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Abstract

Avenues of Authenticity:
A Two Principled Approach to the Assessment of Authenticity in Computer-Generative Art

We currently do not have a culture surrounding *Computer-Generative Art (AI-art)* that allows us to engage with this new artistic frontier in a way that allows for nuance and sophisticated responses and enriching personal experiences. This means that this artistic practice is continuing with little reflection on what it means. My aim is not to foretell what will come from meaningful engagement with Computer-Generative Art but rather ask what is needed for this kind of engagement in the first place. The answer I believe is that CG-art must be authentic for authenticity is what opens up a space of trust between the audience and the artwork for deeper engagement. Therefore, my question is-*how can Computer-Generative art be authentic?* My answer works on two levels both centred around the concept of the cyborg relation and the artistic-process of Computer-Generative Art. On one level Computer-Generative Art can only be authentic with the right kind of artistic-process which is understood as the cyborg relation—an intertwining of human and machine artistic capacities in a unified-artistic-process. On the second level, the artistic-process and cyborg relation must be represented accurately to the audience. Both levels of authenticity come to form the two principles needed for engagement with Computer-Generative Art. They are the principle of method and the principle of representation.