



By: *Elise Quevedo*

Is AI Enhancing Art or Erasing the Artist?



This article is about a topic I have had in my mind for a while now, the intersection of artificial intelligence and art. I deeply value creativity in all its raw, imperfect, and emotional forms. But I am concerned by the rise of AI-generated art.

With each headline shouting about the latest AI model that can paint, compose, or write with incredible realism, creative circles ask, "What does this mean for artists like me and you?"

Just this past week, while many navigated the power **blackouts** in parts of Spain (and Portugal/France), we all witnessed something magical thanks to the videos released on social channels in the aftermath.

Without electricity and digital distractions, the streets came alive in the most human of ways. People danced under the stars, strumming guitars, listening to analogue radios, and drawing with nothing but charcoal, pencils, and imagination.

There was no algorithm. No prompt. Just raw expression. It reminded me that at the heart of art lies something deeply human, connection.

Whether you think about it or not, we all crave connection, and as I **wrote** a few weeks ago, we're more connected than ever, yet loneliness statistics continue to climb.

As a child, and from an arts point of view, I took black and white pencil drawing and singing lessons and played the piano. Then, as I got older, I dabbled in a bit of acting and dance, so the arts will always be close to my heart. Plus, I know some very talented artists whom I admire and respect.

But here we are in 2025, where technology is, as I will never get tired of saying, an embedded force in our everyday lives. So, where does that leave traditional artists? Let's talk about it.

AI as an Artistic Ally

I do have some concerns, but I believe AI can be a powerful ally to artists. AI tools can help creators prototype faster, explore new styles, and even collaborate across cultures. From **Adobe** Firefly to **DALL-E** and Midjourney, artists have the ability to visualise their ideas in seconds, something that previously took hours, even days.

For emerging artists, especially those in underserved communities, AI offers access to tools that might have otherwise been financially out of reach.

It can allow anyone with a smartphone and an idea to produce something visually stunning. In that sense, AI can be an enabler of creative freedom, not a suppressor.

AI is being used to support creativity rather than replace it

Even in music and literature, AI is being used to support creativity rather than replace it. Artists like Grimes and **Will.i.am** embrace AI to co-produce music because they see AI as a positive tool. Famous musicians' thoughts on this topic range from full support to outright hate.

But in an industry where the generative AI in the music market is expected to reach \$2.6 billion by 2032, embracing what it can do for you may be the only choice, as long as the artist's essence is not lost and the artist remains in the driver's seat.

When Imitation Threatens Authenticity

Still, we can't overlook the uncomfortable truth that much of AI art is trained on human-created work. That includes copyrighted images, paintings, songs, and poems. In essence, AI is learning by copying, not collaborating.

Imagine spending years developing your unique artistic style, only to find an AI model

generating thousands of replicas in minutes, all without credit or compensation.

So the challenge isn't just about copyright; it's about identity, and that opens a new door of questions. For many artists, their work is an extension of who they are.

When AI mimics that work without understanding the emotion behind it, it risks turning art into mere content

When AI mimics that work without understanding the emotion behind it, it risks turning art into mere content. And we already have enough of that.

There's also the issue of value. If AI can produce photorealistic portraits or generate an entire short film script in seconds, what happens to the value we place on human-made art? Does quicker and cheaper mean better? Or do we risk losing the emotional gravity that comes from struggle, imperfection, and intent?

And then there's the psychological toll. I speak to artists who feel disheartened, even irrelevant, watching platforms prioritise AI-generated art over their painstakingly crafted originals. That can be very frustrating.

Human-Centred Creation in a Tech-Infused World

Here's where I stand. We are not in a battle between humans and machines. We are at a crossroads where we decide how to integrate technology into our creative identities without losing our essence.

The future of art must be human-centred. That means policies that protect original artists, platforms that ensure transparency about what is AI-made versus human-made, and education that emphasises emotional intelligence and critical thinking alongside technical skills.

The most profound art of the future will be co-created

We need to evolve the definition of an artist. In the age of AI, being an artist might mean being a curator of ideas, a conductor of digital tools, or a storyteller who weaves emotion into algorithms. But the soul of art will always be a distinctly human fingerprint. That part will never be replaced.

I believe the most profound art of the future will be co-created. Imagine a dancer choreographing a piece with AI that predicts audience emotion. Or a poet using AI to translate verse into 50 languages in real time. The opportunities are endless.

A Personal Reflection

As I look back at how Spain came alive during some dark hours, illuminated by candlelight and creativity, I realise something, the core of art will always be human expression.

AI can replicate style, mimic tone, and even generate novelty. But it cannot feel. It cannot remember heartbreak, taste nostalgia, or dream of home. That is our superpower as human beings.



The tools will continue to change, but the mission will always be to connect, provoke, and inspire

So, my answer is a big yes to every artist wondering if they still have a place in this fast-paced, AI-driven world.

Your voice matters more than ever. Because what we crave most is authenticity. I've sat at music studios and movie sets, immersed in the creation journey, and the feeling and goosebumps you get because you feel the connection to the people is something AI will never replicate.

Let's not ask whether AI will replace artists as we do with traditional jobs. Let's ask how artists will redefine art in the age of AI. The tools will continue to change, but the mission will always be to connect, provoke, and inspire.

As human beings, we are forever evolving. The true art of the future lies in finding harmony between humans and machines.