

Generative AI has unleashed a wave of creative forces that allows talented professionals to create **extraordinary miracles**

Creativity in an Age of Horror

Dr. Noah Raford


It also gives amateurs
the ability to do almost
professional level work
for **next to no cost**

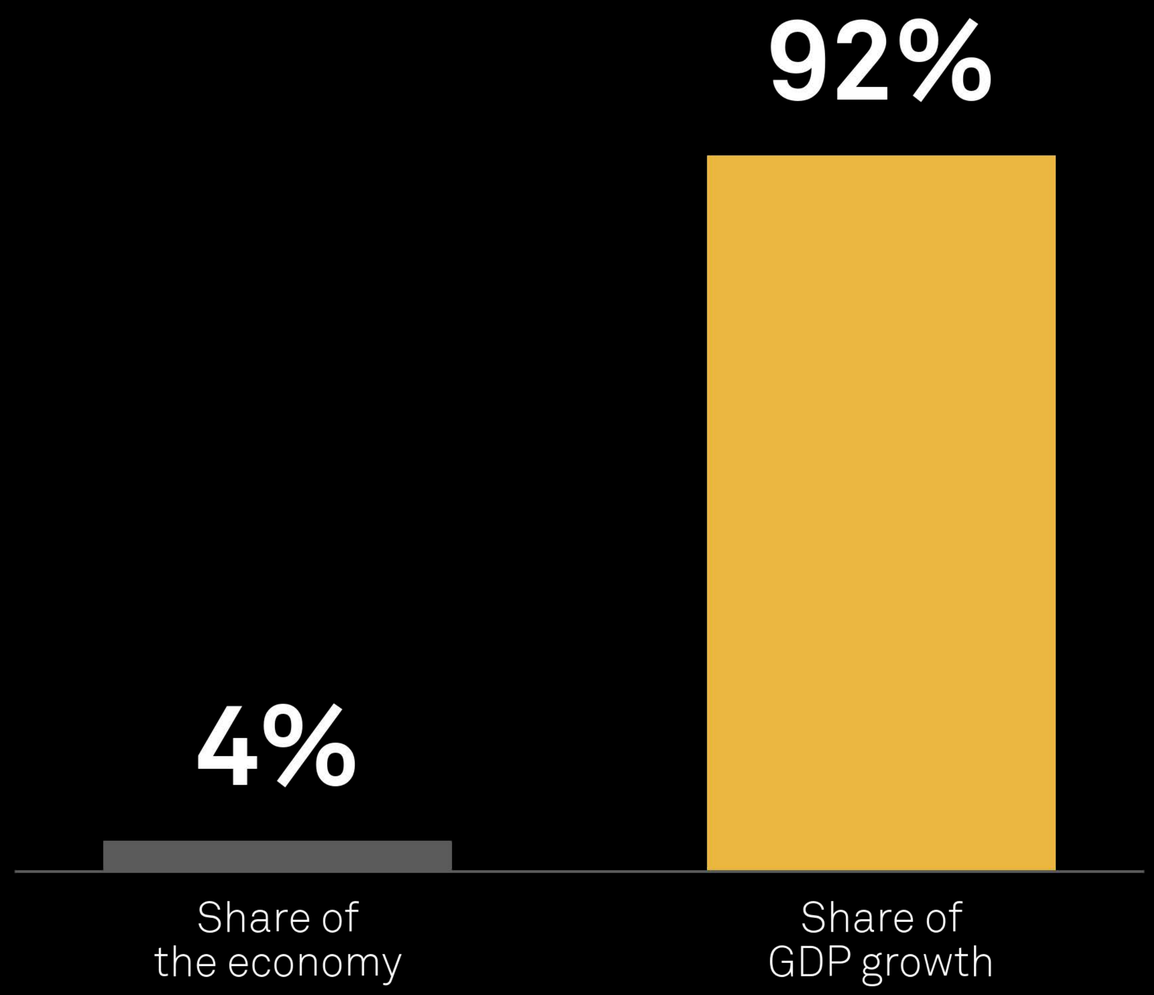
But is leading to **a wave of unimaginable design horrors** never before seen




AI slop

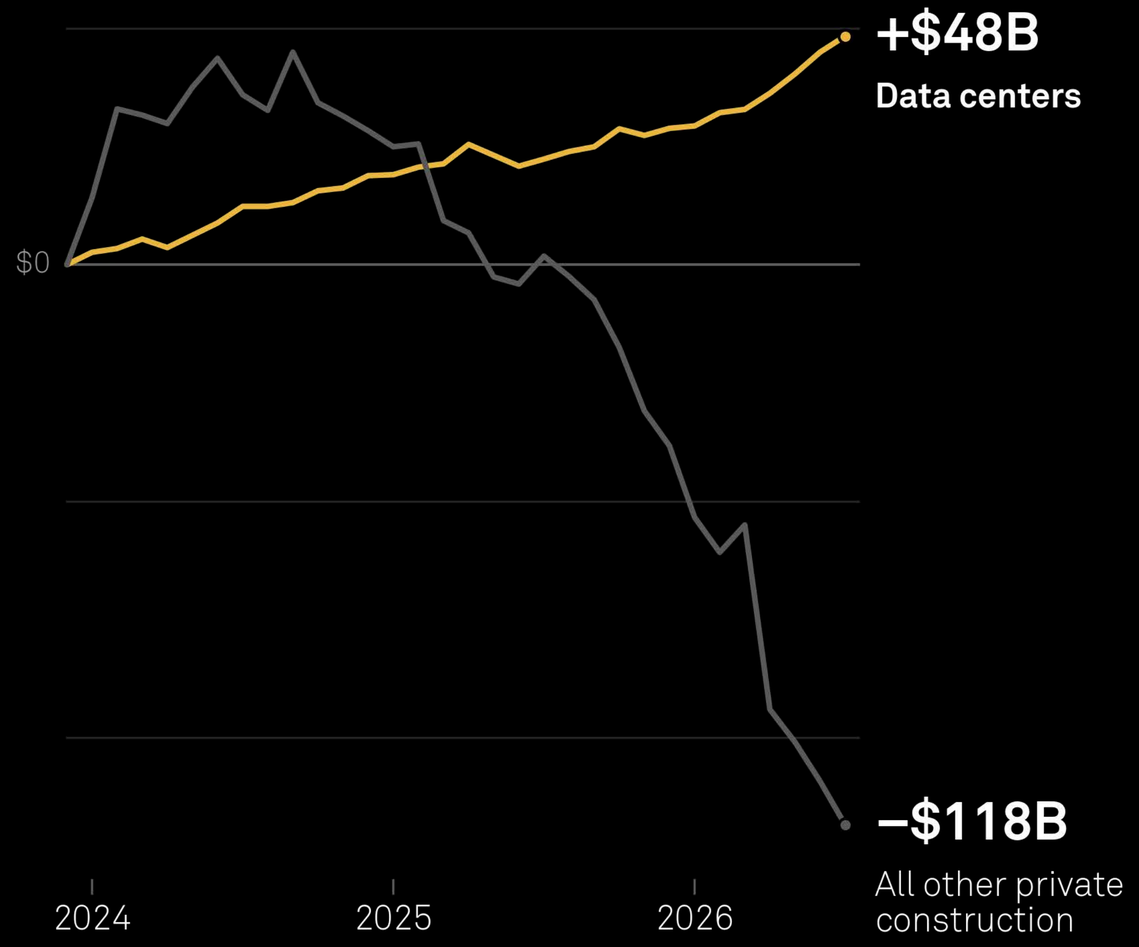
Whats the role of the
human in such a world?

AI is consuming **a massive share of economic growth**



First half of 2025. Investment in information processing equipment and software. Source: Jason Furman, Harvard, from BEA data (X, Sept 27 2025)

To the exclusion **of almost all other sectors**



Change in U.S. private construction spending since December 2023, $ billions

Change in U.S. private construction spending since December 2023, $ billions. Values read from the published chart, accurate to about ±$3B. Source: Crunch Data

People are **skeptical** about the benefits of AI

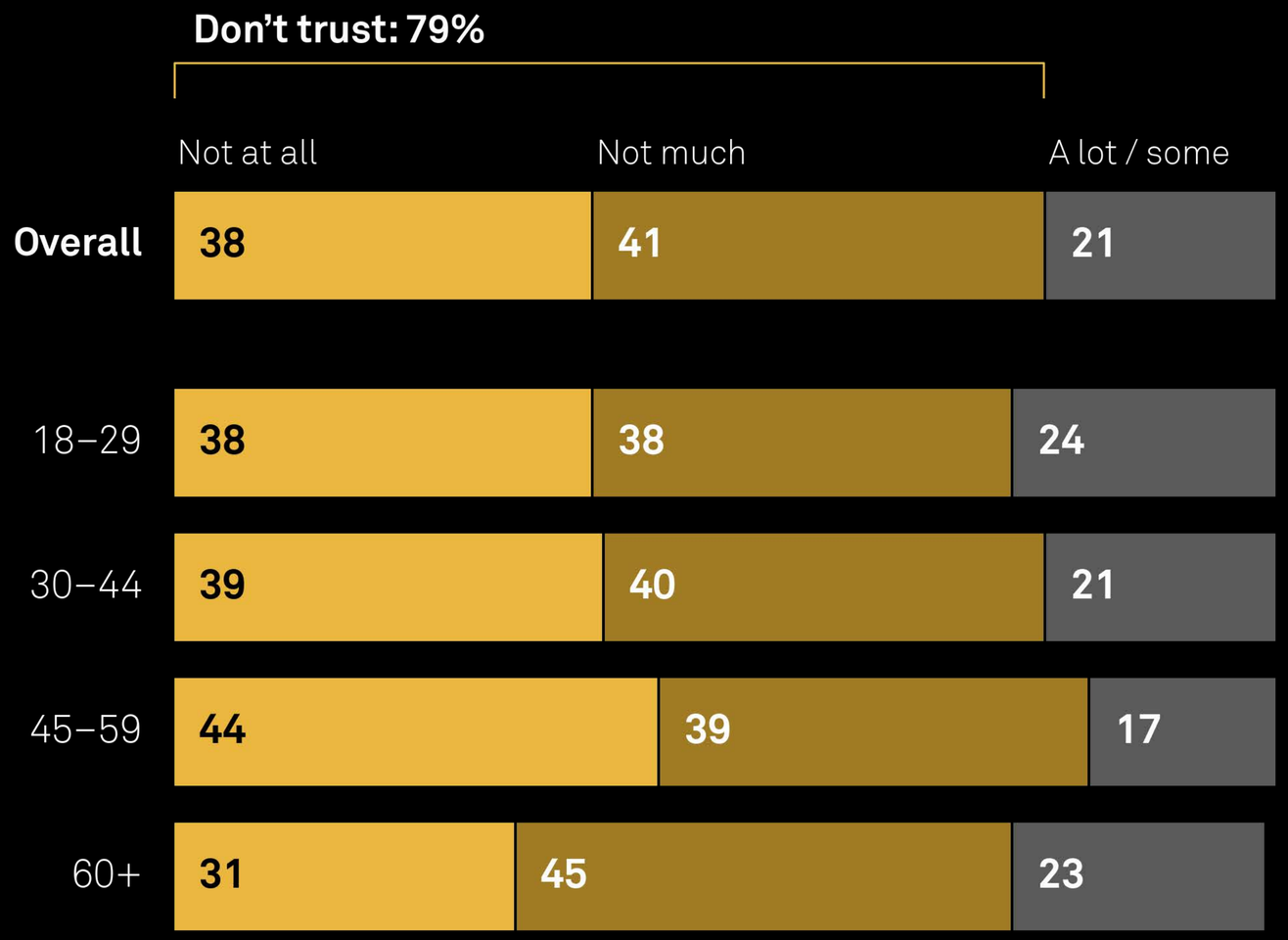
79%

AI will reduce jobs
(Gallup, 2026)

3x

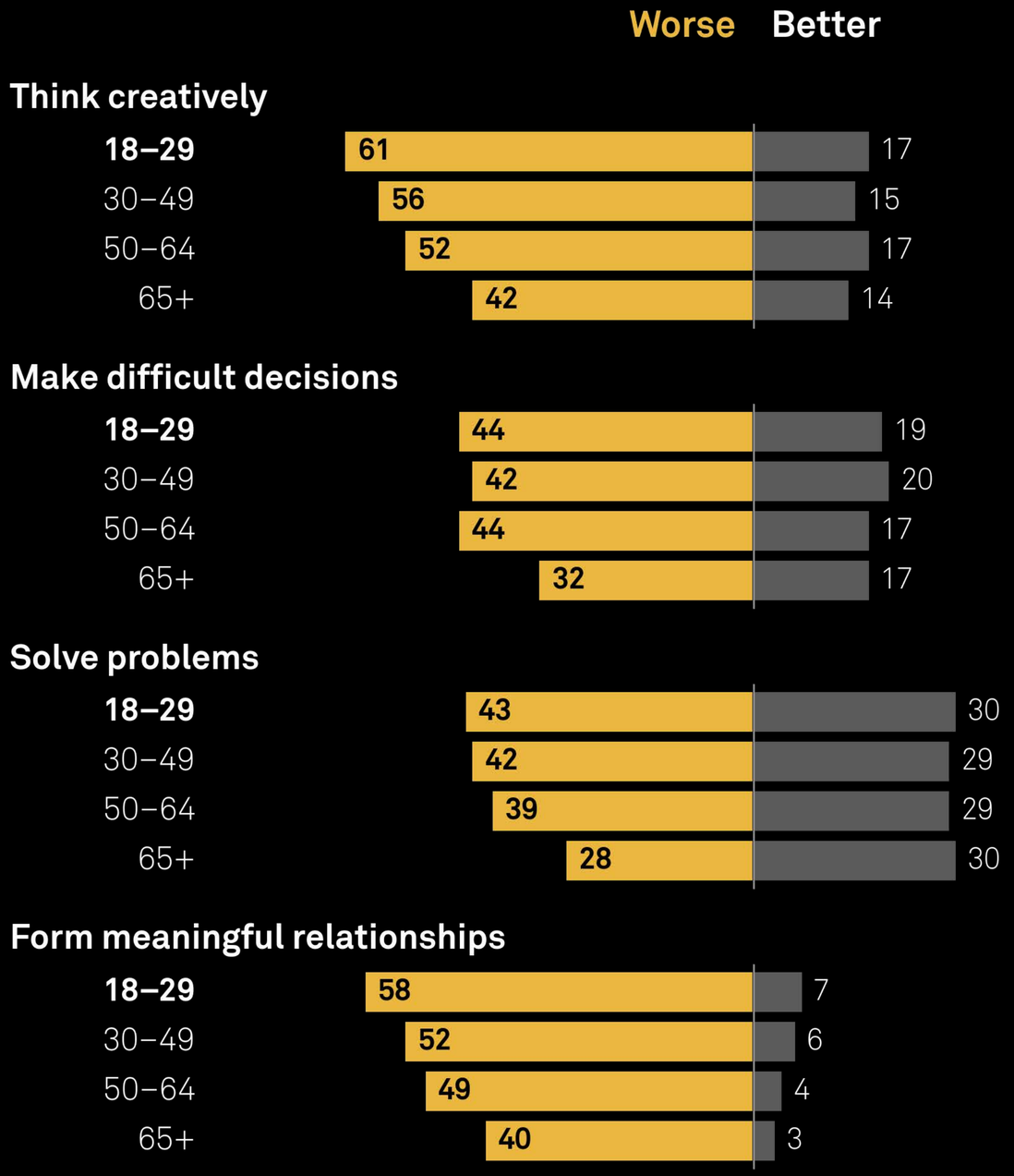
18 -29 year olds think
AI will have a negative impact
(48% vs 14%, Pew, 2026)

People don’t **trust companies** to use AI responsibly



% of U.S. adults answering: Do you trust companies to use artificial intelligence responsibly?
Source: Bentley-Gallup Business in Society survey, 5,458 U.S. adults, 2023

People (particularly young people) feel like it is **making us dumber**



% of U.S. adults who say increased use of AI will make people worse or better at each ability. The rest said neither or not sure. Source: Pew Research Center, survey of 5,023 U.S. adults, June 9–15, 2025

At best:
Lazy, stupid and cheap



At worst:
Evil, pedophilic and warmongering



At worst:
Evil, pedophilic and warmongering



At worst:
Evil, pedophilic and warmongering





Pope Leo XIV
@Pontifex

In this era of artificial intelligence, it is becoming urgent to distinguish human art from what machines produce. There is an ontological difference, even before an aesthetic one, between art and what a machine can generate through statistical calculation based on millions of images created by others. Algorithms lack the spark of humanity. For this reason, the Church wishes to renew an alliance with artists and cultural institutions to safeguard our humanity.

3:30 PM · Oct 2, 2026 · **22.7M** Views

4.4K 74K 430K 37K



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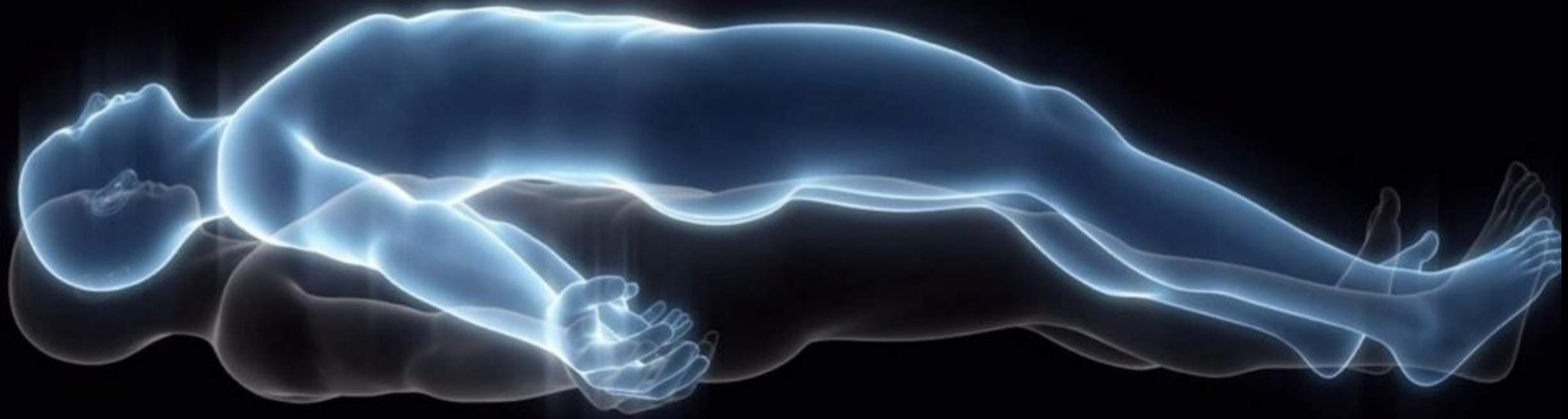


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“**The atheism leaving my body** when the Pope declares we should support artists”



2016



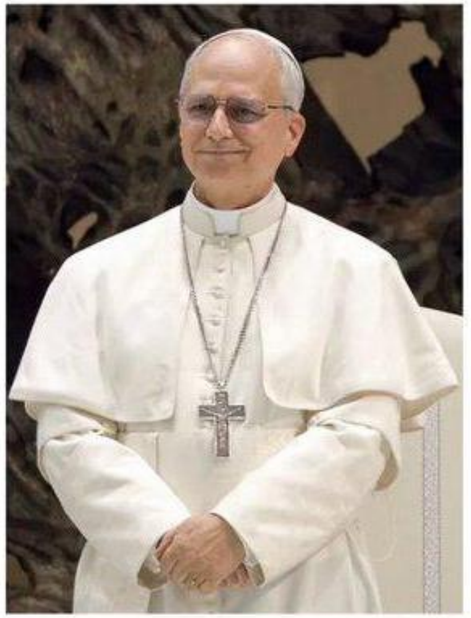
I would never fight a Holy War



2026



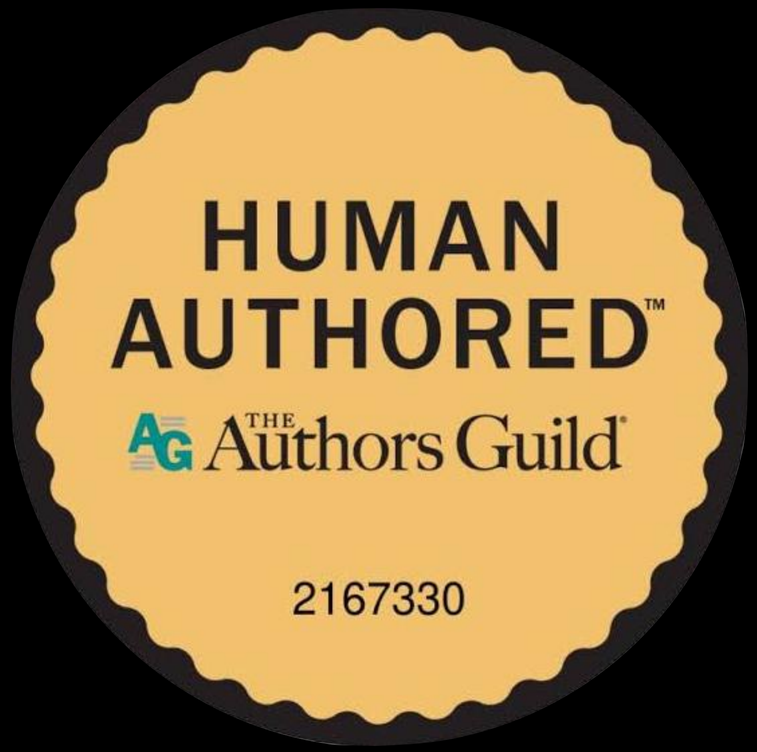
Pope Leo I'm ready launch me towards the nearest data center



Question isn’t really whether you use it, its **what you show**.



Moral badge of identity politics




Moral badge of
identity politics
1 AED
1 AED

Moral badge of
identity politics



1 AED

~~1 AED~~

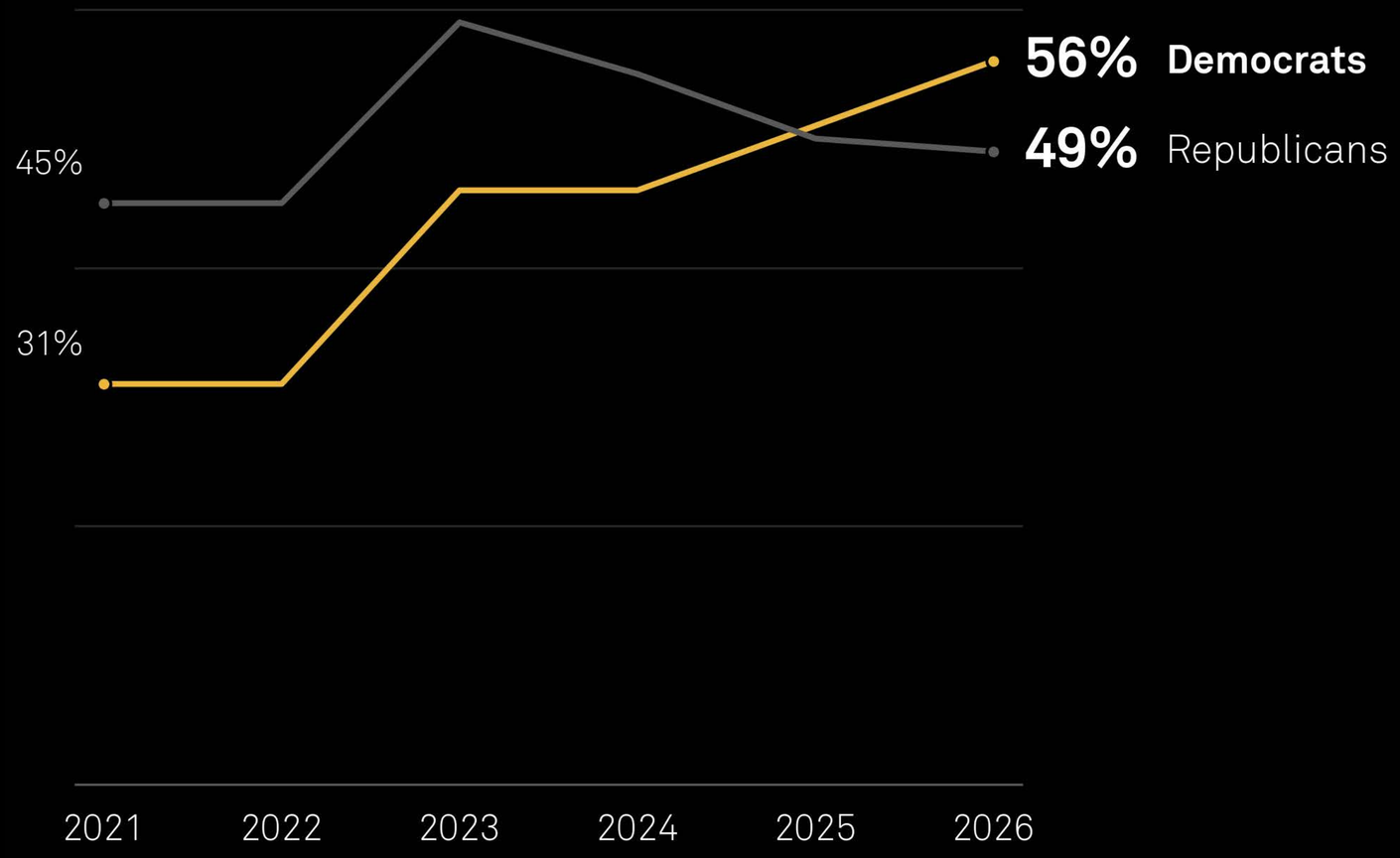
3 AED

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Taste classifies, and it **classifies the clas**

- Bourdieu, Distinction (1979)

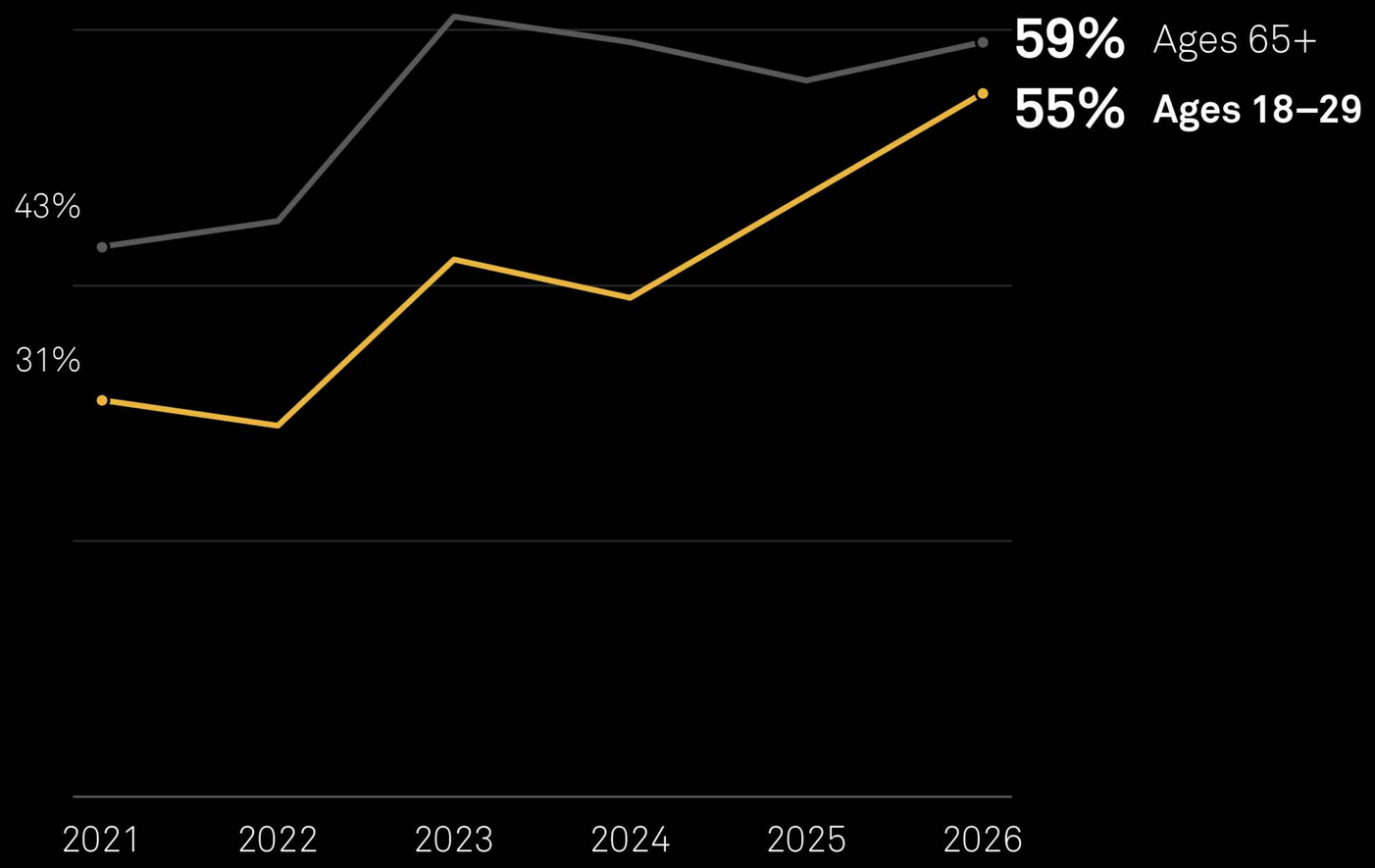
AI is **getting political**



% of U.S. adults more concerned than excited about AI in daily life, by party

% of U.S. adults "more concerned than excited" about AI in daily life
Source: Pew Research Center, survey of 3,488 U.S. adults, June 22-28, 2026

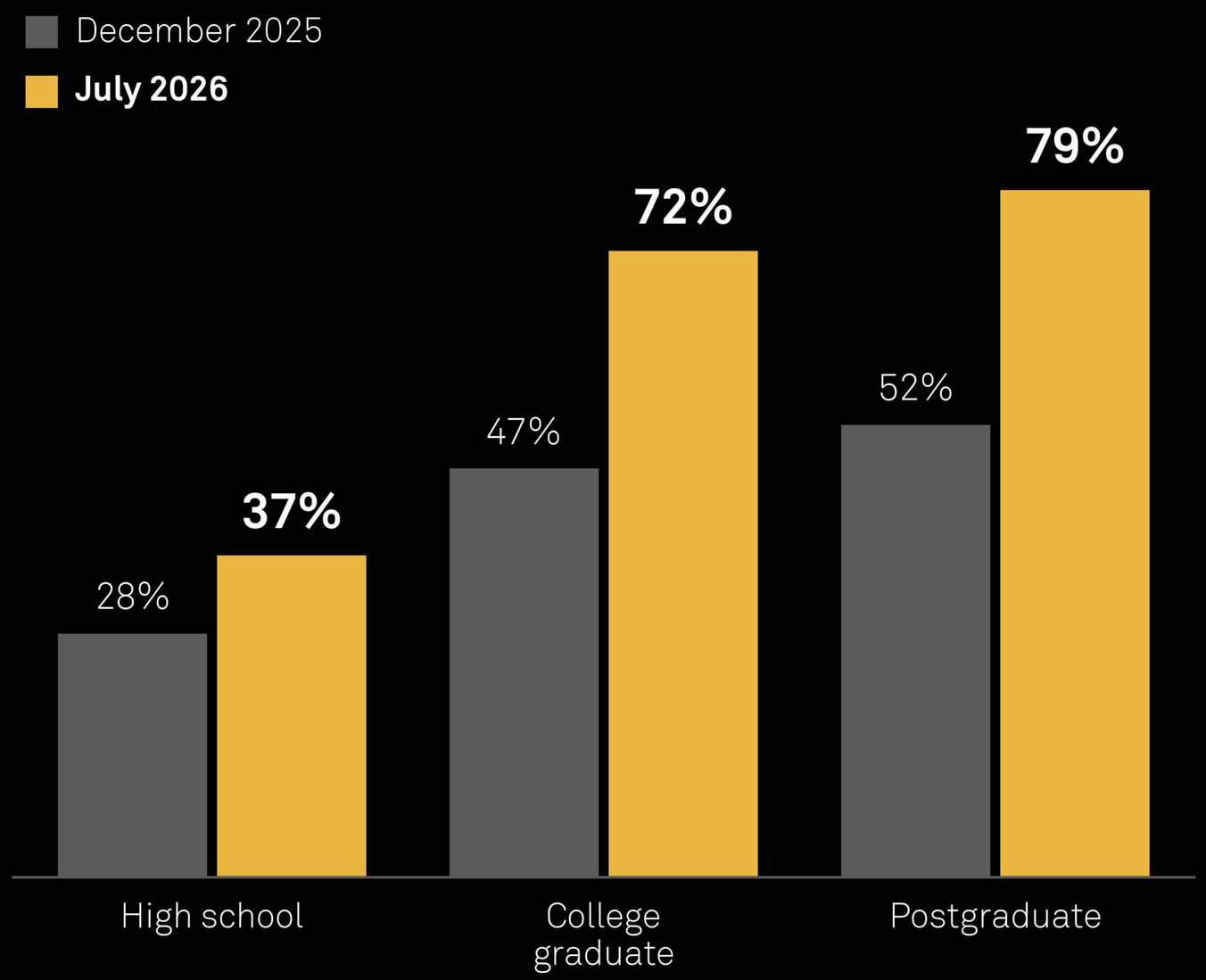
Under-30s went from the least worried to **55% concerned**



% of U.S. adults more concerned than excited about AI in daily life, by age

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Best customers lead the back lash



% opposing data centers in or near their community, by education

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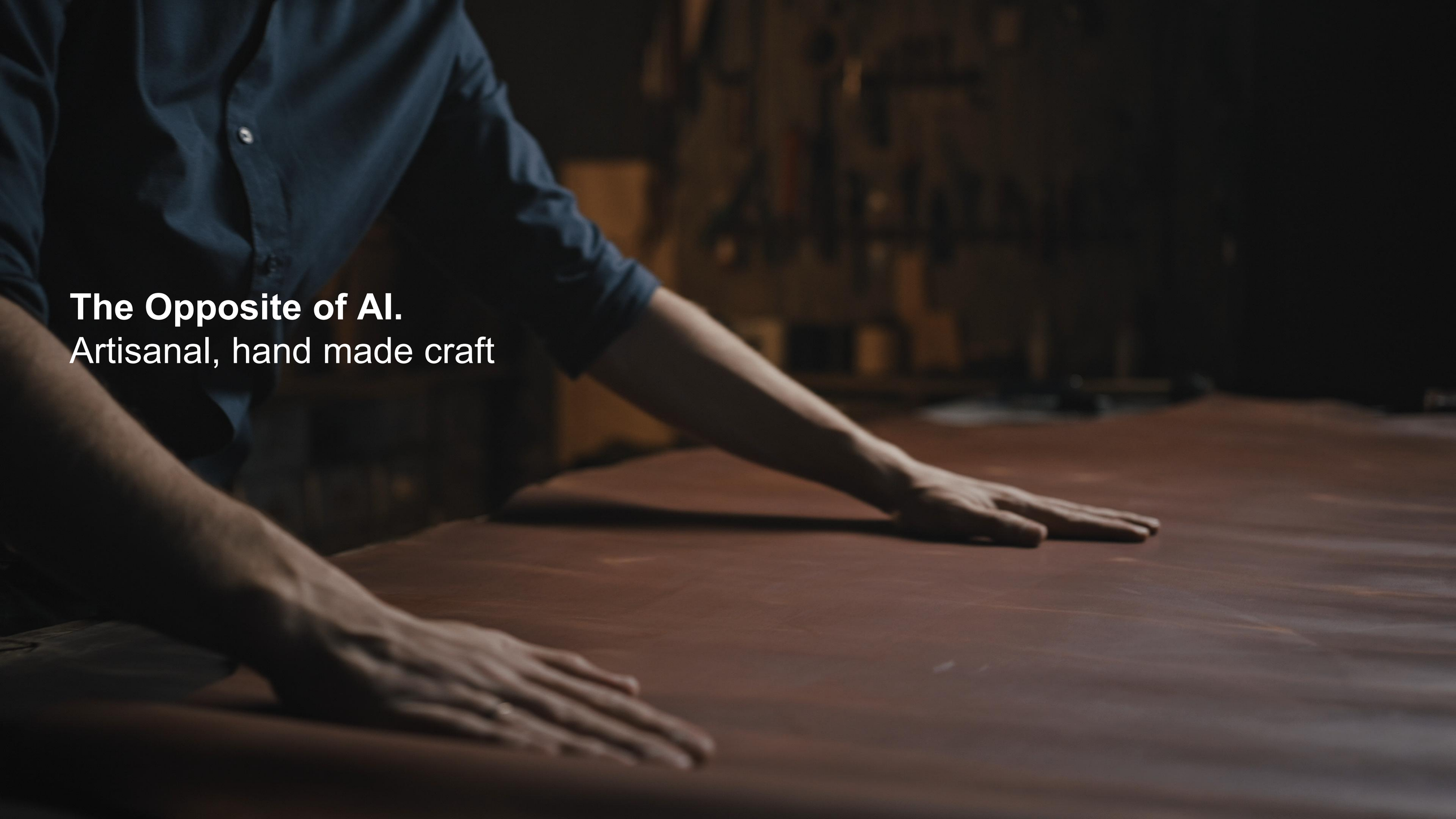


AI is **getting political**

Four ways to use AI

Explicitly Anti-AI




The Opposite of AI.
Artisanal, hand made craft


“Good enough” AI.
Cheap, mass market.
Five prompts every pizza restaurant owner should know

Masterful AI.
So good, people don’t even care its AI



Every brand now sits on **this map**

Cultural Capital +

Economi cCapital -



Economi c Capital +

Cultural Capital -

- Bourdieu, Distinction (1979)

Every brand
now sits on
this map

Made by Human

Cheap



Masterful

Made by Bot

Your use of AI represents a **new front** in the **culture war** and will partially define your brand identity



When it comes to **human-centric values**, you've got two choices.

Lean into AI or explicitly reject it.



Either strategy works.

You will be **punished or rewarded based on how it lands with your customers.**


We are entering an **era of magical thinking.**

THANK YOU



EMIR

SUCCESSFUL PERSPECTIVES

DR. NOAH RAFORD