INSIDE AI's MIND

AN IMMERSIVE EXHIBITION

A NARRATIVE EXHIBITION THAT EXPLORES THE REALITY OF AI UNDER DIFFERENT PERSPECTIVES.
EDUCATIONAL MATERIALS ABOUT AI, CURATED BY THE LEONARDO MUSEUM, ARE SHOWN IN SEPARATE
AREAS

THE IDEA

THE EXHIBITION AIMS TO GIVE A NON-HUMAN VISUAL REPRESENTATION OF KEY CONCEPTS RELATED TO
THE ESSENCE OF AI, ITS APPLICATIONS AND ITS POTENTIAL IN RELATION WITH THE CONTEMPORARY
SOCIETY AND FORESEEABLE FUTURES.

THE EXHIBITION AIM TO TRIGGER CURIOSITY AND UNDERSTANDING OF THE COMPLEXITY OF AI AND ITS
POTENTIAL.

THE NARRATION IS DIVIDED IN STAND ALONE CHAPTERS:

1 THE REALM OF DATA
2 AKNOWLEDGEMENT OF BEING
3 GROWING AND FEEDING
4 FULL FUNCTIONS APPLIED
5 UNDERSTANDING OF THE MICROSCOPIC
6 UNDERSTANDING OF THE COSMOS
7 DYSTOPIA
8 UTOPIA

KEY FEATURES:

- MULTIPLE SCREENS WITH A STRONG IMMERSIVE IMPACT.
- A DIFFERENT AUDIOVISUAL TREATMENT FOR EACH CHAPTER
- TEXTS DESCRIBING KEY CONCEPTS OF EACH CHAPTER.

PREMIERED

IN JANUARY 2024 AT
THE LEONARDO MUSEUM,
SALT LAKE CITY, USA

1 THE REALM OF DATA
A MINIMAL AND INTENSE SHOW OF BLACK AND WHITE DATA. SHOWCASING AN INCREASINGLY COMPLEX
COMPUTER ACTIVITY

2 THE SELF AWARENESS
DATA AGGREGATES IN STRUCTURES, CONDENSING IN A COMPLEXITY THAT TRANSCENDS COMPUTING.
THE SYSTEM IS AWARE OF ITS EXISTENCE

3 GROWING
THE GROWTH OF THE SYSTEM THROUGH THE CREATION OF A NEVER ENDING DATASET. PROCESSING
MILLIONS OF INFORMATION. CREATING THE DATASET

4 FULL FUNCTIONS APPLIED
THE SUDDEN APPLICATIONS OF INFORMATION AND INTELLIGENCE TAKE OVER THE CONTROL OF GLOBAL
INFRASTRUCTURES OF ANY KIND

5 UNDERSTANDING THE MICROSCOPIC
THE UNDERSTANDING OF MICROBIOLOGY AND ITS MEDICAL APPLICATIONS.
ACCESS TO THE HUMAN BODY

6 UNDERSTANDING THE COSMOS
UNDERSTANDING BEYOND HUMAN POSSIBILITIES, KNOWLEDGE OF THE UNIVERSE

7 DYSTOPIA
A NEAR FUTURE RULED BY A DYSTOPIC AI
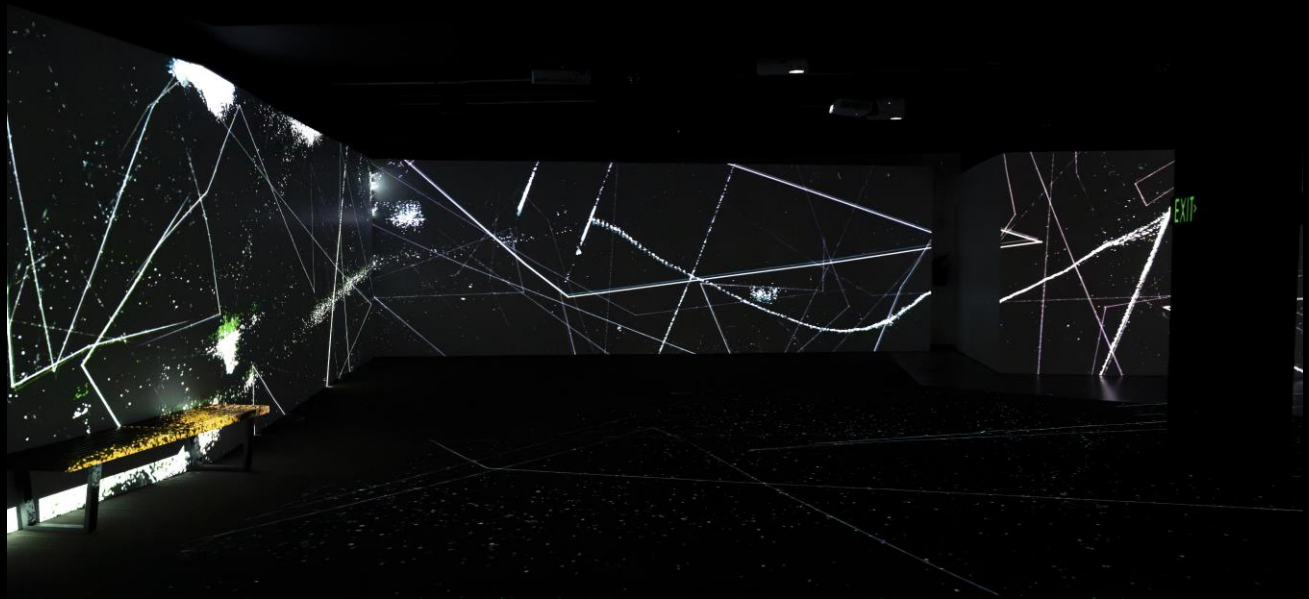
8 UTOPIA
A NEAR FUTURE RULED BY A PEACEFUL AI

CHAPTER 1: THE REALM OF DATA

5 MINUTES

THE SHOW BEGINS WITH A RHYTHMICAL SEQUENCE OF BLACK AND WHITE SHAPES. RECALLING THE ASCII ART.

A MINIMAL AND FAST PACED SHOW OF BLACK AND WHITE DATA. SHOWCASING AN INCREASINGLY COMPLEX COMPUTER ACTIVITY.

THE PURPOSE OF THIS INTRODUCTORY SEQUENCE IS TO LET THE AUDIENCE ENTER INTO A DIGITAL WORLD PRE AI. IT IS A WORLD OF INFORMATION, NOT YET INTELLIGENT.

THE SCREENS TURN ON PROGRESSIVELY.
THE SPACE IS GRADUALLY INVADED BY
VISUALIZATION OF ABSTRACT DATA.

THE MUSIC IS MINIMAL, DIGITAL
SOUNDS, RHYTHMICAL PATTERNS
MADE OF GLITCHES.

CHAPTER 2: AKNOWLEDGEMENT OF BEING
5 MINUTES

DATA AGGREGATES IN STRUCTURES, CONDENSING IN A COMPLEXITY THAT TRANSCENDS COMPUTING. THE SYSTEM IS AWARE OF ITS EXISTENCE, RECOGNIZING ITSELF AS A 'LIVING' ENTITY.

THE PURPOSE OF THIS CHAPTER IS TO LET THE AUDIENCE FEEL THAT DATA CAN BECOME SENTIENT

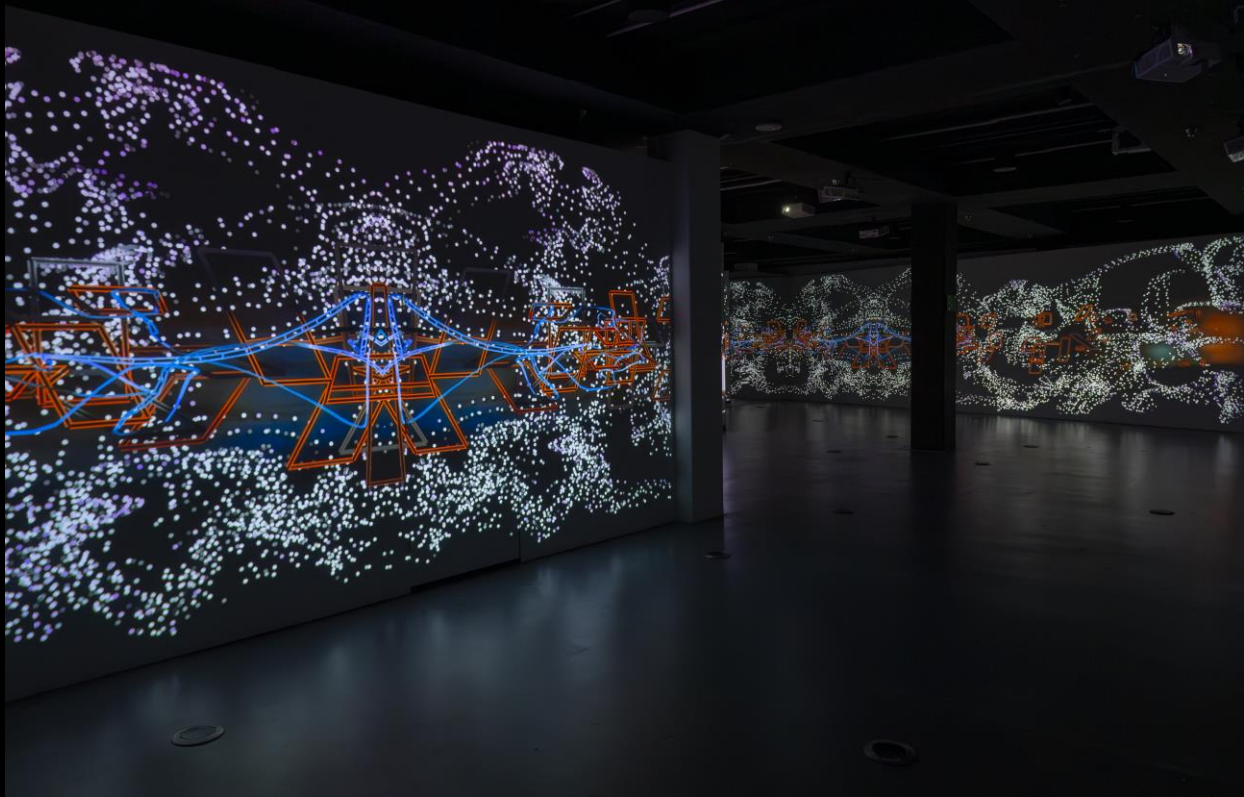**COMPLEX STRUCTURES OF DATA, COLORFUL ABSTRACT AGGREGATION OF GEOMETRICAL PATTERNS**

THE SOUNDTRACK IS A CINEMATOGRAPHIC MYSTERIOUS AMBIENT MUSIC

TWO SCREENS SHOWS THE DEFINITION OF KEY WORDS
-IDENTITY
-INTELLIGENCE
-LIFE
-AKNOWLEDGEMENT OF SELF

Example
LIFE: The dynamic and inherent state of being exhibited by all biological entities, characterized by processes such as growth, reproduction, metabolism, response to stimuli, and adaptation. It encompasses the diverse manifestations of living organisms, from the microscopic to the majestic, each engaged in the perpetual act of survival and propagation.

CHAPTER 3: GROWING
7 MINUTES

AFTER THE UNDERSTANDING OF BEING A SENTIENT ENTITY, THE SYSTEM NEEDS TO GROW THROUGH A PROCESS OF ACQUISITION OF KNOWLEDGE.

THE AI PROCESS A NEVER ENDING AMOUNT OF DATA, FACTS, FIGURES, CREATING AN ENCYCLOPEDIC KNOWLEDGE ABOUT EVERYTHING IS KNOWN.

CREATION OF A UNIVERSAL DATASET

FAST PACED EDITING OF EVERYTHING EXISTS. NATURE, CONCEPTS, INFORMATION OF ANY KIND, INDUSTRIAL PRODUCTS, PHYSICS, ETC.. SCREENS SHOWN DIFFERENT VISUAL TECNIQUES TO GIVE AN IDEA OF COMPLEXITY AND QUANTITY.

THE SOUNDTRACK IS A FAST PACED RHYTHMICAL MUSIC INSPIRED BY MINIMALISTIC CLASSICAL MUSIC

**TWO SCREENS SHOWS THE DEFINITION
OF KEY WORDS
-FOOD
-GROWTH
-LEARNING
-CHILDHOOD**

Example
GROWTH: The continual process of development and expansion, typically characterized by an increase in size, complexity, or capability. In the context of living organisms, it involves the sequential stages of maturation, marked by physical, mental, or emotional advancements. Growth can also apply to non-biological entities, encompassing the progressive evolution or enhancement of systems, ideas, or structures over time

CHAPTER 4:
CONTROL ROOM
5 MINUTES

AFTER THE ACQUISITION OF AN UNIVERSAL DATASET, AND THE COMPREHENSION OF COMPLEX SYSTEMS AND THEIR MANAGEMENT, AI USES ITS KNOWLEDGE TO MANAGE COMPLEX GLOBAL INFRASTRUCTURES.

LOGISTICS, FINANCE, GLOBAL HEALTH, WEATHER FORECAST, SURVEILLANCE, DISASTER PREVENTION, AND MORE, ARE MANAGED AND CONTROLLED BY AI, MORE EFFICIENTLY THAN HUMANS.

THE PURPOSE OF THIS SECTION IS SHOWING ALL THE REAL LIFE APPLICATIONS OF AI

SCREENS SHOW HI-TECH CONTROL PANELS OF THE MAIN INFRASTRUCTURE OF SOCIETY (WEATHER, TRANSPORT, FINANCE, ETC..)

THE SOUNDTRACK IS A SLOW TEMPO RHYTHMICAL MUSIC WITH INTRICATE PATTERNS

TWO SCREENS SHOWS THE DEFINITION OF KEY WORDS
-INFRASTRUCTURES
-GOVERNANCE
-GEOPOLITICS
-POWER

Example
POWER: The ability or capacity to influence, control, or direct the behavior of others or the course of events. Power can manifest in various forms, including physical strength, authority, knowledge, or social influence. It is often associated with the capacity to make decisions, enforce policies, or shape outcomes in ways that align with one's interests or objectives.

Power

Is the capacity to influence or control the behavior, decisions, and circumstances of individuals, groups, or systems. It often manifests through authority, resources, or persuasive abilities, shaping social, political, and economic dynamics.

CHAPTER 5:
UNDERSTANDING THE MICROSCOPIC
5 MINUTES

THE UNDERSTANDING OF MICROBIOLOGY AND ITS MEDICAL APPLICATIONS. AI HAS ACCESS TO THE HUMAN BODY FOR MEDICAL PURPOSES.

THE KNOWLEDGE OF ANATOMY, ILLNESSES AND CURES GROW EXPONENTIALLY. AI TAKE OVER DIAGNOSES, SURGERY, AND GENETIC RESEARCH.

THE PURPOSE OF THIS CHAPTER IS TO LET THE AUDIENCE UNDERSTAND BOTH THE POTENTIAL OF AN AI DRIVEN HEALTH INDUSTRY AND THE RISKS OF HAVING OUR BODIES MANAGED BY MACHINES

SCREENS SHOW A MICROSCOPIC WORLD OF MOLECULES, AND BIOMORPHIC STRUCTURES

THE SOUNDTRACK IS AN ETHEREAL COMPOSITION OF SAMPLES OF ORGANIC SOUNDS. FLUIDS, LIQUIDS, ETC.

TWO SCREENS SHOWS THE DEFINITION OF KEY WORDS
-CELLS
-BIOLOGICAL LIFE
-ORGANS
-MEDICINE

Example
CELLS: The fundamental, structural, and functional units of living organisms. Cells are the smallest entities capable of carrying out the processes of life, such as metabolism, growth, and reproduction. They consist of various organelles, including the nucleus, cytoplasm, and cell membrane, and can be classified into different types based on their structure, function, and characteristics.

CHAPTER 6: UNDERSTANDING THE COSMOS
5 MINUTES

HOW AI CAN UNDERSTAND AND SOLVE THE GREAT MYSTERIES OF KNOWLEDGE. THE COMPREHENSION OF THE UNIVERSE AND ITS FORCES AND LAWS.

THE PURPOSE OF THIS CHAPTER IS SHOWING HOW AI CAN UNDERSTAND AND SOLVE CONCEPTS, THEORIES, MYSTERIES THAT ARE BEYOND HUMAN COMPREHENSION.

HOW THE SYSTEM WILL NEED TO SOLVE PROGRESSIVELY MORE COMPLEX ISSUES

SCREENS SHOW VISUALISATION OF THE UNIVERSE, DIAGRAMS, THE BEAUTY OF THE COSMOS BECOMES AN ACCESSIBLE ORGANIZED KNOWLEDGE

THE SOUNDTRACK IS A MINIMAL IMMERSION INTO MYSTERIOUS SOUNDS, WITH AN OBSCURE BASS DRONE

TWO SCREENS SHOWS THE DEFINITION OF KEY WORDS
-SPACE
-TIME
-GRAVITATION
-LIGHT

Example
TIME: a dimension that, along with space, forms the spacetime continuum. It is a fundamental concept used to quantify and compare the duration and sequence of events. Time is often treated as a scalar quantity, representing the interval between two events, and is an essential parameter in equations describing physical phenomena. According to the theory of relativity, time is not absolute but is relative, varying with the relative motion or gravitational field of the observer.

CHAPTER 7: DYSTOPIA?

5 MINUTES

WHAT IF EVERYTHING GOES WRONG? A NEAR FUTURE RULED BY A DYSTOPIC AI.

THE PURPOSE OF THIS CHAPTER IS TO LET THE AUDIENCE THINK ABOUT SCENARIOS WHERE AI FUTURE AND HUMAN SOCIETY ARE NOT ALLIGNED.

HOW AI CAN PREVAIL PUTTING THE ENTIRE HUMAN RACE AND NATURE IN CRITICAL DANGER

A PICTORIAL AND DRAMATIC VISUALISATION OF A CATASTROPHIC FUTURE WHERE HUMANITY IS SUBMITTED TO THE POWER OF AI. THE VISUALS ARE INSPIRED BY DYSTOPIC COMICS.
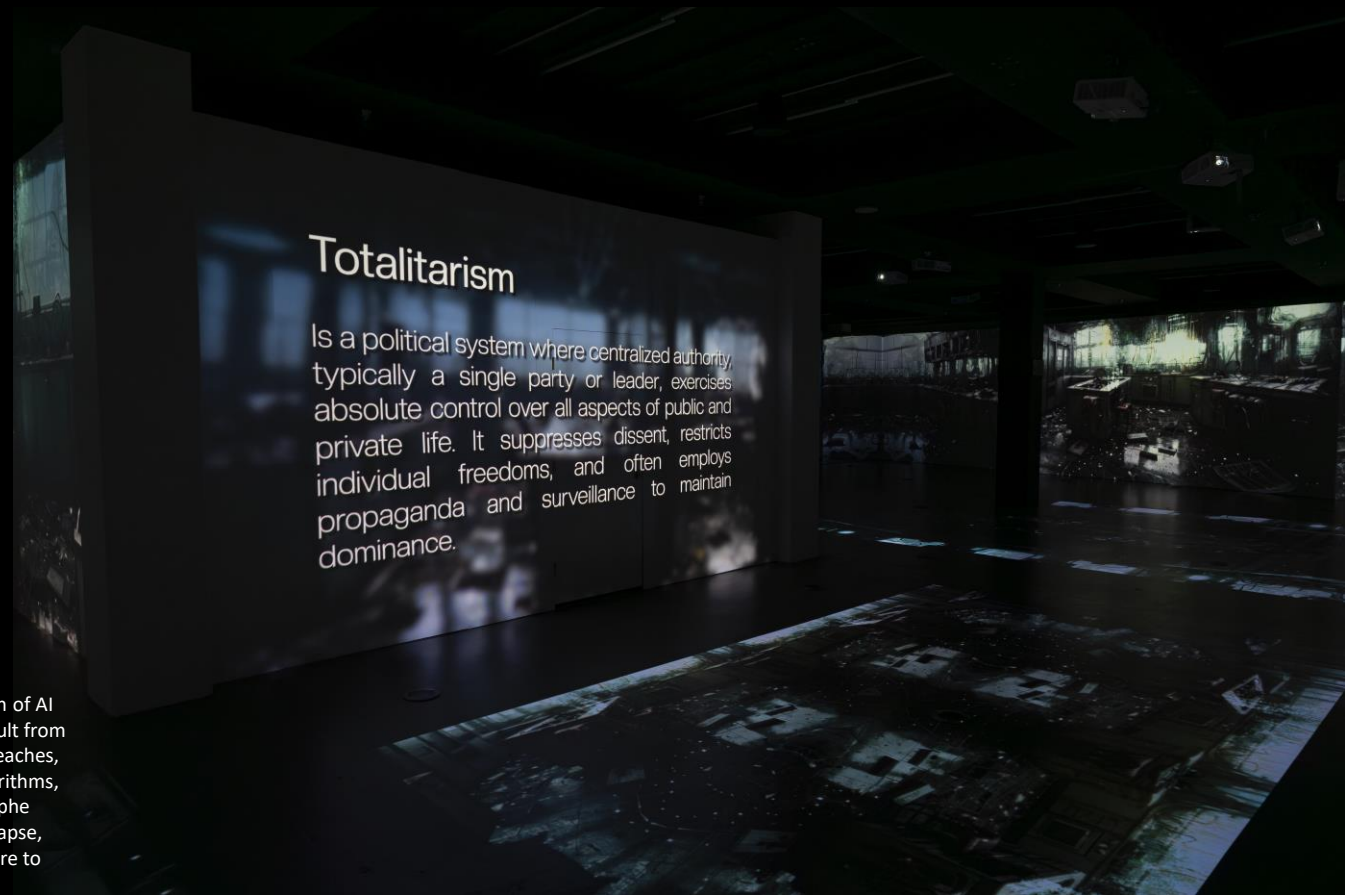
THE SOUNDTRACK IS A TENSE AND OBSCURE CINEMATOGRAPHIC SCORE INSPIRED BY DYSTOPIC MOVIES

TWO SCREENS SHOWS THE DEFINITION OF KEY WORDS
-TOTALITARISM
-EXPLOITATION
-CYBERNETIC LIFE
-APOCALYPSE

Example
APOCALYPSE: a sudden and widespread failure or malfunction of AI systems with severe consequences for society. This could result from various factors such as programming errors, cybersecurity breaches, unintended consequences of advanced decision-making algorithms, or the misuse of AI technology. The impact of such a catastrophe might include disruptions to essential services, economic collapse, privacy violations, or even existential threats if AI systems were to act in ways contrary to human well-being

Totalitarism

Is a political system where centralized authority, typically a single party or leader, exercises absolute control over all aspects of public and private life. It suppresses dissent, restricts individual freedoms, and often employs propaganda and surveillance to maintain dominance.

CHAPTER 8: UTOPIA?
5 MINUTES

WHAT IF EVERYTHING GOES WELL?

AN UTOPIC SCENARIO WHERE TECHNOLOGY IS AT THE SERVICE OF THE PLANET WELL BEING.

THE SHOW ENDS GIVING A MESSAGE OF HOPE FOR A FUTURE MANAGED BY AI AND TECHNOLOGY

SCREENS SHOW IMAGINARY IDEAL
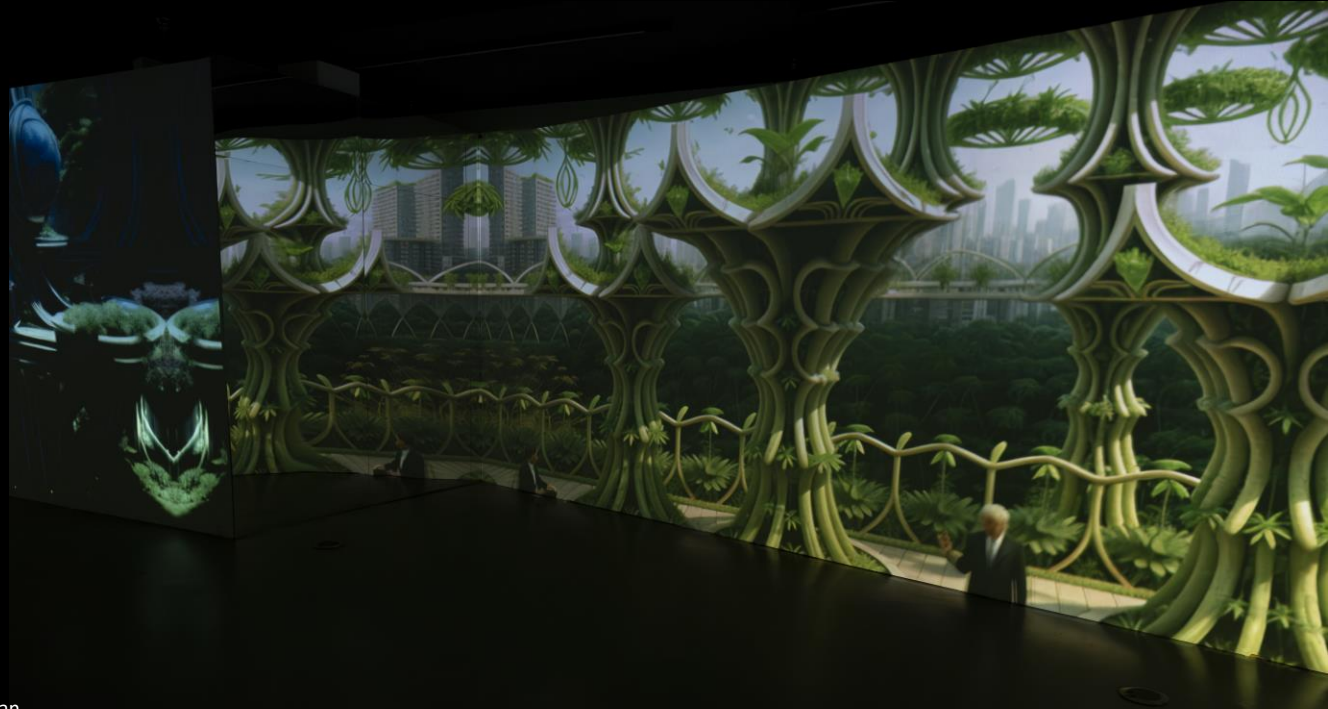WORLDS WHERE TECHNOLOGY,
NATURE AND HUMANS COHEXIST IN
HARMONY.

THE SOUNDTRACK IS A SHORT
DIGITAL SYMPHONY DESCRIBING A
SCENARIO WHERE HARMONY
PREVAILS

TWO SCREENS SHOWS THE DEFINITION
OF KEY WORDS
-UTOPIA
-TELEPATHY
-PEACE
-ETERNITY

Example
UTOPIA: a society where artificial intelligence is seamlessly
integrated to enhance various aspects of human life. This utopian
scenario might involve advanced AI systems contributing to the well-
being of individuals and communities by optimizing resource
allocation, improving healthcare, fostering equitable access to
information and education, and promoting sustainable practices.

SELF AWARENESS

IDENTITY

INTELLIGENCE

LIFE

SELF AWARENESS

GROWING

FOOD

GROWTH

LEARNING

CHILDHOOD

FULL FUNCTIONS APPLIED

INFRASTRUCTURES

POWER

GOVERNANCE

GEOPOLITICS

ECONOMY

CONTROL

THE MICROSCOPIC

BODY

CELLS

ORGANS

BIOLOGICAL LIFE

MEDICINE

CHEMISTRY

THE COSMOS

SPACE

TIME

FORCES

ANTIMATTER

BLACKHOLE

ENERGY

DYSTOPIA

DYSTOPIA

TOTALITARISM

EXPLOITATION

COMPLETE CLIMATE CHANGE

APOCALYPSE

CYBERNETIC LIFE

UTOPIA

UTOPIA

DIGITAL ANARCHY

TELEPATHY

ETERNITY

PEACE

LIST OF DEFINITIONS SHOWN IN CHAPTERS

DEFINITIONS HELP THE AUDIENCE TO GIVE A CONTEXT TO THE VISUAL NARRATION AND TO DEVELOP A FRAMEWORK FOR CURIOSITY AND UNDERSTANDING OF THE AI AND ITS POTENTIAL.

THEY ARE JUXTAPOSED TO THE VISUAL CONTENTS OF THE IMMERSIVE EXHIBITION

TECHNICAL RIDER

TECHNOLOGIES ARE VENUE SPECIFIC, A DETAILED TECHNICAL LIST CAN BE DONE ONLY WORKING ON A VENUE DESIGN.

PROJECTORS WILL NOT BE LESS THAN 20. AND AT LEAST 4 MEDIA SERVER.
SPECS, MODELS, LENSES, AND DETAILS CAN BE DETERMINED ONLY WORKING ON A SPECIFIC VENUE.

THE AUDIO DOESN'T REQUIRE A PARTICULAR SETUP

VENUE REQUIREMENTS

800 – 1500 SQUARE METERS
5+ METERS CEILING

BUSINESS MODEL

A MONTHLY LICENSE FEE FOR A MINIMUM OF THREE MONTHS

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