

ASEAN AND THE STATE OF AI IN ART

REPORT 2024

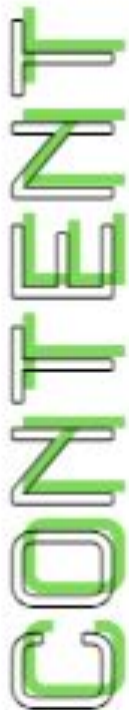
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KOFICE
Korean Foundation for
International Cultural Exchange



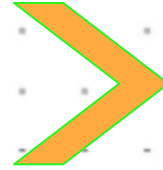
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With the rise of the use of various technological innovations, like-minded individuals are gathered to discuss current trends and gaps within the ASEAN cultural economy sectors. Exchanging perspectives of the terms of reference for AI in SEA.



This workshop provided a platform for exchanging perspectives on the terms of reference for AI's role in Southeast Asia, fostering dialogue on how these advancements can shape the future of art and culture in the region.



Chantivear Kuoch

Graphic Designer



Pichet Klunchun

Contemporary Dancer



Sudjud Dartanto

Curator



Viandira Athia

Program Consultant



Rimbawan Gerilya

Artist



Asa Piwkhun

Creative Economy Agency
(CEA)



Amanda Heng

Arts worker, Queensland
Museum



Kathleen Ditzig

National Gallery Singapore



Ryan Ho

National Gallery Singapore



Benjamin Hampe

Queensland Museum

SOUTHEAST ASIA LANDSCAPE



Hazreми Hamid from the **Digital Economy Division (DID)** emphasized the need for **collaboration across ASEAN** to harmonize AI policies and foster best practices.

Southeast Asia is positioned as a **major hub for AI-driven innovation**, with significant potential in sectors such as healthcare, agriculture, and finance.

Moreover, a report from **Center for International Development (CID)** emphasizes the importance of the **ASEAN-Korea Collaboration** in advancing AI governance and innovation.

This report highlights how **Korea's expertise in AI technology** and **ASEAN's growing digital landscape** can create large opportunity for mutual growth.



▶ ASEAN Creative Economy Sustainability Framework

SOUTHEAST ASIA LANDSCAPE

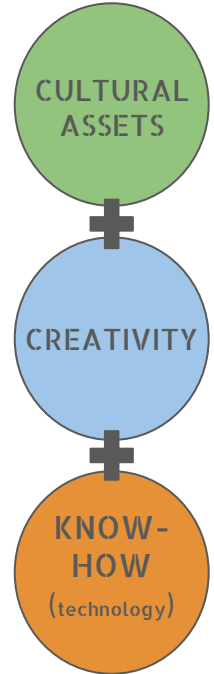
Mission of Creative Economy Agency (CEA) - Asa Piwkhum



The Creative Economy Agency (CEA) of Thailand has developed a dynamic formula for boosting the creative sector: blending Thailand's rich cultural assets, creativity expertise, and cutting-edge technology. This approach proves successful in driving innovation, especially combined with the booming tourism industry that acting as a powerful launchpad.

By weaving technology into cultural presentations, CEA is bringing Thailand unique heritage to life in fresh exciting ways. Augmented reality (AR) temple tours, Virtual Reality art exhibitions, AI-powered cultural storytelling, and many more strategies were developed as means of creative game changers.

Going forward, CEA is now investing in tech-driven collaborations between creative and tech experts to encourage the development of **AI-infused content creation tools, media production innovations, and cultural preservation projects**. This is aligned with Thailand national strategy for a tech-savvy, creative driven economy: **Thailand 4.0**, by integrating AI into the heart of the creative process.



The Role of AI in Augmenting Traditional Learning - Pat Patanarutaporn

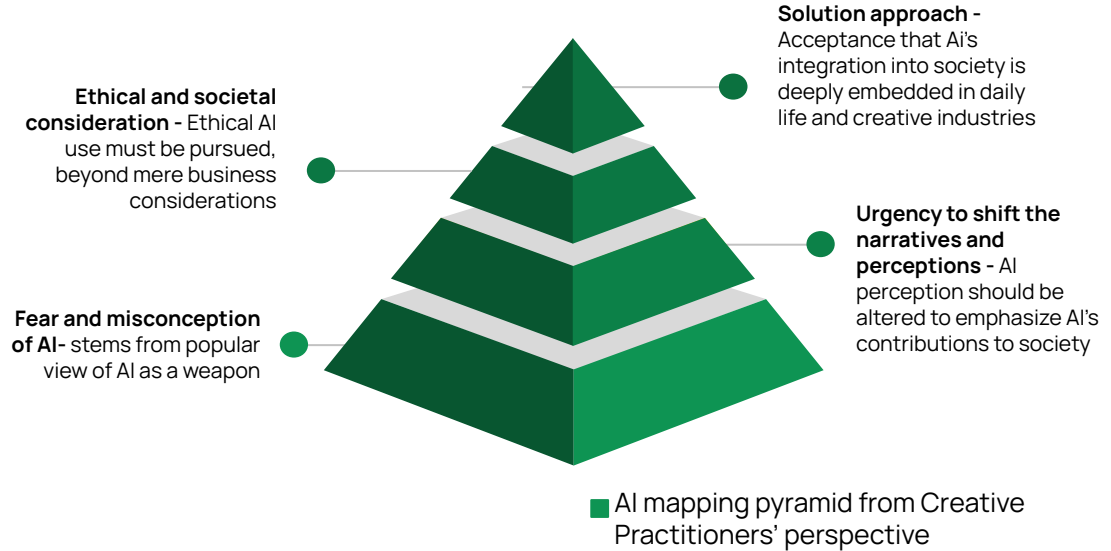


From Industry and academia perspectives, Pat Patanarutaporn highlighted how AI can enhance, rather than replace, traditional learning and creativity. AI should be view as a tool that could deconstruct and reconstruct traditional knowledge, drawing parallels to the hackathon models.

By **hackathons** he means to decode the past and the traditional knowledge, step by steps from deconstruction to reconstruction. He emphasize the importance of shifting the focus of global trend in AI governance that dominantly goes to economic progress and standardization.

In the question of **“What does AI means to you and what are you doing with AI tools?”**, artists and practitioners need to be involved to unfold their own relations with AI, especially its evolving role in creative industries.

This discussion highlighted both the promise and challenges of AI in reshaping creative processes and broader societal implications.





Cyber-subin: Cybernetics. Dance, and the Future
– Pat Pataranutaporn & Pichet Klunchun



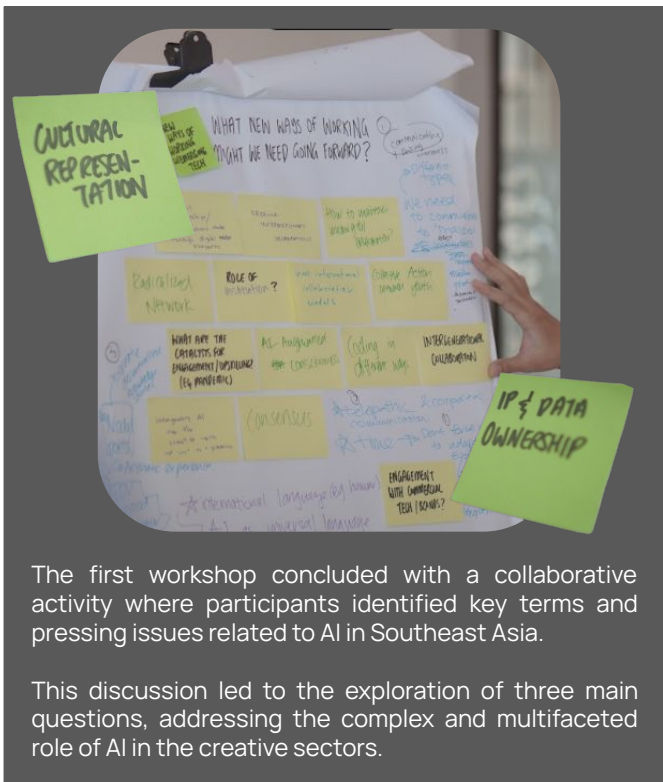
Maya Ceremonial Reenactment “Reka Upacara Maya”
–Rimbawan Gerilya

Shown pictures are examples of participants’ project that breaking the boundaries between traditional art forms and cutting-edge technology.

(Left) is **Pichet Klunchun**, a renowned Thai choreographer is blending classical Thai dance with modern influences, working together with **Pat Patarunataporn**, exploring the future of dance.

(Right) is **Rimbawan Gerilya**’s initiative in experiencing the past while nurturing the future. The ideas is rooted from Maya’s culture, combined with multiple traditional assets for reimagining the modern worlds.

GROUP ACTIVITY: IDENTIFYING KEY QUESTIONS



What does ensuring human-centered AI look like?



What new ways of working might we need going forward?

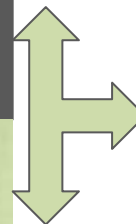
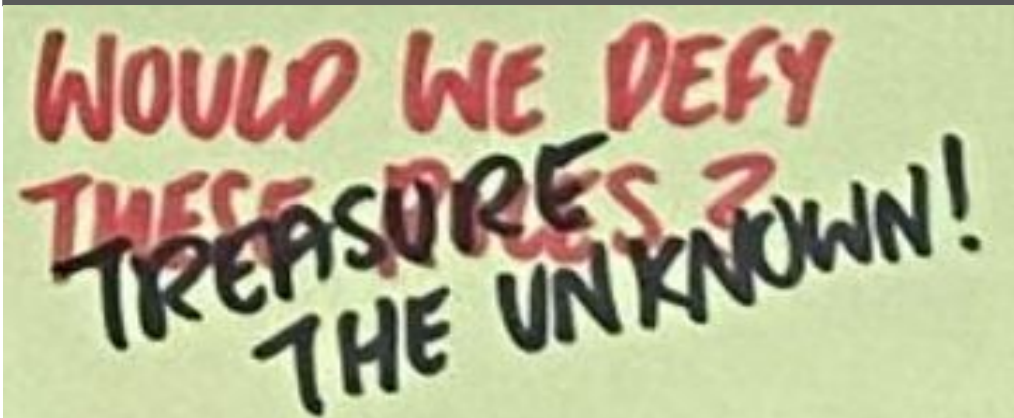


What methods of are needed in the future?

TREASURE THE UNKNOWN

What does ensuring human-centered AI look like?

As AI becomes increasingly integrated into creative processes, there are two prominent perspectives: some view **AI as a tool for artists**, enhancing their abilities and extending creative possibilities; others argue that **AI could evolve into a co-creator**, contributing to the artistic process as an active collaborator



Create a framework that maps the elements of humanity



Break these elements into components that AI can interpret and learn from



Developing AI understanding of human values for a more sophisticated interactions



What new ways of working might we need going forward?

PHASE 1

Communication and Awareness

Involve raising awareness about AI naturally and **non-imposingly**. Bridging the misconception of AI due to access to information

PHASE 2

Bottom-up Representation

everyone should have the right to help shaping the AI landscape, ensuring **diverse and inclusive** data inputs

PHASE 3

Postcolonial data and ASEAN identity

There's an urgency of decolonialized data, using **AI to represent ASEAN's voice and culture in a way that transcend western methodologies**

PHASE 4

Production - Shaping AI identities

This involves the decolonization of data sets and research methodologies, ensuring that AI systems are built upon culturally relevant and inclusive frameworks.

METHODS FOR THE FUTURE

What methods of are needed in the future ?

Governance emerged as the critical theme in ensuring that **AI practices** remain aligned with **cultural values** and a **human-centric** approach. Here are set of recommendations for multiple actors to be involved in the future of ASEAN and the state of AI in art:

Researcher

Explore inclusive methodologies that reflect regional cultural values by **contributing to decolonized research in AI.**

Government

must actively engage in creating frameworks that prioritize ethical AI practices and collaboration across sectors and borders. **Government acting as regulator & facilitator, not operator**

Regional

Focusing on shared challenges and opportunities, the region can collectively **leverage AI advancements while maintaining cultural integrity and addressing local needs.**

Collaboration

Key Takeaways:

The current global trend in AI governance focuses too heavily on economic progress and standardization. There is a need for a shift towards more human-centric priorities, where the well-being of individuals and communities is placed at the center of AI development.

The perceived AI race between Western and ASEAN infrastructures should be reframed. Rather than viewing rapid AI advancement as a necessity driven by competition or fear of dominance, we must recognize that the urgency for AI adoption should be based on actual needs and regional cultural contexts, not the pressure to conform to external timelines or singularity models.

The thematic discussions culminated with a critical question: **What would it take to build an AI model based on Southeast Asian (SEA) datasets?** This inquiry underscores the need for a localized approach to AI development, grounded in the region's unique cultural and societal contexts.

ASEAN has identified a new framework for AI development, encapsulated in the **"inform-gather-regulate-produce"** model. This approach represents a conscious act of decolonization, moving away from traditional best practices that have largely been shaped by the global north. It reflects a shift towards methods that are relevant and responsive to ASEAN's own needs and values.

Supported by



Ministry of Culture Sports and Tourism (MCST) in Korea Is the government agency responsible in South Korea that promotes the development of the cultural and tourism industries, supports sports programs, and preserves cultural heritage. MCST plays a crucial role in enhancing the country's cultural identity and attractiveness to visitors.

Organized by



Korean Foundation for International Cultural Exchange (KOFICE) is a South Korean government-funded organization that promotes Korean culture worldwide. It supports various cultural exchange programs, including language education, arts performances, and cultural festivals, to enhance global understanding of Korean culture and strengthen cultural diplomacy.

In collaboration with



ASEAN Foundation, ASEAN Secretariat Is a non-profit organization established to promote ASEAN awareness and develop the potential of ASEAN citizens through initiatives in arts and culture, community building, education, and media. It aims to foster a sense of ASEAN identity and strengthen regional cooperation

Facilitated by



National Gallery Singapore is a leading visual arts institution in Southeast Asia, dedicated to showcasing modern and contemporary art from Singapore and the region. As a key cultural hub, the Gallery fosters creative dialogue through its diverse exhibitions, educational programs, and collaborative initiatives.