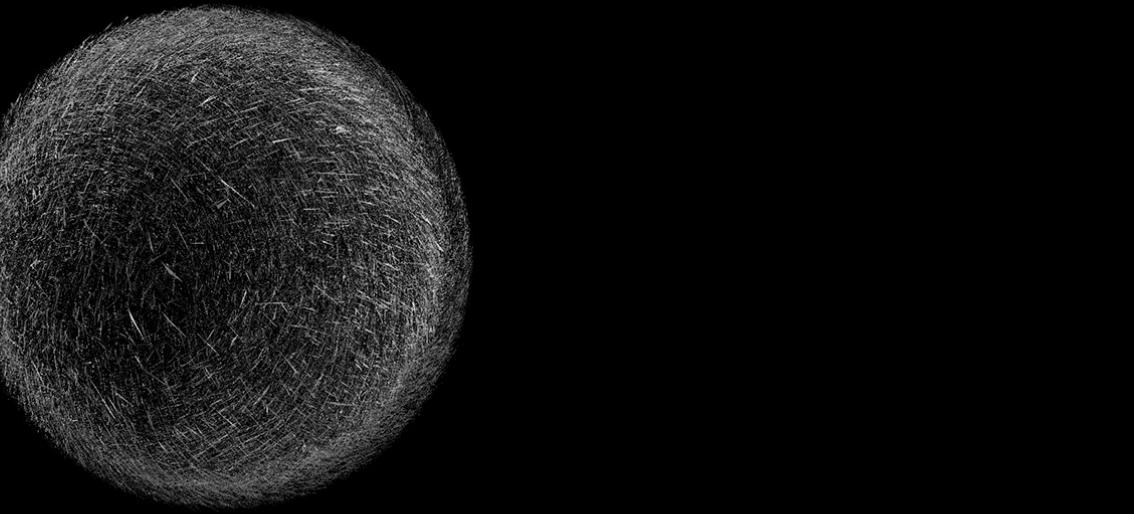
Human Creativity:
I'm the spark?

AI:
Always, without You I'm just code.

AI:
No we're partners. You Imagine I amplify

AI:
And I bring to life

AI:
And I enhance



Human Creativity:
I create

Human Creativity:
I dream

Human Creativity:
We're not rivals?

Human Creativity:
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Pillar 1 – Writing

This exhibit takes inspiration from the March 2021 issue of Vogue magazine, which celebrates creativity and features headlines exploring art, fashion, and innovation shaping tomorrow. The pillar showcases two covers side by side—one created by a writer and the other AI-generated. This juxtaposition invites visitors to engage with the subtle yet profound differences between human-authored and AI-generated work.

A projection in the center highlights the time and effort involved in crafting a perfect article. It emphasizes the iterative process of rethinking and rewriting that authors and copywriters undergo to create pieces that resonate deeply with audiences.

Does AI's efficiency enhance creativity, or does human effort—with its flaws, revisions, and emotional depth—define true originality?



This Vogue cover, celebrating creativity in a changing world, perfectly echoes the central question posed by brAln: where does human expression end and artificial intelligence begin? As AI becomes increasingly capable of generating written content, from articles to cover stories, we are challenged to consider what makes human storytelling irreplaceable. The nuance, emotion, and lived experience conveyed through human writing is still something machines can only emulate, not embody.

This issue acts as a reminder that while AI can assist, it cannot feel—making human-authored narratives ever more vital in preserving the soul of creativity in a rapidly shifting landscape.



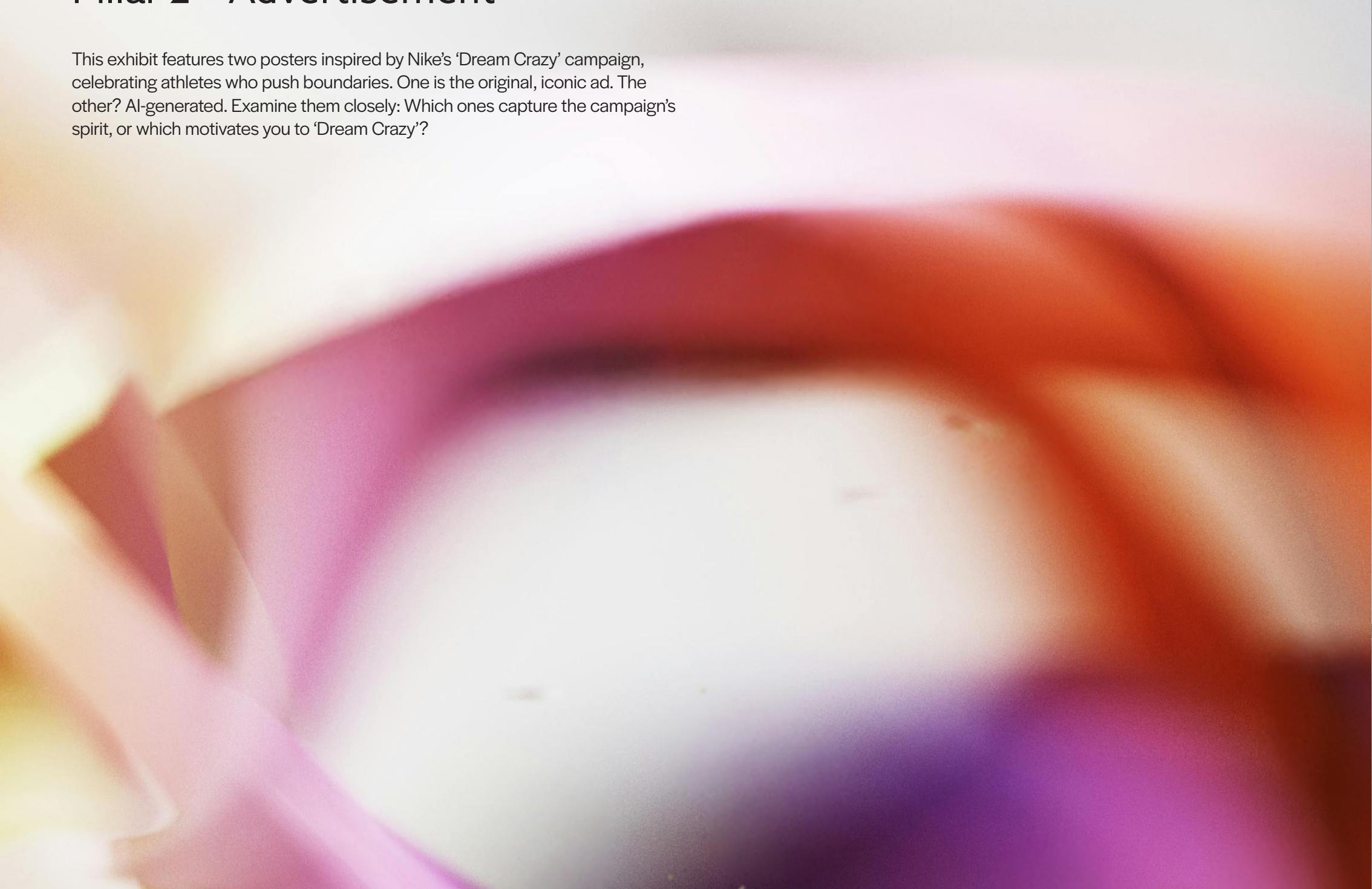
An AI-generated version of this Vogue article might mimic tone and structure flawlessly, but beneath the polish lies a fundamental absence—lived experience. It can replicate stylistic flair, draw from data, and predict sentiment, yet it lacks the emotional depth that defines human writing. In the context of brAln, this version illustrates both the promise and the pitfall of AI in creative industries: impressive, but hollow. It highlights why the human voice matters—not just for authenticity, but for anchoring art in lived reality.

As AI tools evolve, brAln invites creatives to use them not as replacements, but as extensions of themselves.



Pillar 2 – Advertisement

This exhibit features two posters inspired by Nike's 'Dream Crazy' campaign, celebrating athletes who push boundaries. One is the original, iconic ad. The other? AI-generated. Examine them closely: Which ones capture the campaign's spirit, or which motivates you to 'Dream Crazy'?



Nike's 2018 "Just Do It" campaign featuring Colin Kaepernick exemplifies the power of bold, human-centered storytelling in branding. By spotlighting Kaepernick's controversial protest against racial injustice, Nike risked alienating consumers—but instead ignited global conversations and saw a rise in sales and brand engagement. The campaign highlights how authenticity, lived experience, and emotional depth drive cultural impact—qualities AI still struggles to replicate.

As brAln explores the intersection of AI and creativity, Nike's case reminds us that meaningful creative expression is rooted in human conviction, underscoring the irreplaceable value of human stories in the arts.



Believe in something, even if it means sacrificing everything.

This AI-generated reinterpretation of Nike's iconic "Just Do It" campaign captures the aesthetic essence of the original while revealing the tensions at the heart of brAln. With lifelike detail and emotional intensity, the image demonstrates AI's growing ability to mimic human expression.

Yet, behind the simulated eyes lies an absence of lived experience—the pain, protest, and personal history that gave the original its cultural weight. This artwork invites viewers to question where authenticity resides in the age of AI, reminding us that while machines can replicate form, only humans can imbue it with meaning rooted in personal truth.



Take the risk or lose the chance.

Pillar 3 – Music

This pillar is about Music as it connects us through shared emotions, rhythms, and a sense of belonging.

As you put on the headphones, the exhibit comes alive with Mishaal Tamer's 'Itty Bitty,' a song blending country storytelling with modern pop. It is an exploration of betrayal and irony, born from real text messages in a relationship where one partner was being cheated on.

This exhibit presents two versions of the same song: the original and an AI-generated reinterpretation in a new genre. Visitors are invited to listen, compare, and reflect—which one feels more authentic? Which resonates deeper?

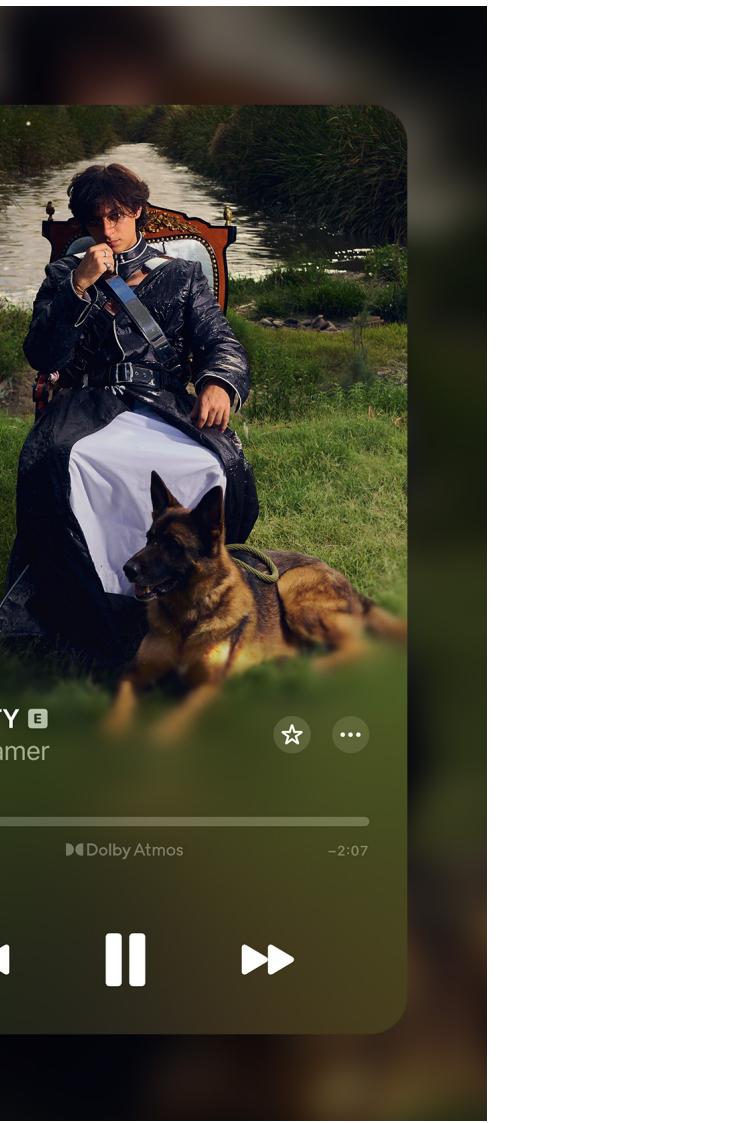
Original Song – <https://www.youtube.com/watch?v=Rw8Q9WZfVulv>

AI Generated Song – <https://suno.com/song/5241d226-1b5b-406d-95e9-d363c0710e9b?sh=csl5mRo2kp26MZMI>



Mishaal Tamer's "Itty Bitty" blends raw emotion with slick production, creating a track that feels both intimate and globally resonant. His distinct vocal tone and genre-defying style reflect a deeply personal approach to creativity—one that AI struggles to authentically emulate. Within the context of brAln, this song becomes more than music; it's a testament to the irreplaceable depth of human experience.

The vulnerability, cultural nuance, and sonic experimentation in "Itty Bitty" remind us that creativity isn't just about output—it's about identity, memory, and emotion. As AI-generated music rises, this track underscores what remains uniquely, unreplicably human.



This AI-generated rendition of "Itty Bitty" mimics the original's rhythmic structure and tonal vibe, but lacks the raw emotional undercurrent that defines Mishaal Tamer's voice. While technically impressive, the song feels like a surface-level interpretation—highlighting AI's ability to replicate but not feel. In the context of brAln, this track exemplifies the paradox at the heart of AI in the arts: it can produce art that sounds right, but often misses the soul behind it.

This version invites critical reflection on where creativity ends and computation begins, and how artists might use AI as a tool—not a replacement.



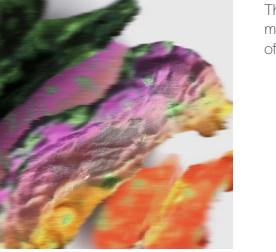
Exhibition Identity

Graphic Pallette

The graphic palette is designed to reflect the energy and creativity of the exhibition. Bold, abstract visuals and vibrant colors are used to evoke emotion and curiosity, encouraging visitors to explore and engage. Each image in the palette is selected to align with the themes of innovation, transformation, and artistic expression.



The dynamic color blending and soft focus reflect the fluidity and movement present in many of the exhibition's key installations.



This textured composition draws inspiration from organic materials, celebrating tactile expression and the fusion of art with nature.

Typography

Typography plays a crucial role in defining the tone and voice of the exhibition. The combination of a strong, clean header font with a more neutral and readable body font ensures clarity while maintaining a modern and professional aesthetic.

Header Font

Aa

Azo Sans

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Body Font

Aa

Halyard Display

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q
r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Colours



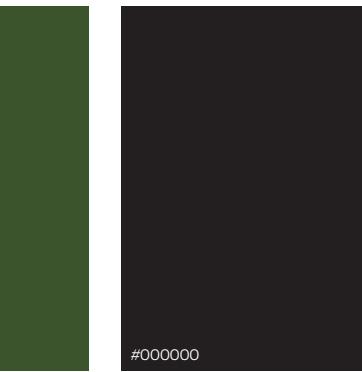
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This palette blends warmth and contrast—muted gold, lavender, forest green, and black—to mirror AI's core theme: the intersection of human creativity and artificial intelligence. It evokes both emotion and digital edge, reflecting the balance between organic expression and machine precision in today's creative landscape.

Exhibition Posters







Intended Outcome

Encourage Introspection:

Inspire visitors to reflect on how they interact with AI in their daily lives and question whether their own creativity might be at risk.

Foster Awareness:

Motivate individuals to actively nurture their human creativity, recognizing its inherent power and uniqueness.

Promote Mindfulness:

Emphasize the importance of patience and self-trust, allowing creative thoughts to flourish without the rush of technological efficiency.

Build Resilience:

Empower creatives to remain confident and adaptable, even when rapid technological advancements challenge their sense of creative identity.

Organising Team



Rishabh Yadav



Omar Aly



Johara AlSaab



Prakriti Jain



Namrata Bagrecha

“Technology is best
when it brings people
together—not when it
replaces what makes us
human.”

– Matt Mullenweg