



PROMPTED BY NADA EID WITH MIDJOURNEY

THE CANVAS



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AI AND CRAFT... LET'S COLLABOATE



- "Production with Machinery is altogether An Evil."

William Morris



"We do not reject the machine, we welcome it. But we would desire to see it mastered."

Charles Robert Ashbee

- In 2020, people developed a profound fear of touching anything that had come into contact with the outside world. They coped with this loss of touch by turning to making and crafting.



- There has been a dramatic growth in the number of people buying craft between 2006 and 2020 – with 73% of the population buying craft in 2020, the sector has now entered the mainstream market. ⁽¹⁾



(1) THE MARKET FOR CRAFT, Commissioned by the Crafts Council and Partners, May 2020.



How can we celebrate the **AI AND CRAFTS** ?

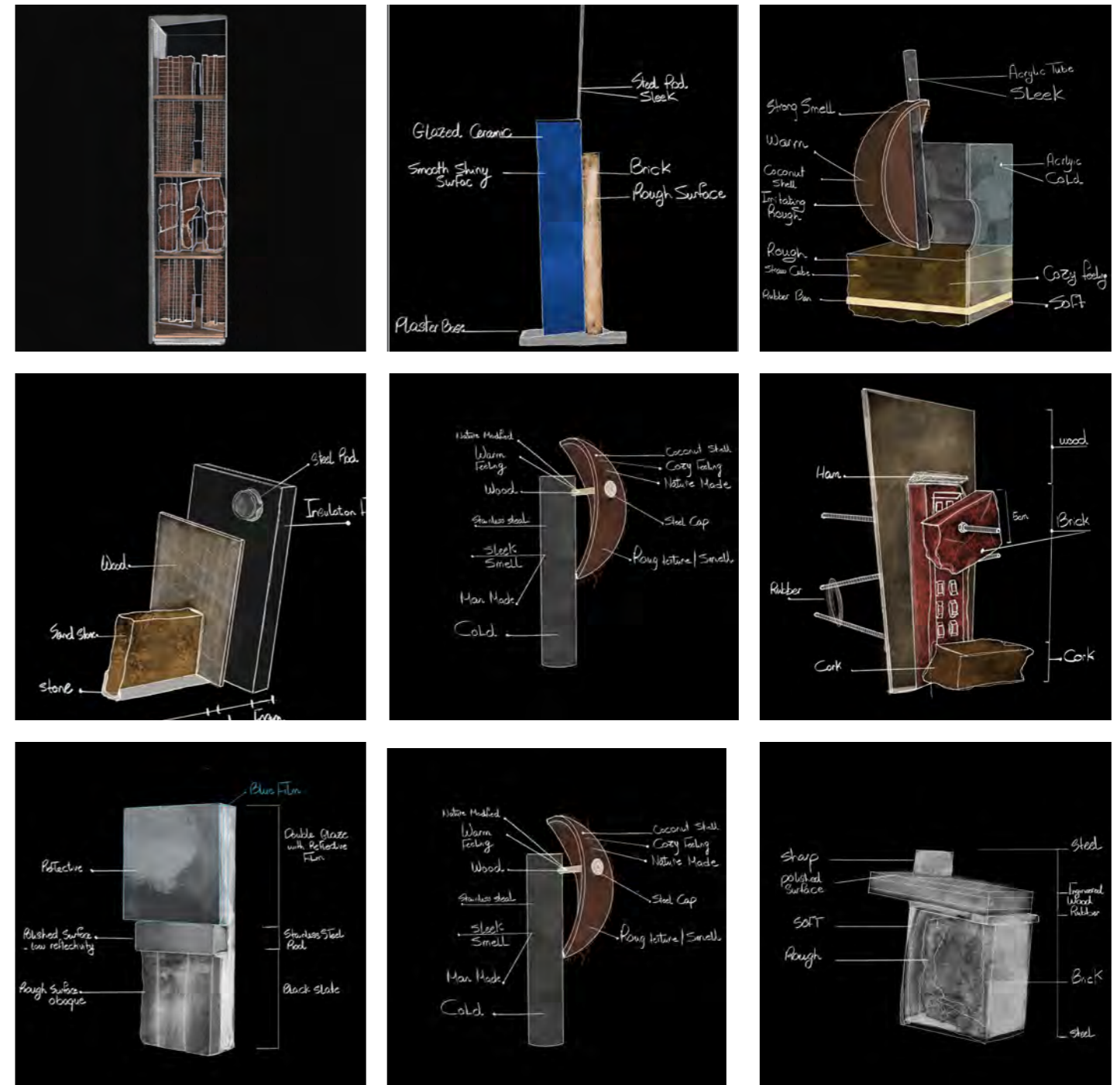
DESIGN PROCESS:

This process begins with human intelligence observing and creating. The creation is then input into AI, which describes it. The AI-generated description is used as a prompt to produce multiple iterations.



This design process is a notion to search for new strategies to celebrate and re-frame the arts and crafts in the age of AI.

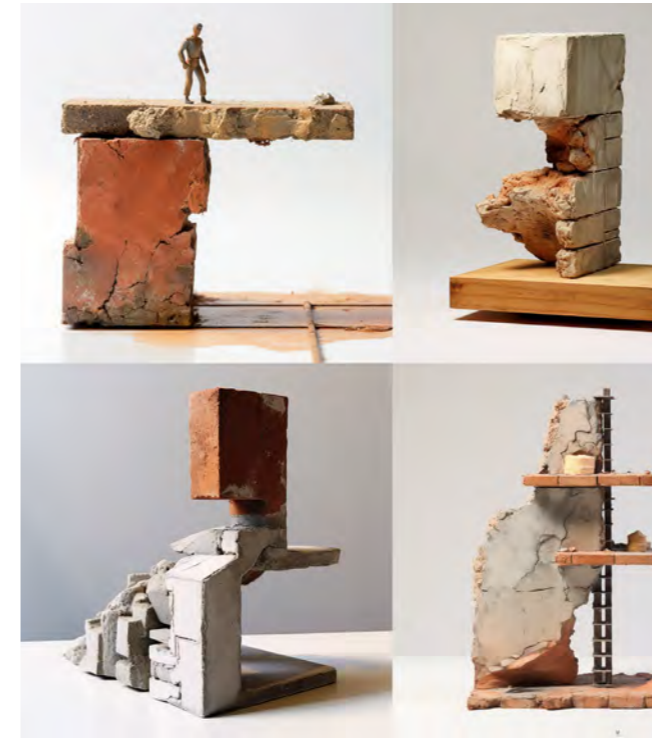
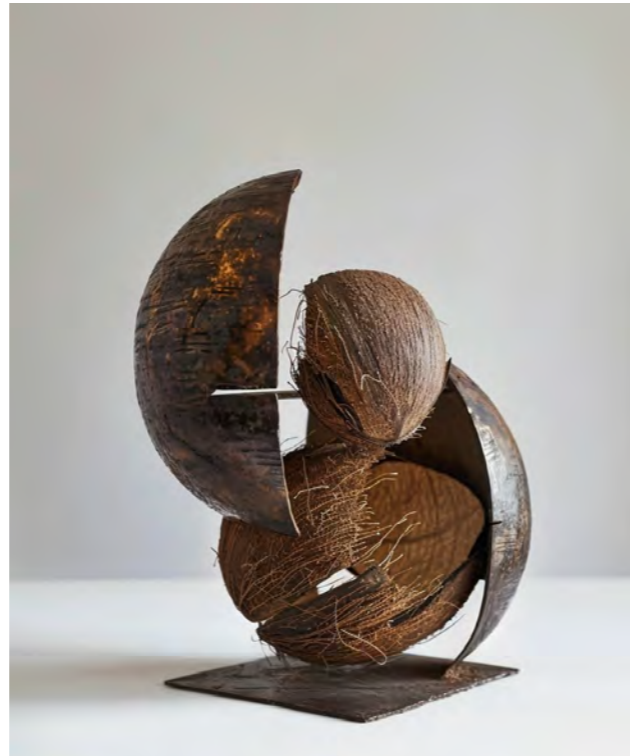
While embracing the Human intelligence as a prime source for creativity and innovations, this is a speculation on a process where we can improve the AI understanding of the material literacy and the crafting techniques. It argues that AI can replicate the human complexity and creativity.



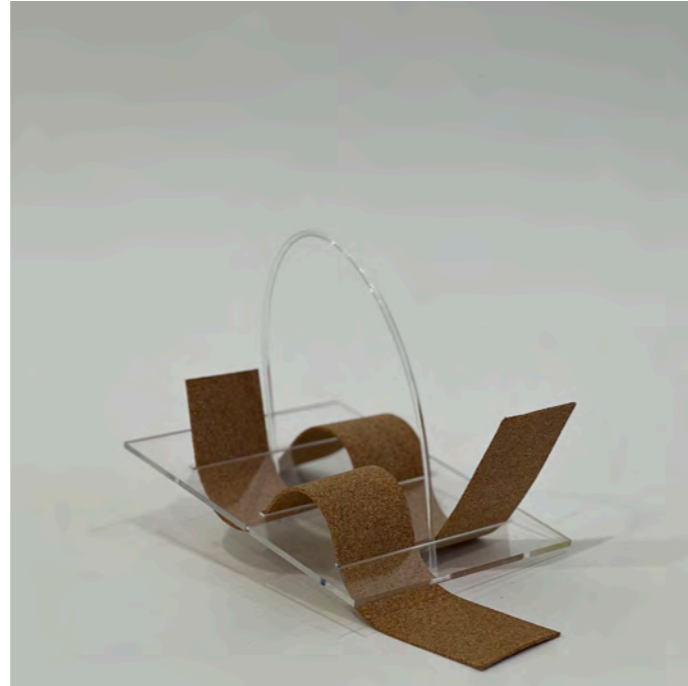
Observation and sketching of material and site totems

SPECTACULAR ITERATIONS

Multiple iterations of the site and material totems generated using [MIDJOURNEY](#)



There is a reason why
Craftsmen have been around
for centuries.



MidJourney generated iterations
where acrylic is curled and cork
is presented in a straight shape.



Machine and AI have been
accused of being ignorant to
the qualities of the materials.



MidJourney generated iterations
where coconut shell is wrapped
inside glass cube.



do you think the AI and the steel material has simil

AI and steel, while fundamentally different in nature—one being a form of artificial intelligence, the other a physical material—can be metaphorically compared in several ways:

1. **Adaptability and Versatility:**

- **AI:** Adaptable to various tasks and can be programmed to perform a wide range of functions, from data analysis to language processing.
- **Steel:** Versatile in its applications, used in construction, manufacturing, tools, and other industries due to its strength and durability.

2. **Strength and Resilience:**

- **AI:** Powerful in its capacity to process large amounts of data, learn from it, and improve over time, showing resilience in problem-solving and decision-making.
- **Steel:** Known for its physical strength and ability to withstand stress and harsh conditions, making it a resilient material.

3. **Foundation of Modern Infrastructure:**

- **AI:** Becoming increasingly foundational in modern technology and industries, driving innovations in various fields such as healthcare, finance, and transportation.
- **Steel:** A cornerstone of industrial development and modern infrastructure, critical in the

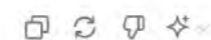
Integration and Enhancement:

- **AI:** Enhances existing technologies and processes by integrating intelligent systems, making operations more efficient and effective.
- **Steel:** Enhances the structural integrity of buildings and machinery, integrating with other materials to improve overall performance and longevity.

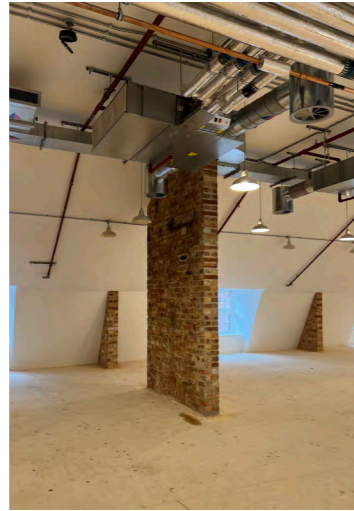
Complexity and Craftsmanship:

- **AI:** Requires sophisticated algorithms and programming, reflecting a high level of intellectual craftsmanship in its development and deployment.
- **Steel:** Requires skilled craftsmanship in its production and shaping, whether in industrial manufacturing or artisanal metalworking.

While AI and steel are inherently different entities, these metaphorical similarities highlight how both play crucial roles in advancing technology and industry, demonstrating versatility, strength, and foundational importance in their respective domains.



Site Totem



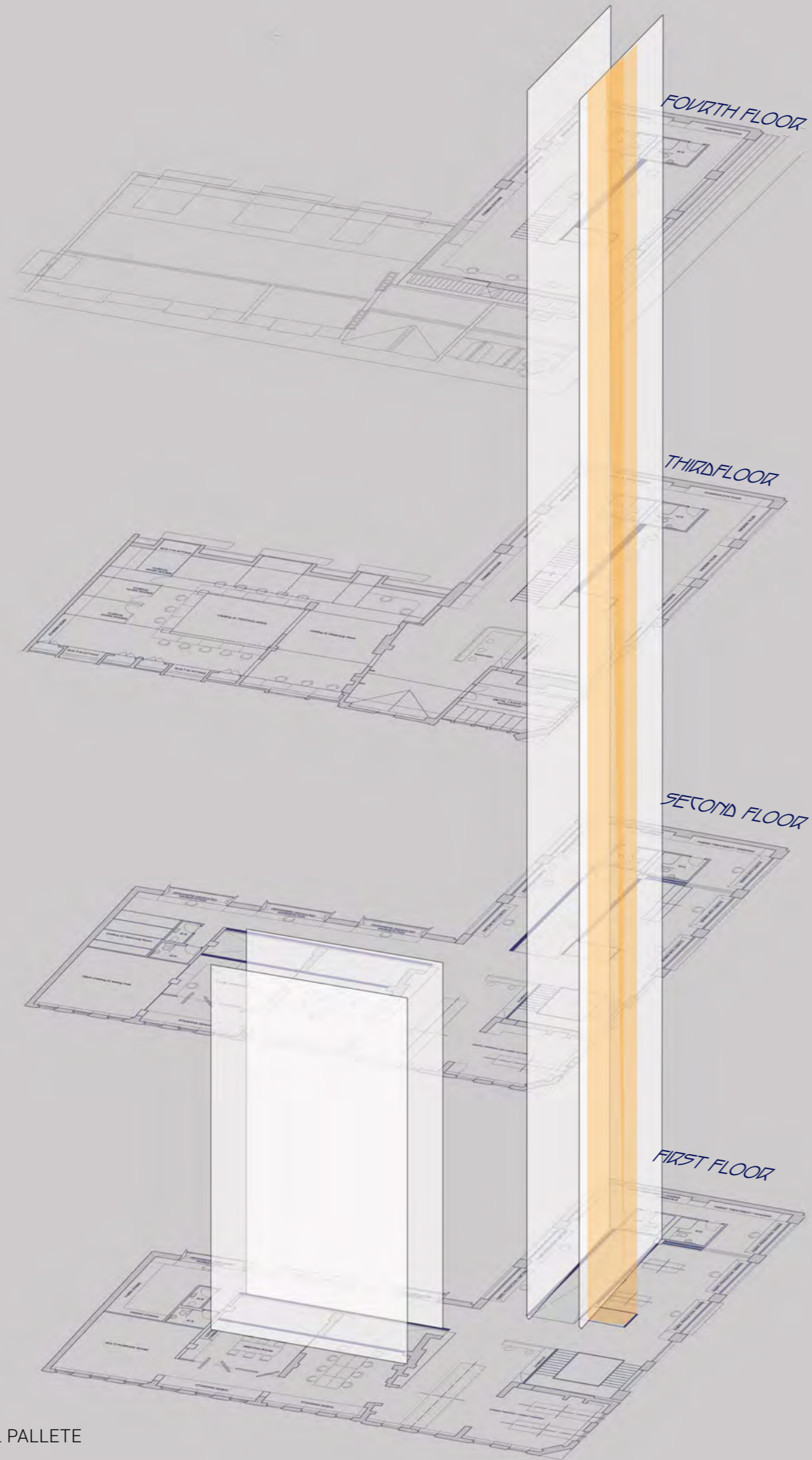
Site



AI Generated iteration



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MODEL MAKING - MATERIAL PALLETE



MODEL MAKING - MATERIAL PALLETE



FIRST FLOOR





SECOND FLOOR



TEXTILE AND FABRICS



THIRD FLOOR



SMALL METALS

BUILT-IN SITTING

CUBICAL WORK ROOMS

CUBICAL WORK ROOMS

CUBICAL WORK ROOMS

STANDING DESKS

BUILT-IN SITTING

BUILT-IN SITTING

Crafting AI TESTING AREA

Crafting AI Observing Room

BREAK AREA

WELDING METAL

CHEMICAL TREATMENTS

METAL LASER CUT WORKSHOP

CHEMICAL TREATMENTS

FORMING STATIONS

BENDING METALS

POLISHING METAL

FORMING STATIONS

W.R.

W.R.

METAL GRINDING

METAL GRINDING

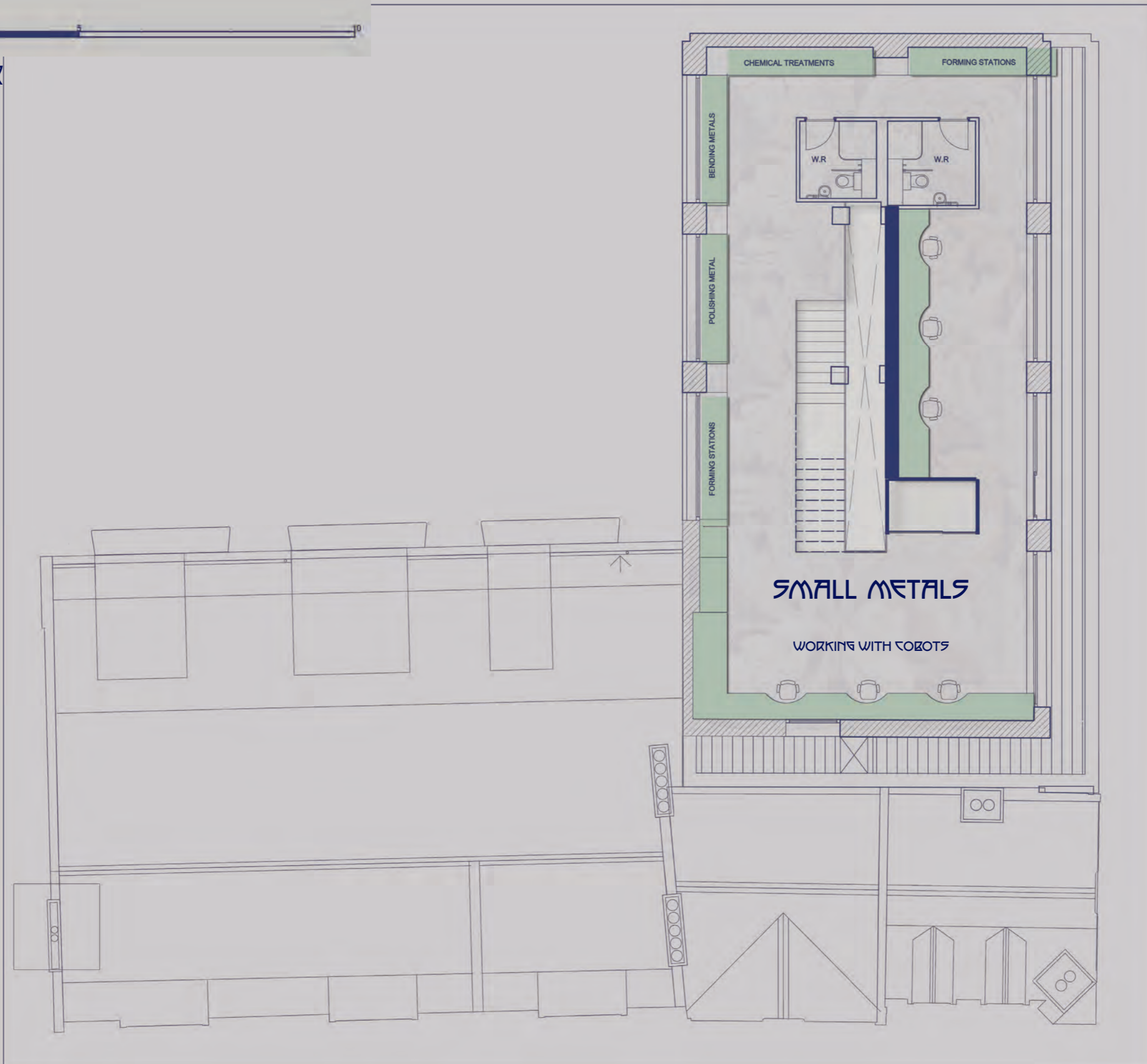
BENDING METALS

POLISHING METAL

METAL GRINDING



FORTH FLOOR



FABRIC ROLL PANELS



COLLABORATIVE ROBOTS

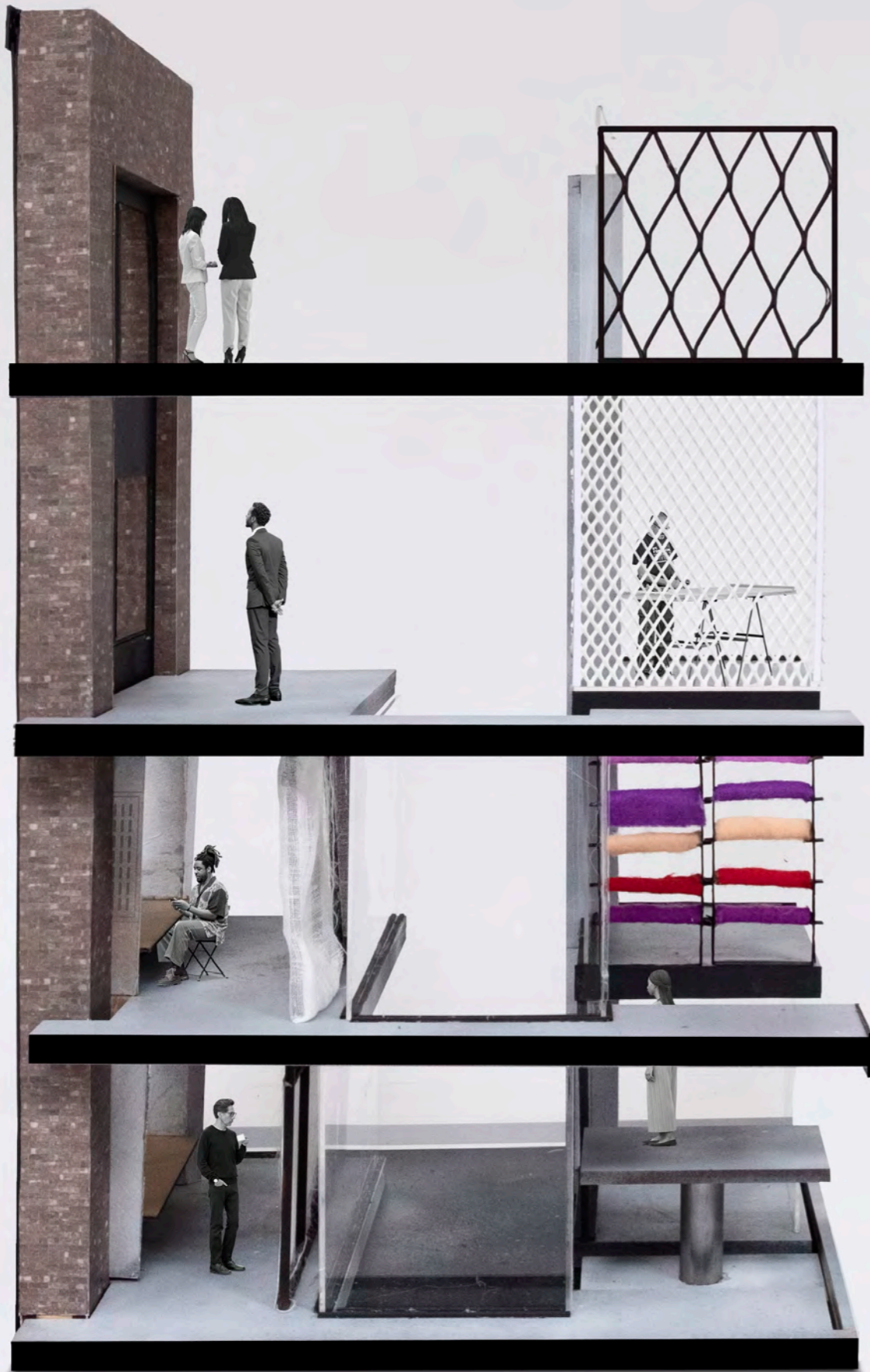
SECOND FLOOR

HYDRULIC ELEVATOR



MAKERS AND DESIGNERS

FIRST FLOOR



MODEL MAKING - MATERIAL PALLETE



HYDRULIC ELEVATOR CORE



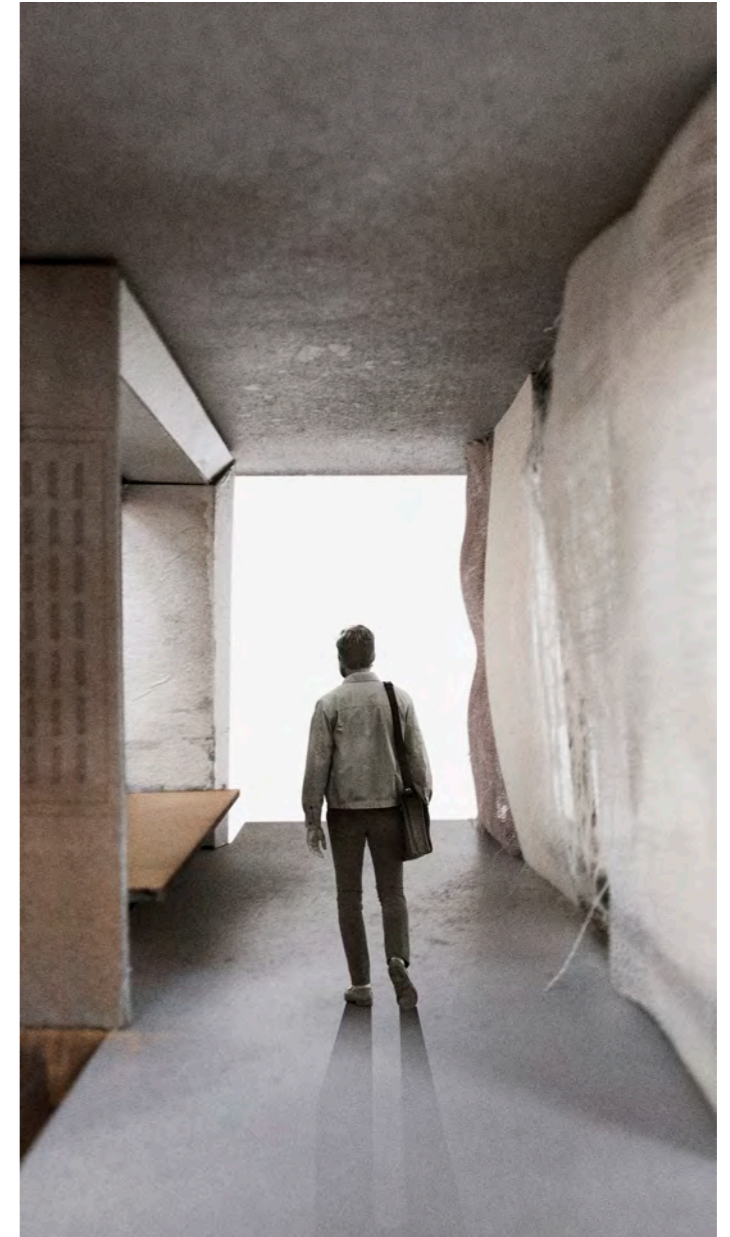
FIRST FLOOR

TEXTILE AND FABRIC WORKSHOPS



FIRST FLOOR

TEXTILE AND FABRIC WORKSHOPS



MODEL CLOSE-UP SHOTS



FIRST FLOOR

TEXTILE AND FABRIC WORKSHOPS



FIRST FLOOR

KNITTING AND LOOMS



MODEL CLOSE-UP SHOTS

KNITTING AND LOOMS

MODEL CLOSE-UP SHOTS



FABRIC ROLLS PANELS



FABRIC AND TEXTILE WORKSHOPS

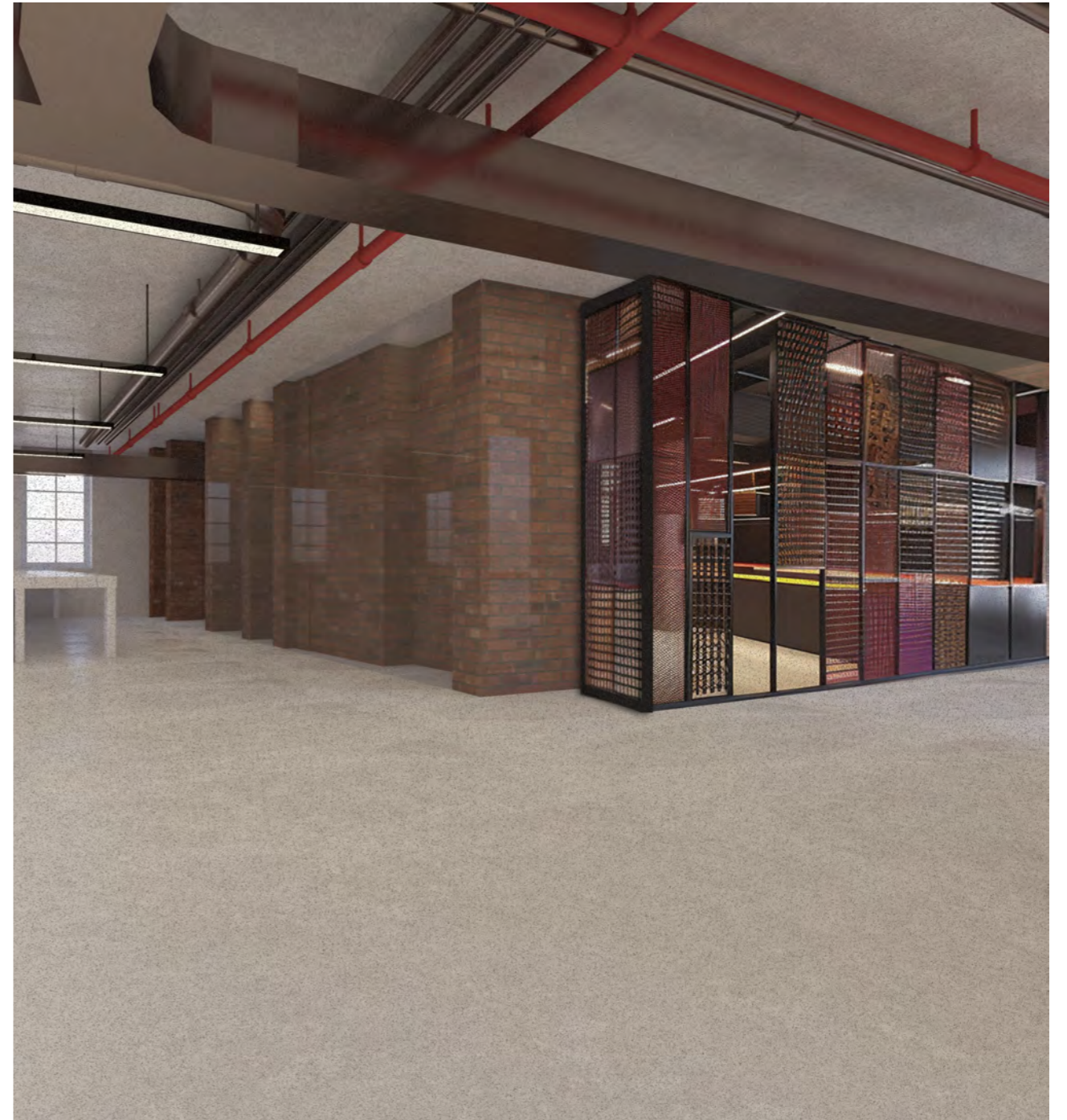


SCREEN PRINTING

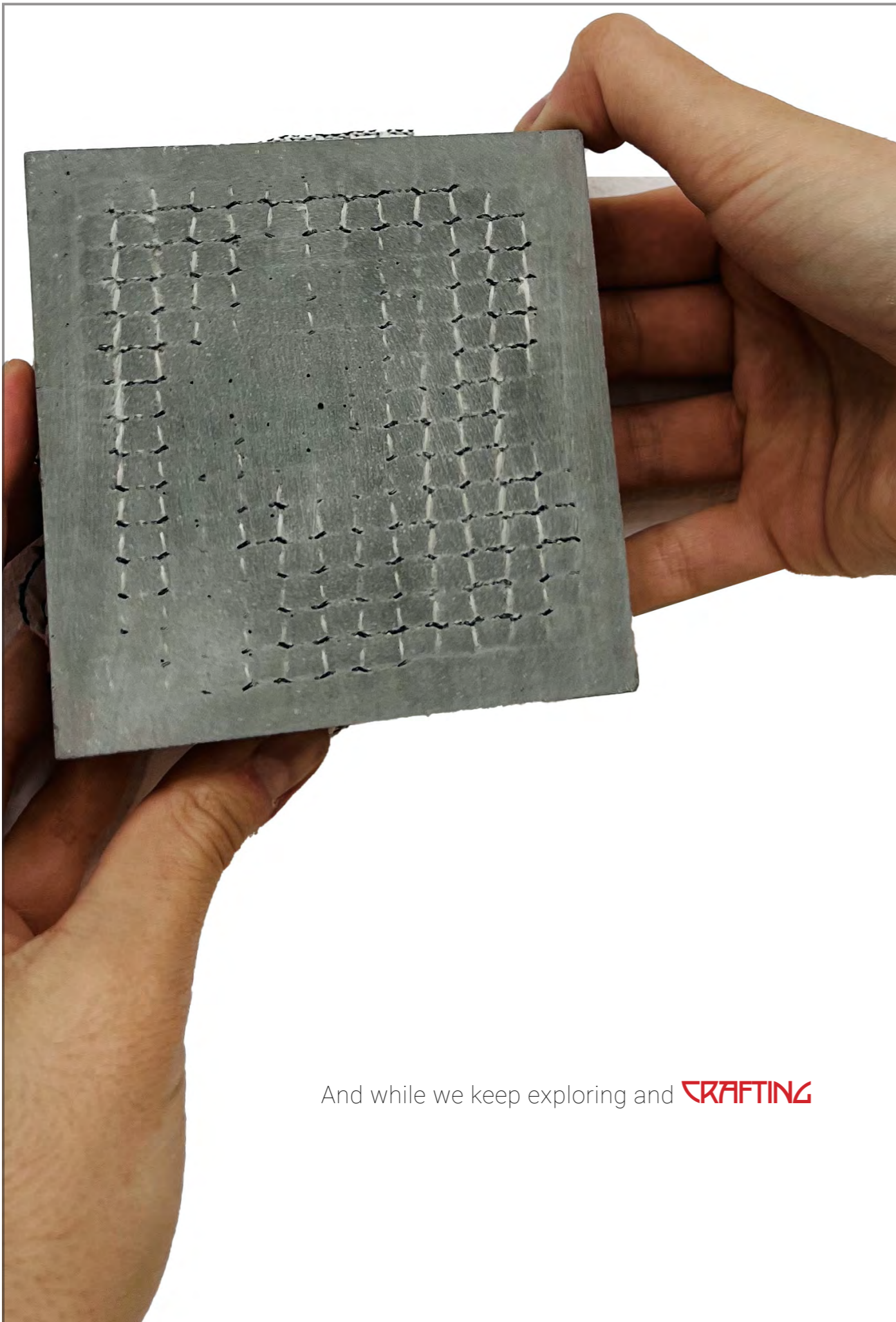
FABRIC AND TEXTILE WORKSHOPS



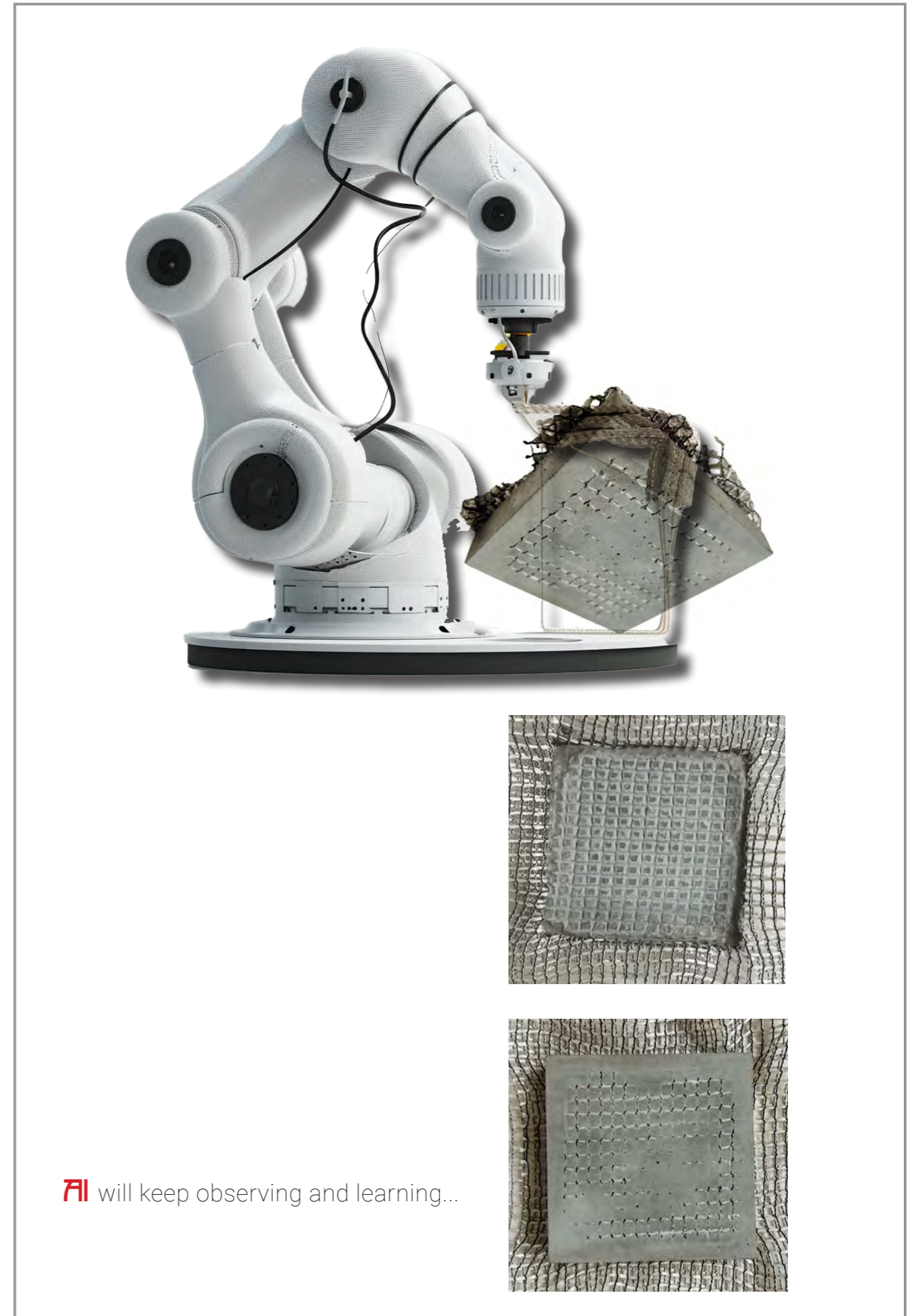
AI **GENERATED** render



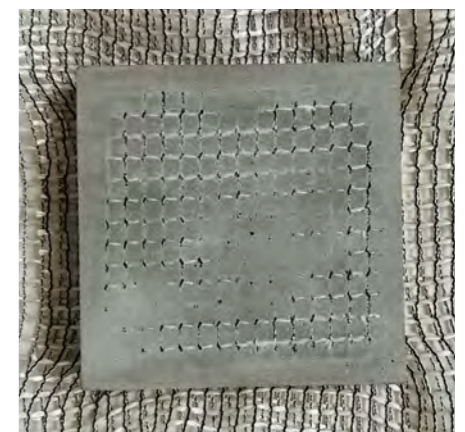
CRAFTING AI response to the site interior design



And while we keep exploring and **CRAFTING**



AI will keep observing and learning...





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