Within the M&E industry, AI is rewriting all the rules about how to create content in areas such as:

- **Generative Design**
- **Machine Learning From IoT Data**
- **Accelerated Rendering**

Scott Eaton, artist, creative technologist and Lenovo user, is pushing the boundaries of how art is created today, and showing what we can expect in the future as AI technologies become more prevalent in media & entertainment tools and workflows.

**GENERATIVE DESIGN**

Combining his interests in photography, anatomy and machine learning, Scott has created a generative design solution that is able to understand and represent human form from simple human inputs. By training his AI model on hundreds of thousands of photographs from his database of athletes and figures, his solution transforms an artist’s simple gesture drawing or sketch into a high-resolution photographic representation.

"AI has the potential to help us expand our visual language. Generative AI models are capable of doing sophisticated transformation and interpretations of human inputs, and often give back unexpectedly ‘creative’ results. These sorts of models will enable a type of creative collaboration between artist and machine that will expand the design space we can explore and thereby broaden our horizon of creative possibilities."

Scott Eaton
Artist and Creative Technologist
AI will rewrite how content is made and open up new fields of possibility for content creators. Traditional methods and pipelines will still exist, but they will be augmented with the new potential and workflows that AI will bring. Much like photography freed painting from a purely representational way of making pictures, AI has the potential to unshackle artists and studios from the ‘labour of realism’, freeing them to iterate more quickly, explore more visual possibilities, and, in the end, work more efficiently and creatively.

Scott Eaton — Artist and Creative Technologist

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