



# CONCEPT

**AI HOKUSAI**, an ArtTech Research Project inspired by the methodology proposed in the 19<sup>th</sup> century by the Japanese artist and art educator Hokusai, invites artists from all over the world, working in various media to experiment with artificial intelligence.

The project takes place online in the form of a residency/laboratory. During 3 months, it will combine an intensive internal program of applied workshops for selected artists, with an open public program that includes discussions and masterclasses.

While the artists explore generative AI tools to create artworks for a final exhibition, the organizers will conduct a research study, by observing and analyzing the process from cultural, technological, anthropological and philosophical points of view.

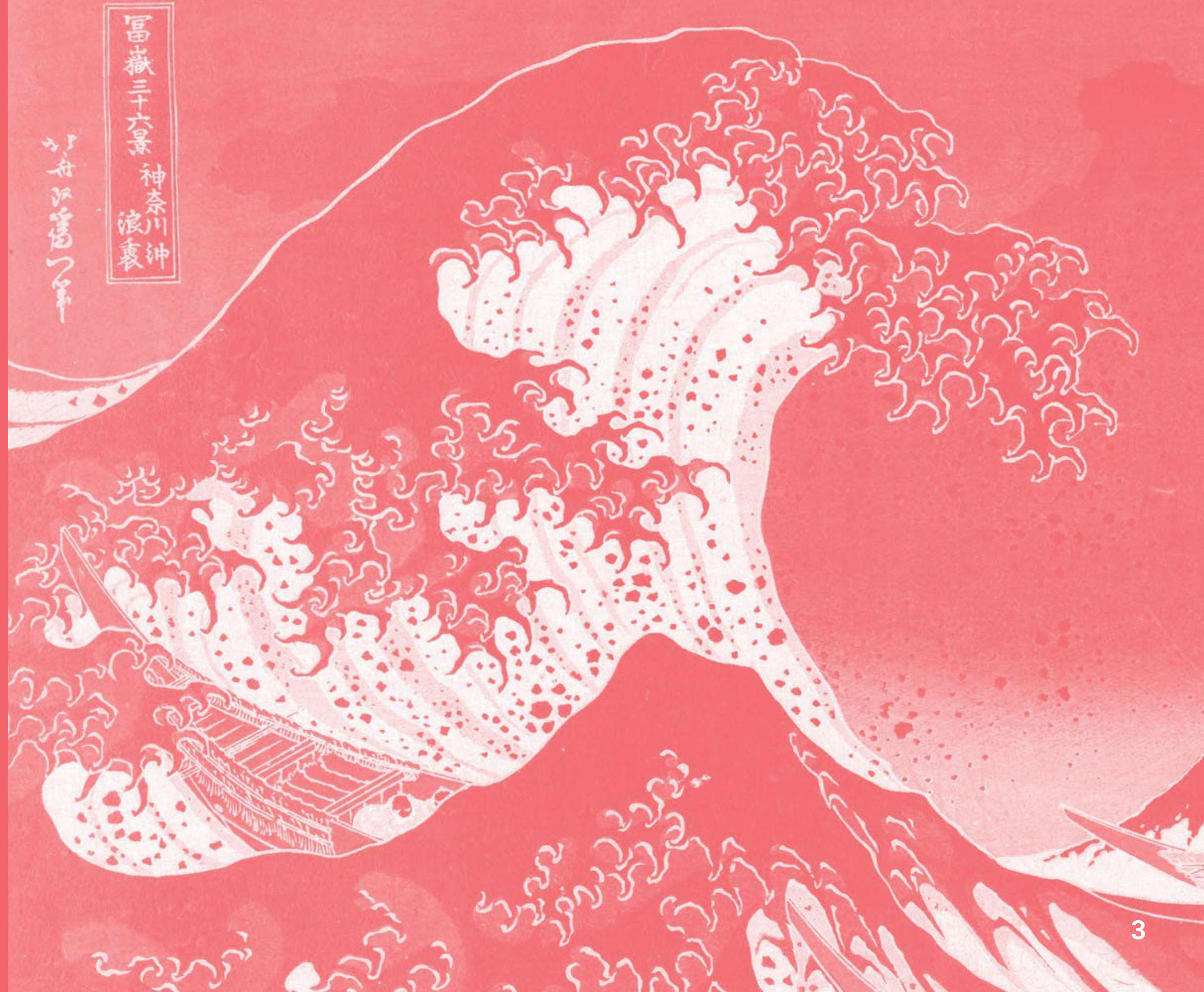
The results will be published in a research paper that brings together the experience of artists, experts and organizers to produce a deeper understanding of the role of artificial intelligence in the context of art, culture, and human heritage.

# MISSION

**Explore new horizons through a synthesis of contemporary artistic practices, channeling the legacy of Hokusai using artificial intelligence, while asking questions about the future of creativity, ethics and the artist's role in a society going through technological transformation.**



# WHY HOKUSAI?



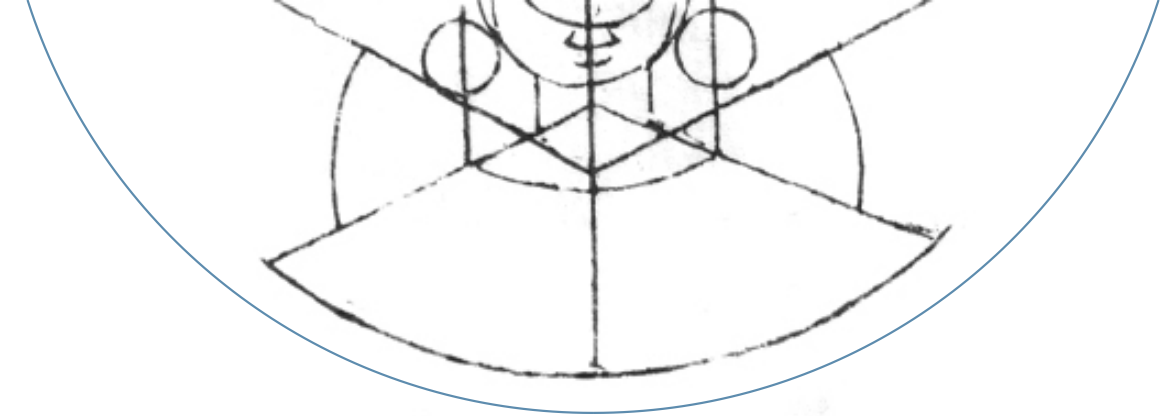
**KATSUSHIKA HOKUSAI** (1760–1849) was a world-renowned Japanese artist who sought to bridge Eastern and Western traditions. He created instructional manuals called *manga* that have inspired contemporary art education through a systematic methodology and approach that algorithmically breaks down complex artistic processes into accessible steps and elements.

Hokusai's influence extends beyond traditional Japanese art, permeating Western art and pop culture. His innovative use of perspective and composition influenced the Impressionists, with artists like Claude Monet and Vincent van Gogh studying his prints.

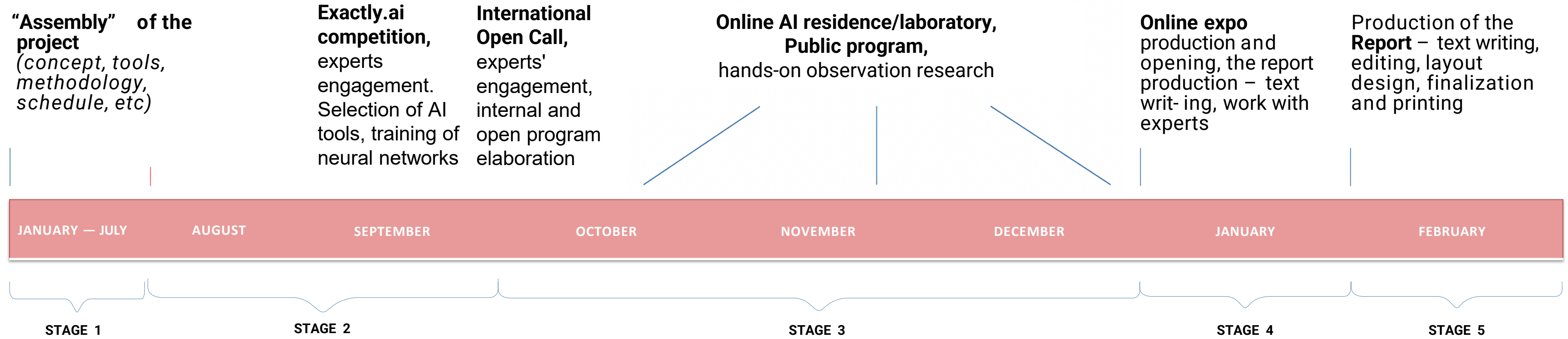
But his influence does not end there. Some claim that without Hokusai, various artistic disciplines such as modern woodcutting, graphic design, comics, manga, anime and even tattooing would not be the same.

The project organizers are confident that Hokusai's methodology will make it possible to train neural networks to use the legacy of the great Japanese master as a tool for modern artists.





# PROJECT STRUCTURE & FLOW (2024–2025)



## PROJECT OUTCOMES

■ **RESEARCH**  
(METHODOLOGY, TECHNIQUES, APPROACHES)

■ **ONLINE RESIDENCY/LABORATORY**  
(METHODOLOGY, PROGRAM, TOOLS, ETC.)

■ **WEBSITE** AS A PLATFORM FOR DOCUMENTING RESEARCH AND POTENTIAL FURTHER DEVELOPMENT OF THE PROJECT

■ **HOKUSAI-TRAINED NEURAL NETWORKS**

■ **ARTWORKS CREATED WITHIN THE RESIDENCY**

■ **COMMUNITY BUILT AROUND THE PROJECT**

■ **PUBLIC PROGRAM**  
(OPEN DISCUSSIONS AND MASTER CLASSES FOR THE GENERAL PUBLIC)

■ **VIRTUAL EXHIBITION**

■ **RESEARCH REPORT** –PUBLICATION OF THE RESEARCH RESULTS (DIGITAL/ PRINTED VERSION)

■ **OPEN-SOURCE** KNOWLEDGE BASE FOR ARTISTS ON USING AI TOOLS

■ **PROJECT ARCHIVE**

■ **PHYSICAL EXHIBITION\***  
(SERIES OF EXHIBITIONS, POP-UP INTEGRATIONS)



# TEAM



**KATSUSHIKA HOKUSAI**

(葛飾 北斎), 1760–1849, born Tokitaro, is one of the most iconic Japanese artists of the Edo period. He is primarily known for contributing to ukiyoe, a Japanese artistic genre focused on depicting everyday life, nature, and landscapes. Hokusai dedicated his entire life to art, producing an exceptional body of work that has left an indelible mark on the world. Hokusai's distinctive style is characterized by his meticulous attention to detail, mastery of lines and composition.



**EVGENY MERMAN**

**Ai Hokusai** Ai Hokusai project curator. A multimedia artist, painter, and art professor based in Tel Aviv. With over 25 years of experience in the arts, including numerous exhibitions, art residencies, teaching, and educational work, Evgeny Merman studied at the School of Visual Arts (SVA) and lived in New York and Hong Kong before relocating to Israel, where he continues to develop his artistic practice. He's had solo exhibitions in Tel Aviv, Jerusalem, Kyiv, MusemLV, Riga and Museum and Center of Contemporary Art, Ticino, Switzerland. In 2019 he won 1st Prize at 33th Kyoto Art Biennale, International Juried Exhibition of Art. Japan.

[evgenymerman.com](http://evgenymerman.com)



**VLADIMIR OPREDELENOV**

**Ai Hokusai** project curator. Expert, lecturer and researcher in the field of combining technological innovation, management, social development and the sphere of culture and art. CDO of .ART and founder&CEO of the digital agency [tech4.art](http://tech4.art), specializing in consulting museums, galleries and art business companies, as well as art managers, artists and collectors on the topics of development, digital marketing and the use of all types of technologies.

[opredelenov.art](http://opredelenov.art)



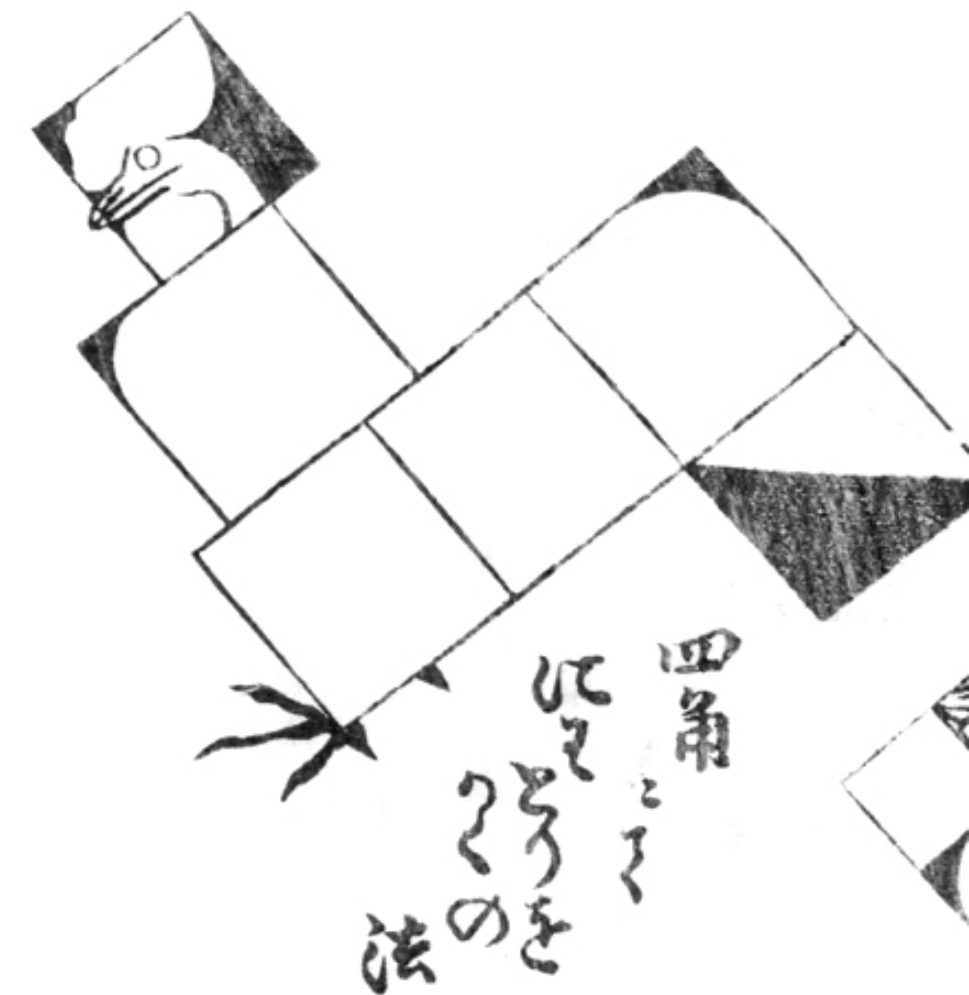
**ANNA SHVETS**

**Ai Hokusai** project curator. An art manager, producer of international art projects, independent curator and art business strategist with hundreds of art projects across the world over the last 20 years. CEO of [Tatchers' Art Management](http://Tatchers' Art Management). She regularly contributes to art and business publications, lectures and conducts research spanning contemporary art theory, interdisciplinarity and the intersection of art and digital technologies.

[tatchers.art](http://tatchers.art)



The project is also supported by international partners and admirers of his creativity and the pedagogical approach to art.



# ONLINE RESIDENCY / LABORATORY

## INTERNATIONAL OPEN CALL

- END OF SEPTEMBER, 2024
- No restrictions on age, race, gender
- No application fee

## MEDIA

- 2-dimensional Visual arts
- Sculpture and Installation
- Video art
- Digital / Media / Data art
- Digital Performance
- Sound art



## ONLINE RESIDENCY / LAB

OCTOBER, 2024 –KICK-OFF

Weekly timing:

1 public event (*webinar, masterclass*)

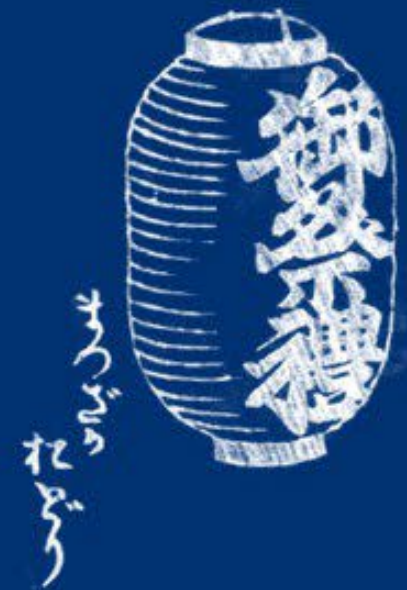
1–3 team hands-on sessions

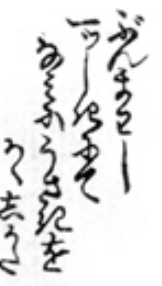
Personal working meetings with artists

1 curatorial synchronization meeting

**+ Foresight sessions, experiments,  
invited experts master-classes**

DECEMBER, 2024 –finalization of the  
laboratory's work, virtual exhibition  
pre-production starts



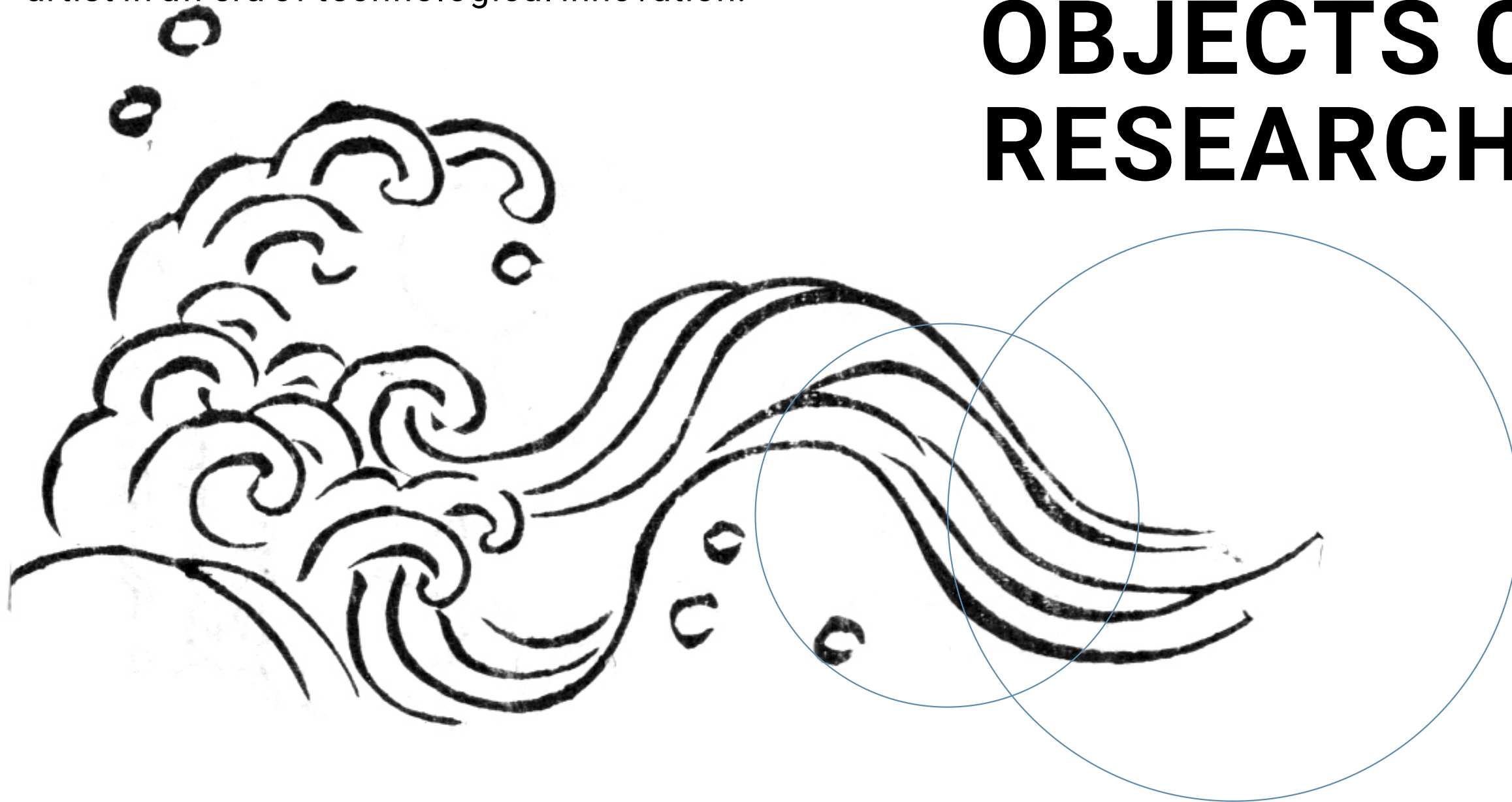


# RESEARCH

Besides creative interaction and philosophical exploration, the project will also address ethical concerns, safety issues, and the acceptable boundaries of using artificial intelligence in artistic practice. Special attention will be given to concerns that AI might replace real artists, raising questions for society about the future of art and the role of the artist in an era of technological innovation.

## EXPANDED LIST OF SUBJECTS AND OBJECTS OF RESEARCH

- 1 Participating Artists
- 2 Artists' art
- 3 Artistic practice (*ideas, thoughts, activities, etc.*) of artists
- 4 Hokusai as a historical figure
- 5 Legacy of Hokusai and information about him
- 6 Artistic legacy of Hokusai
- 7 Influence of Hokusai on the development of art
- 8 Digital twin of Hokusai based on AI technologies
- 9 Artificial intelligence as a tool for creativity (*text, speech, image, video, music generation*)
- 10 AI as an additional tool in traditional artistic practice
- 11 AI as a tool for synthesis
- 12 AI as a tool for analysis
- 13 AI as a tool for personalization and embodiment of communication with art
- 14 AI as a tool for communication and dialogue







# AI Hokusai and exactly.ai challenge

64

Participants

25 Sep, 2024

Deadline

exactly.ai and [AlHokusai](#) are excited to announce the AI Hokusai challenge. The contest aims to merge the rich artistic heritage of Katsushika Hokusai with cutting-edge artificial intelligence technologies, creating a platform for artists and AI enthusiasts to explore and expand the boundaries of digital creativity.



Train neural networks on material from the manga series by Katsushika Hokusai. The goal is to develop AI models capable of generating high-quality images in Hokusai's style across various genres and themes.

**From paper to digital**  
training AI models on Hokusai's manga

 Prizes

The winning models will become part of the AlHokusai project

Plus

£1500

1st place

£1000

2nd place

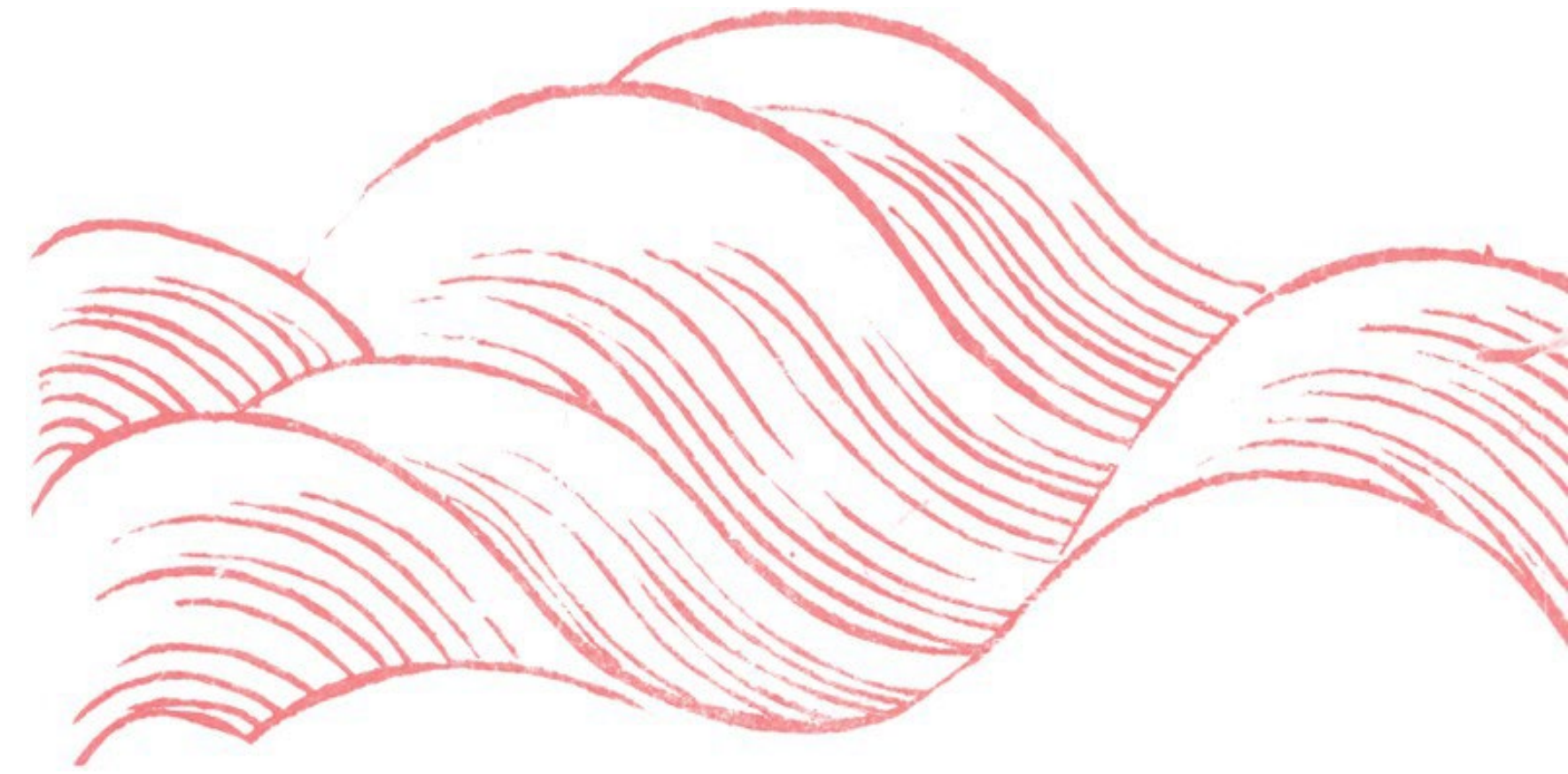
£500

3rd place

\*exactly.ai is an ethical AI platform that helps professional illustrators and commercial artists free up more time for their creative practice, promote their work, and protect their intellectual property

# AI INSTRUMENTS WE USE

Artificial intelligence serves not only as a tool for creating new works but also as a means of exploring the possibilities of technology, expanding the boundaries of traditional artistic creativity, and opening new perspectives for dialogue with culture and art of the past.



exactly.ai

Gemini

 ChatGPT

 Read

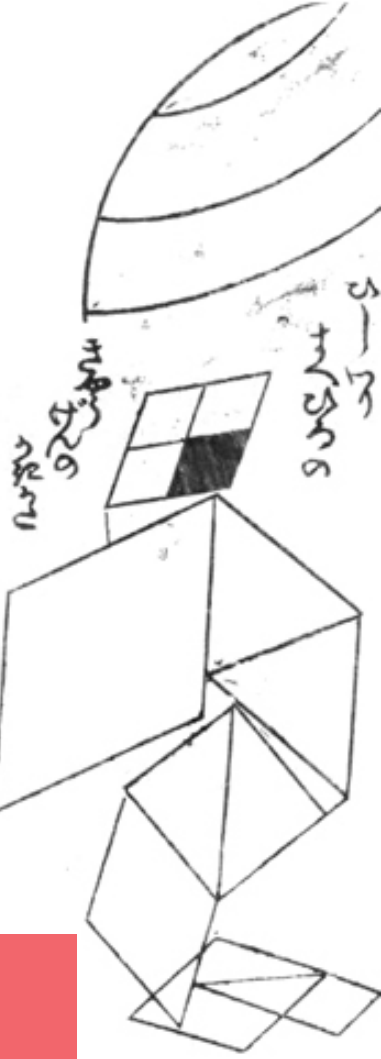
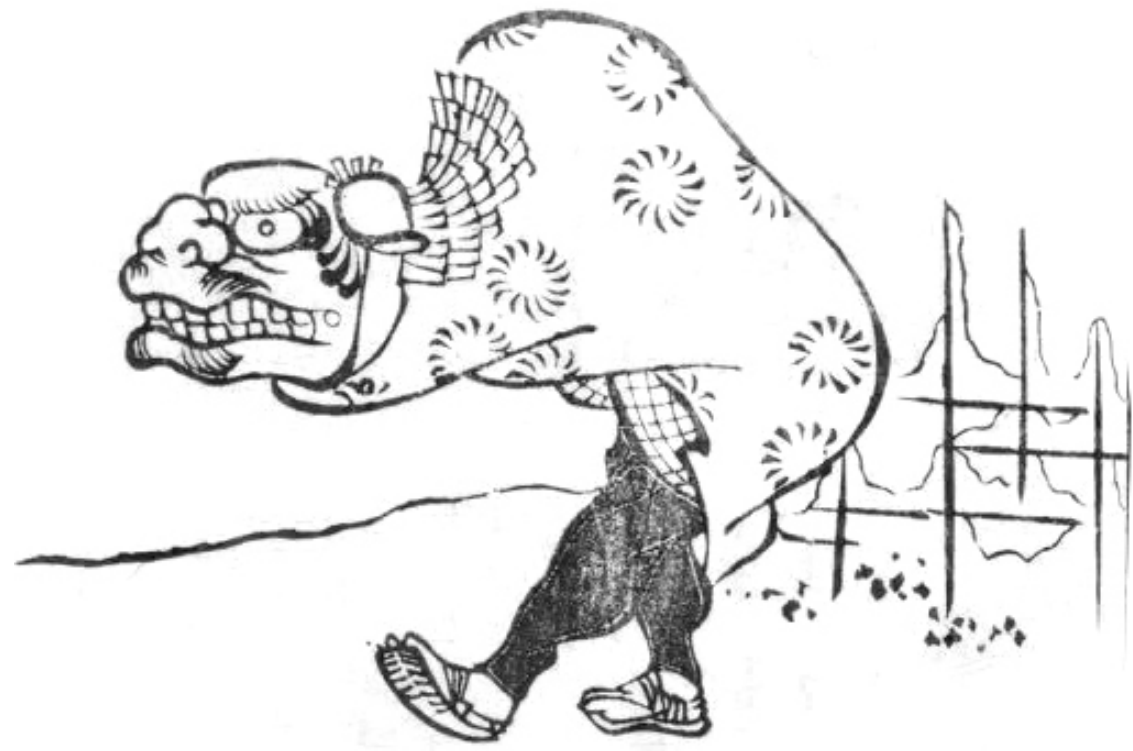
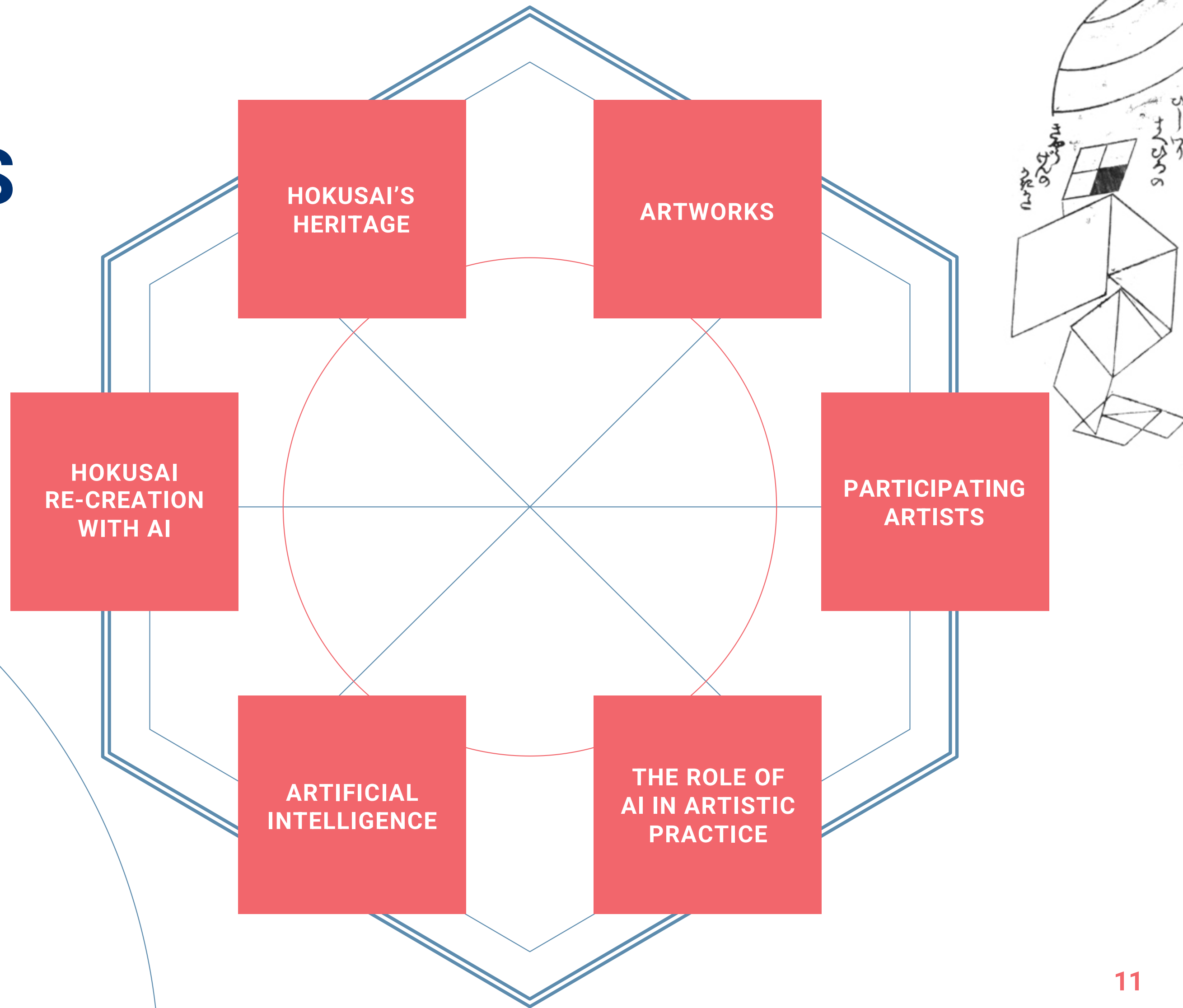
 DALL·E

 runway

 Midjourney

Gigapixel 7™

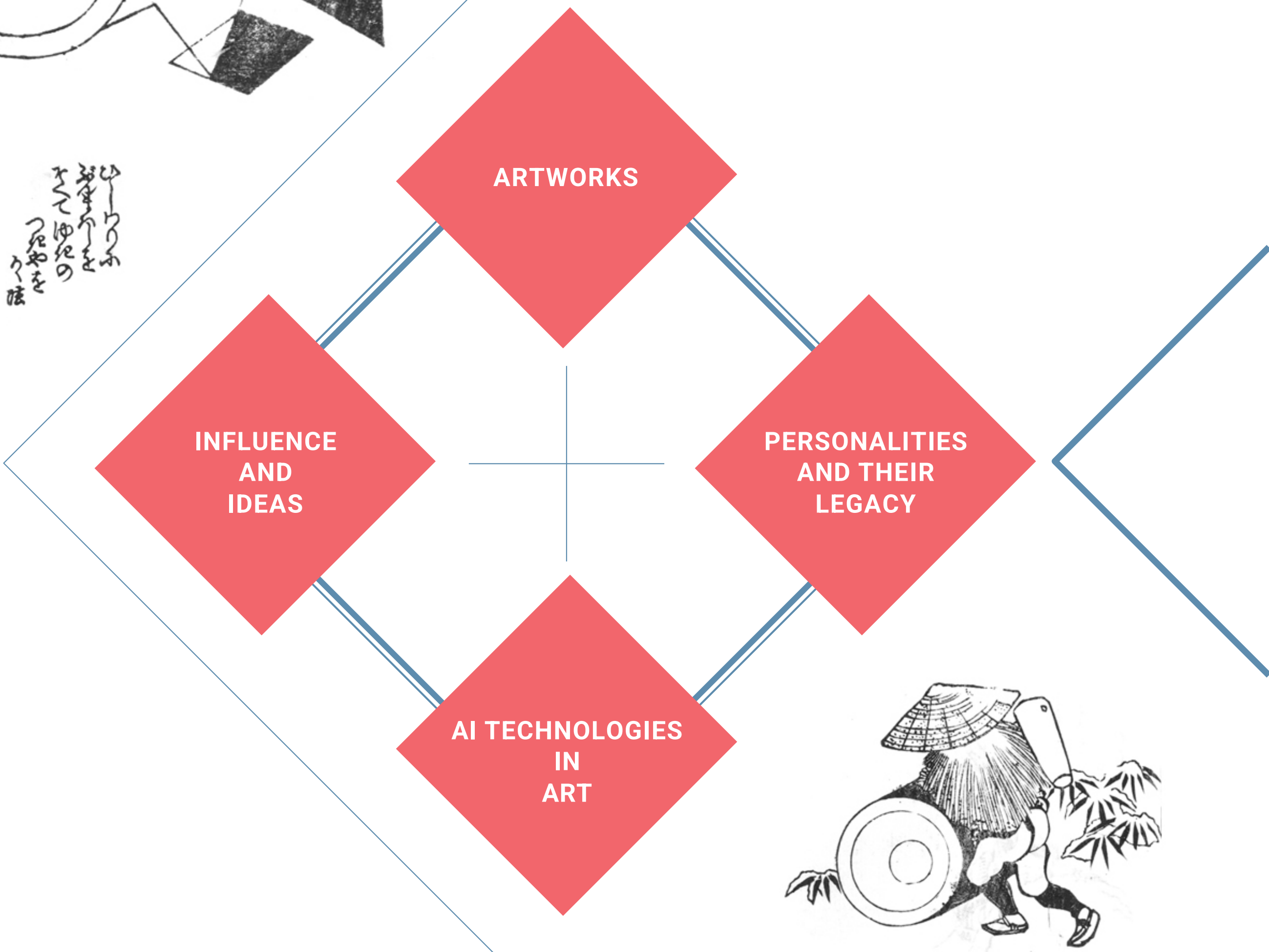
# INTERRELATIONS OF THE RESEARCH ELEMENTS



# KEY CATEGORIES AND THEIR RELATIONSHIPS



ひらり  
ゆるり  
まろやか  
つややか  
まろやか



FOR SIMPLICITY, THE ELEMENTS CAN BE DIVIDED INTO THE FOLLOWING CATEGORIES:

**Individuals and their legacies:** Hokusai, participating artists.

**Artworks:** Hokusai's artistic legacy, artwork of participating artists.

**Influence and ideas:** Ideas, thoughts, activities of participating artists, Hokusai's influence on the development of art.

**AI technologies in art:** Hokusai's digital twin, AI as a tool (*generation, analysis, synthesis, personalization, communication*).

**MAJOR TYPES OF RELATIONSHIPS:**

**Inspiration:** How historical figures and their ideas inspire the creation of new art using modern technologies.

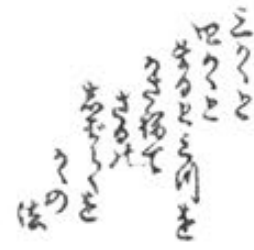
**Influence:** How past art influences contemporary creativity and technological innovation.

**Use:** How AI is used in artistic practice to create, analyze, synthesize, and communicate.

**Analysis and synthesis:** How AI helps analyze artistic heritage and create new works, merging historical and contemporary art.

**Communication and dialogue:** How AI serves as a bridge for dialogue between the past and the present, artists and audiences.



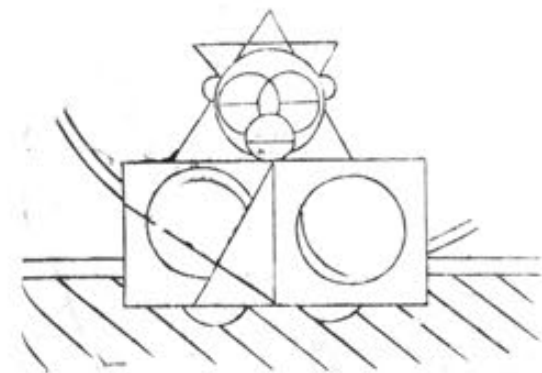


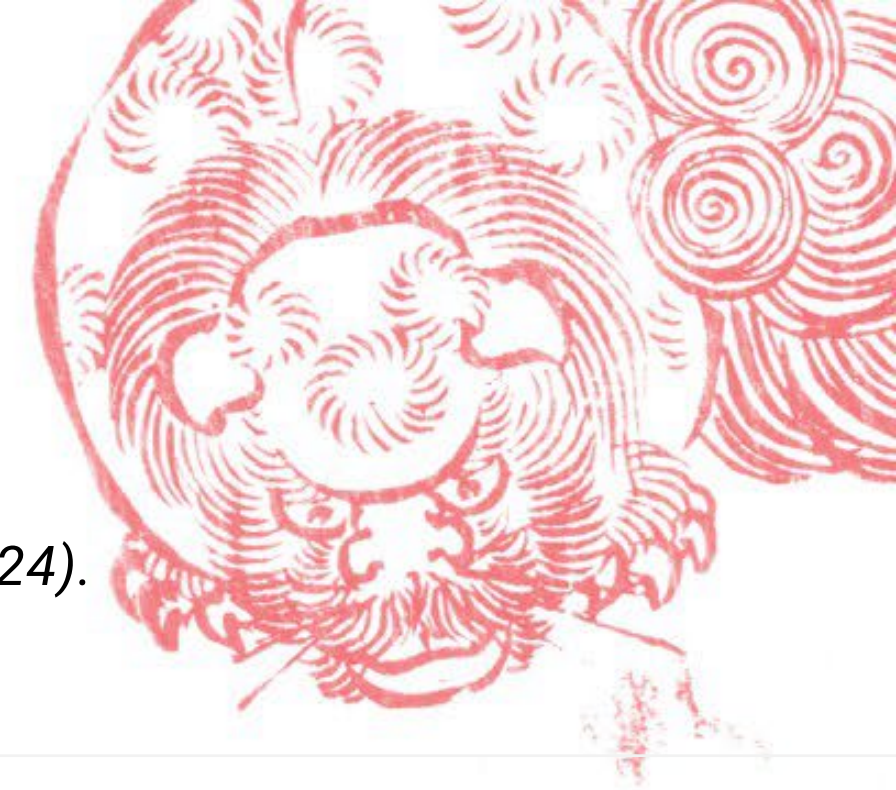
# VIRTUAL EXHIBITION

Individual and group works created during the residency / laboratory will be showcased in a virtual exhibition. The results of AI experiments, including 2D and 3D creations, video and sound art, digital performances, and data art objects, will be presented to a wide international audience in a space accessible from a computer screen, mobile phone, or VR headset. Video interviews with the creators of each work will accompany the walkthrough. Additionally, a digital catalog will provide comprehensive information on the creation process of both the art objects and the exhibition space.

## PRELIMINARY SECTIONS

- “Meeting of Three Worlds”
- “Legacy and Inspiration”
- “Creation”
- “Dialogues”
- “Immortality”





# PUBLIC PROGRAM

An Open Discussion and Educational Program will accompany the residency (*October –December 2024*).  
Leading international experts in the AI for Art segment are invited as speakers for the program.

AI HOKUSAI OPEN LABS	AI HOKUSAI OPEN DISCUSSIONS	HOKUSAI'S LEGACY SERIES
<p>These series are designed to provide practical tools for artists working in various media who wish to expand their range of techniques and resources. Participants will gain valuable insights and skills to enhance their artistic practices through workshops and instructional sessions.</p>	<p>These series invite the general public to explore the role and place of AI, in the creative process. Moderators will bring forward the most provocative topics in the context of AI usage by artists and case studies that have stirred the informational landscape in recent years.</p>	<p>The influence of Hokusai on contemporary visual culture is undeniable. His manuals and works in visual arts and poetry continue to educate and inspire even today. This series is prepared in collaboration with art historians and biographers of Hokusai.</p>
<h2>PRELIMINARY TOPICS*</h2>		
<ul style="list-style-type: none"> <li>• Working with digital graphics,</li> <li>• Moving image AI generation,</li> <li>• Master-classes from resident artists,</li> <li>• Sound art &amp; music AI generation,</li> <li>• AI for artistic research and storytelling,</li> <li>• VR + AI virtual exhibitions &amp; platforms</li> </ul>	<ul style="list-style-type: none"> <li>• Will AI Replace Artists?</li> <li>• The Existence of AI Aesthetics: Myth or Reality?               <ul style="list-style-type: none"> <li>• Nuances of Selling AI Art</li> <li>• AI and Linguistic Accessibility                   <ul style="list-style-type: none"> <li>• HR for AI</li> </ul> </li> </ul> </li> <li>• AI and Digital Immortality</li> </ul>	<ul style="list-style-type: none"> <li>• The Great Wave: Analyzing his most Iconic Print,</li> <li>• Hokusai's Influence on Western Art and Culture               <ul style="list-style-type: none"> <li>• The Thirty-Six Views of Mount Fuji,</li> <li>• Hokusai's Contributions to Manga,</li> </ul> </li> <li>• Understanding the Man Behind the Art,</li> <li>• Hokusai's Techniques and Innovations</li> </ul>

All topics of the public program, as well as the conclusions and observations made during open discussions and workshops, will be analyzed and included in the final project report.

\*The topics are preliminary and will be clarified soon.



# PARTNERS

exactly.ai

**TATCHERS'**  
ART MANAGEMENT

art ambassadors

RESEARCHERS  
ART

Tech4.Art  
Digital Art&Tech Agency

**IKONO  
SPACE**

**ikono**TV





北  
齋



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