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ABO Annual Conference

THE ORCHESTRAL FUTURE: AI FOR CREATIVITY

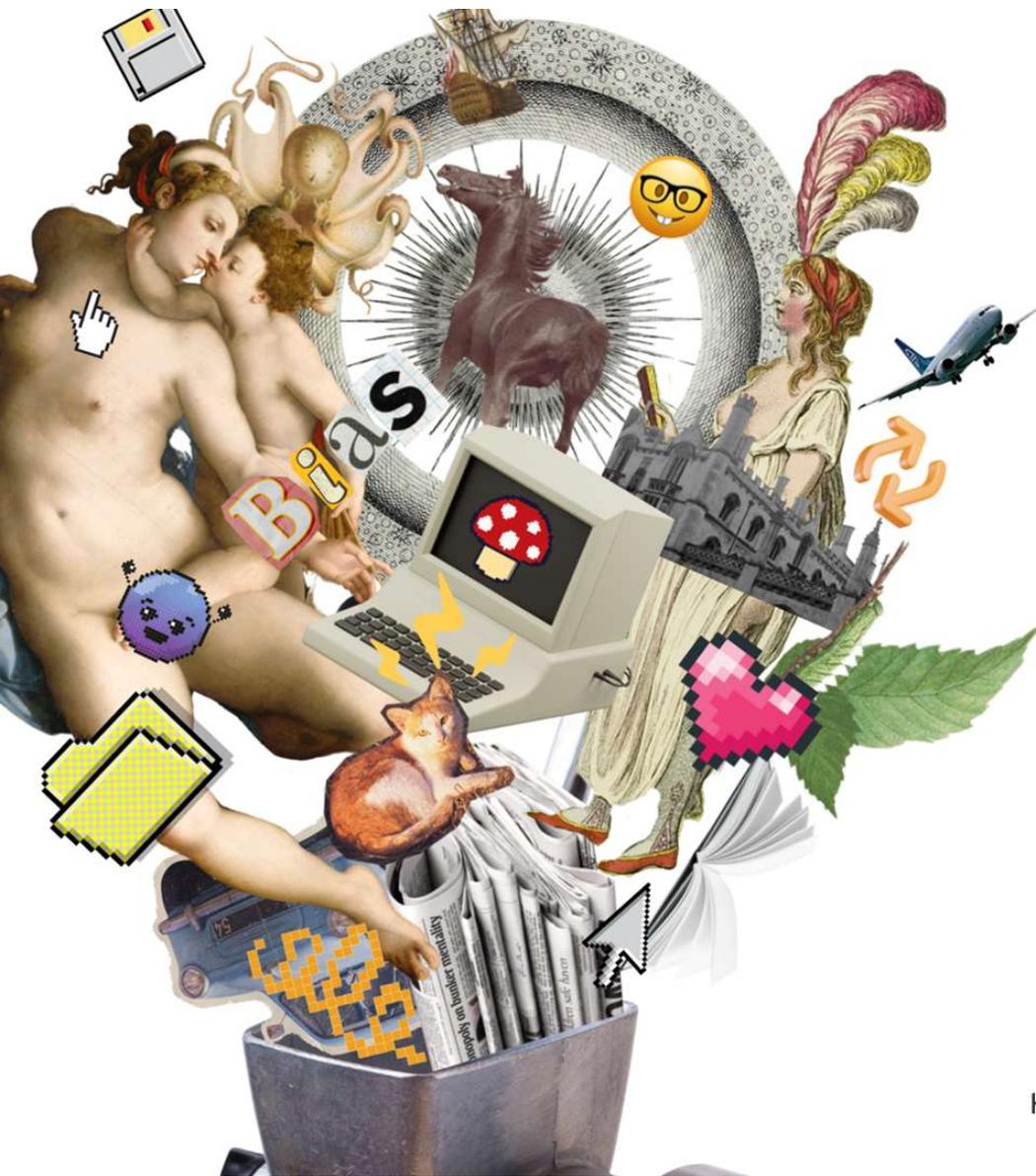
10:00-11:15

Jocelyn Burnham



Join the conversation!

@aborchestras #abo2026



AI: **PLAYFULNESS** AS **PROVOCATION**

JOCELYN BURNHAM

AIFORCULTURE.COM

Image (adapted and cropped): Janet Turra & Cambridge Diversity Fund / <https://betterimagesofai.org> / <https://creativecommons.org/licenses/by/4.0/>

I'm **Jocelyn Burnham** (she/her).

I'm an **independent AI communicator** to the arts & culture sector, exploring AI's implications for working, policy, creativity and artistic representation.

Commissioned by

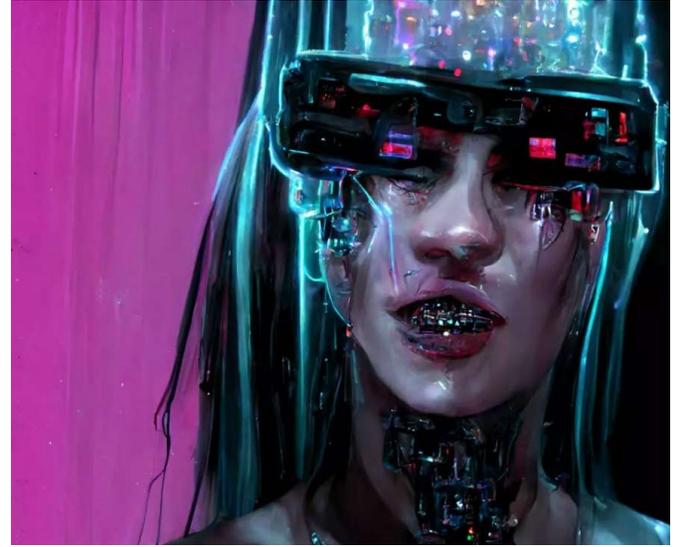






Midjourney

Released in summer of 2022







First, kick back and celebrate. Once you've high-fived everyone around you, here are some tips for fulfilling your first order.

Dispatch it!

Pack your order securely and dispatch it to the delivery address on your receipt. If you have spare materials, personalise your package with wrapping or a note to make your buyer's purchase feel special.

Mark the order as dispatched

Let your buyer know that the order is on the way by marking it as dispatched and adding a tracking number. Providing a tracking number keeps buyers informed about the status of their order.

[Mark order as dispatched](#)

Order details

Order number: [2546438180](#)



[Cat's View | Futuristic City Poster | Wall Art, Wall Decor, Canvas Print, Room Decor, Home Decor](#)

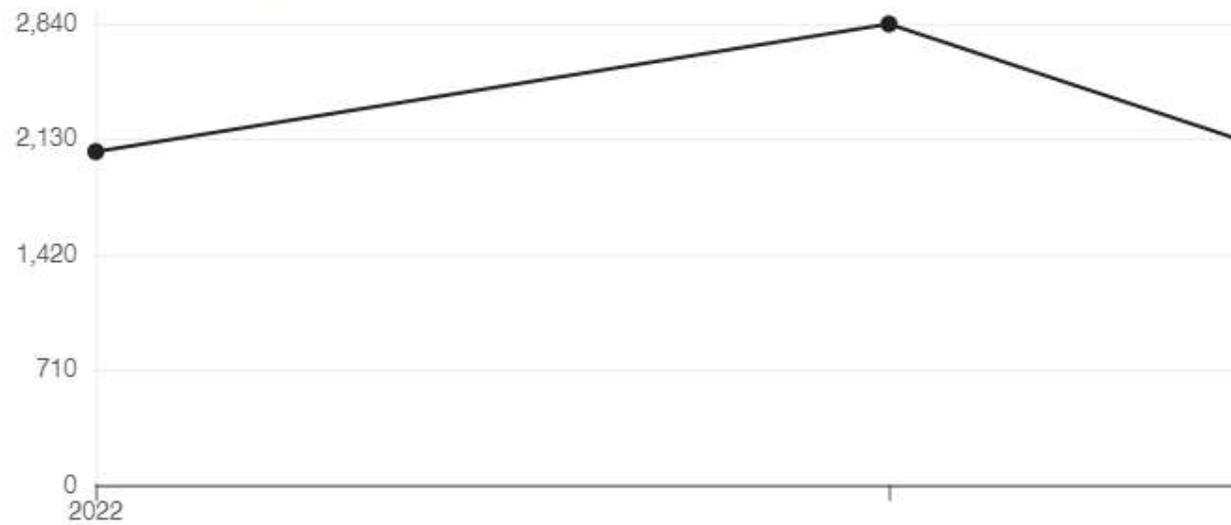
Size: 18x18 inches

Transaction ID: 3104709574

Quantity: 1

£14.00

Visits	Orders	Conversion rate	Revenue
6,214	114	1.8%	£1,382.45



Shopper Stats Beta

Get a snapshot of how buyers interacted with your shop – stats are based on the dat



AI and emotion

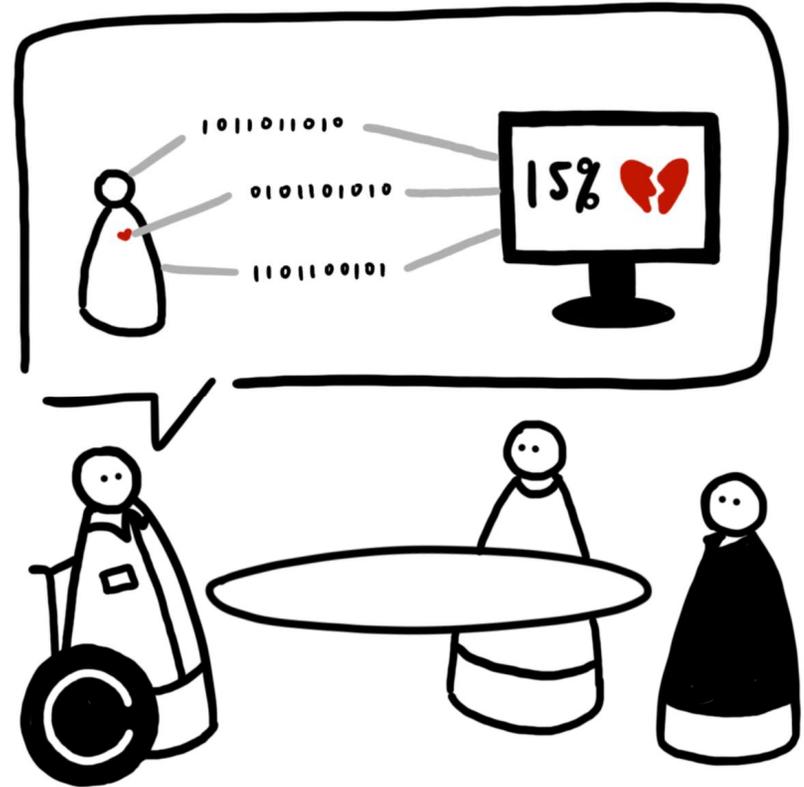
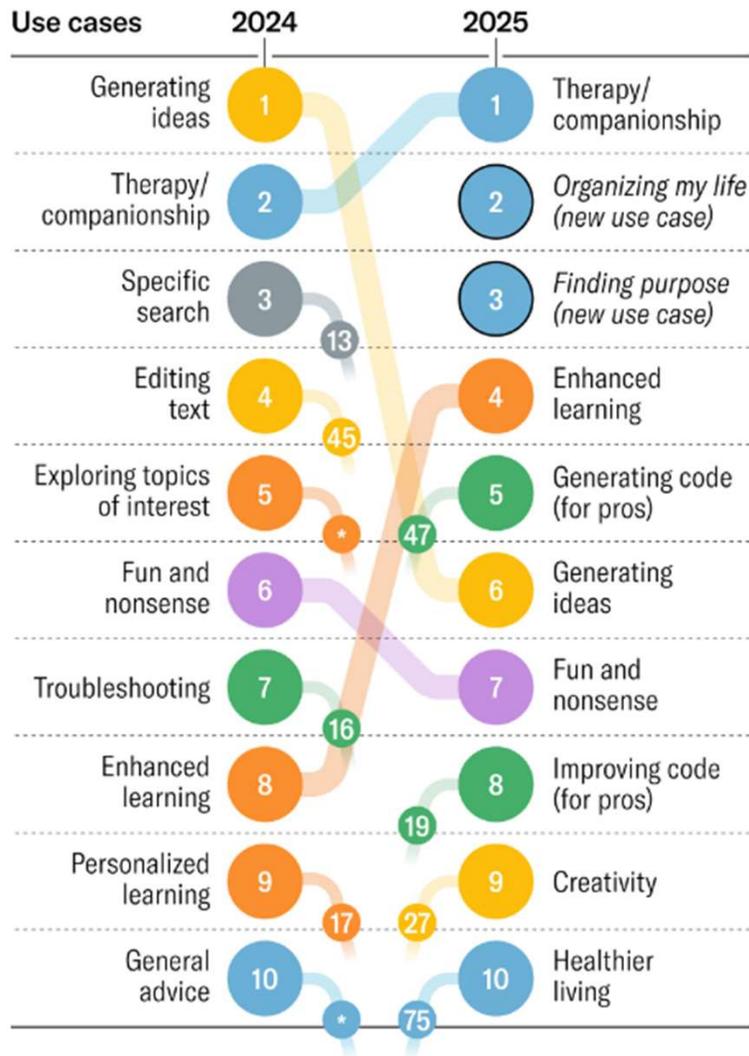
The role of emotion

AI can feel like an incredibly intimidating subject. For some, it could feel like a dystopian combination of computer science, internet culture, economic uncertainty, personal threat and political instability. You don't need to go far into any aspect of AI before you touch on some strong, emotionally charged areas:

- **How might this hurt people?**
- **How might this reinforce prejudice?**
- **How could this change the way humans have relationships?**
- **What does this mean for artists and creatives?**
- **What does this mean for what we trust?**

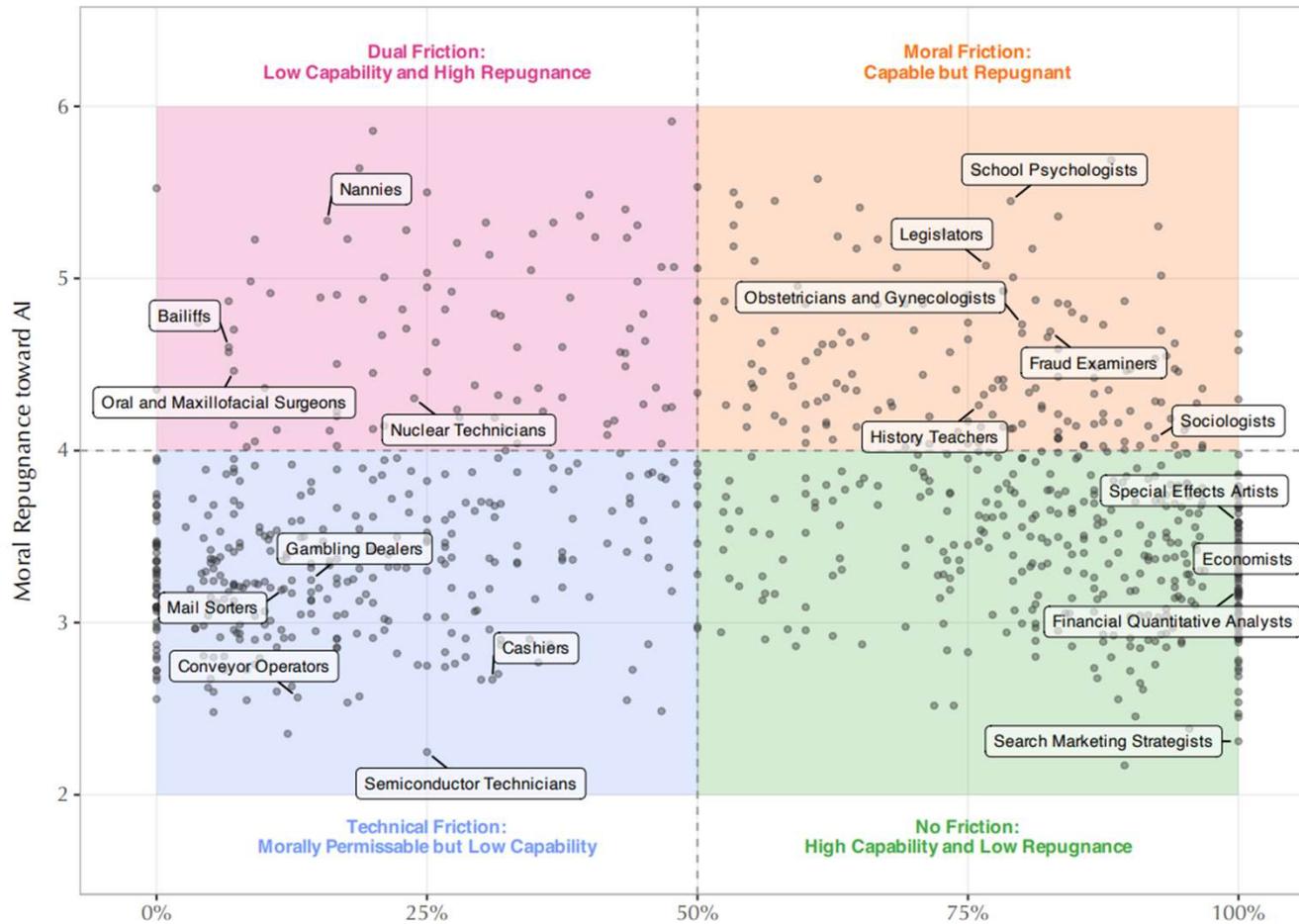
These feelings, human and unique in some way to each of us, **cannot be ignored**, and I don't think it's constructive to see them as a hinderance. Unschooling taught me that **our emotions are part of us and when we learn, we learn with them.** Following this, I have worked to make emotions an increasingly large part of my own professional practice with clients.





Yaning Wu / <https://betterimagesofai.org/>
<https://creativecommons.org/licenses/by/4.0/>

Marc Zao-Sanders, 2025



Performance or Principle: Resistance to Artificial Intelligence in the U.S. Labor Market

James W. Riley, Simon Friis (Harvard Business School)

October 06, 2025

AI: practical innovation starting points

So, with things moving so quickly, how can we learn about AI?

The Playfulness Approach

Embracing fun, curiosity, uniqueness and experimentation

This is just one approach, but it can be useful for:

Breaking the 'where do I start?' problem. You start with what you find interesting or fun!

Reducing anxiety around AI - it's difficult to feel anxious when you're enjoying yourself.

Becoming active in your learning process - you are the one exploring, not just being taught.

Making unexpected discoveries - and trying things nobody else has considered before.

Encouraging sharing and collaboration - by sharing ideas and showing different results/generations/workflows.



Midjourney image prompt:
"outdoors musicians folk picnic playful
joyful fuzzy felt handmade scenes
--aspect 2:1 --v 6.1"

Created with: **Google Street view** + **Claude 3.5 Sonnet** (image-to-text) + **ElevenLabs** (text-to-speech)
+ **Suno** (Music) + **Canva** (Editing)

Foundation models and applications

AI systems are usually either **foundation models** or they are applications **built on top of** foundation models.

Most of the time, these are the only foundation models we're interested in:

GPT-5

Gemini

Claude

x1

These are all **closed-source models** and these are all developed primarily in the **United States** (although Google DeepMind has strong links with the UK and a London base).

It's useful to know there are **alternative, open-source foundation models**. These models can be **downloaded directly** to your computer (if powerful enough) so no data leaves your system. These include **Kimi, DeepSeek, Llama** and many other smaller ones. These tend to be **slightly less capable** but sometimes only a few months behind leading ones.

There are many, many more applications which are **built on top of the foundation models**. This includes **Microsoft Copilot** (built on top of **ChatGPT** with some bespoke layers), **Perplexity** (believed to be mostly **ChatGPT** with a little **Claude**), **NotebookLM** (**Google Gemini**), **Grammarly** (mostly **ChatGPT** with some unique layers), **Duolingo** (increasingly **ChatGPT**), **Copy.ai** (mostly **ChatGPT**), **Zapier AI** (mostly **ChatGPT** with some smaller ones), **Canva Magic Studio** (some **ChatGPT**, some **Runway**, some bespoke), **Salesforce Einstein GPT** (**ChatGPT**), **HubSpot AI** (**ChatGPT** and **Claude**), **Zendesk AI** (**ChatGPT** plus mixture of others). Therefore if you use one of these applications, you are also in effect using the foundation model it is built on.

Large Language Models - LLMs (writing, coding, proofing, analysing, more)



Current 'leading' GenAI tools

As of Jan 2026

Height placement represents generally viewed strength compared to others. Many more of each category exist, but these are currently (and subjectively by me!) seen as most capable.

Remember - open source models can typically be used for free (if you have the hardware!), are more flexible and usually less censored. Often many individual specialised versions of these will exist, tuned for different purposes.

● Closed source ● Open source
 Created by Jocelyn Burnham (www.aiforculture.com)

Video generators



Text-to-image generators



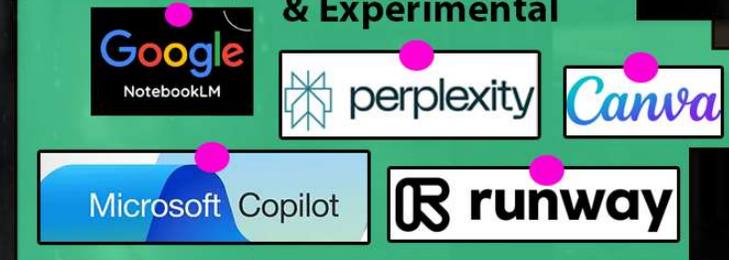
Music generators



Text-to-speech



Mixed / integrated & Experimental



Ideogram image prompt:
 "An ambient dark background of a window looking out onto a rainy coffee shop in the evening, cozy and dusty"

(May 2025) - Meta-analysis examined how Generative AI affects writing creativity across 28 studies with around 8,000 participants.

Generative AI and Creativity: A Systematic Literature Review and Meta-Analysis

NIKLAS HOLZNER, LMU Munich, Germany

SEBASTIAN MAIER, LMU Munich, Germany

STEFAN FEUERRIEGEL, LMU Munich & Munich Center for Machine Learning (MCML), Germany

Generative artificial intelligence (GenAI) is increasingly used to support a wide range of human tasks, yet empirical evidence on its effect on creativity remains scattered. Can GenAI generate ideas that are creative? To what extent can it support humans in generating ideas that are both creative and diverse? In this study, we conduct a meta-analysis to evaluate the effect of GenAI on the performance in creative tasks. For this, we first perform a systematic literature search, based on which we identify $n = 28$ relevant studies ($m = 8214$ participants) for inclusion in our meta-analysis. We then compute standardized effect sizes based on Hedges' g . We compare different outcomes: (i) how creative GenAI is; (ii) how creative humans augmented by GenAI are; and (iii) the diversity of ideas by humans augmented by GenAI. Our results show no significant difference in creative performance between GenAI and humans ($g = -0.05$), while humans collaborating with GenAI significantly outperform those working without assistance ($g = 0.27$). However, GenAI has a significant negative effect on the diversity of ideas for such collaborations between humans and GenAI ($g = -0.86$). We further analyze heterogeneity across different GenAI models (e.g., GPT-3.5, GPT-4), different tasks (e.g., creative writing, ideation, divergent thinking), and different participant populations (e.g., laypeople, business, academia). Overall, our results position GenAI as an augmentative tool that can support, rather than replace, human creativity—particularly in tasks benefiting from ideation support.

Holzner, N., Maier, S., & Feuerriegel, S. (2025). Generative AI and creativity: A systematic literature review and meta-analysis. *arXiv preprint arXiv:2505.17241*. <https://arxiv.org/abs/2505.17241>

In creative writing tasks specifically, human-generated content was rated as notably more creative than AI output - a moderate-to-strong preference representing a meaningful and consistent difference favouring human writers.

GenAI significantly outperformed humans on simple divergent thinking tasks like generating unusual uses for everyday objects, showing a strong advantage in these more structured, prompt-based creativity tests.

When humans collaborated with GenAI rather than working alone, their creative output improved by roughly one-quarter of a standard deviation - a small but consistent boost that held across different tasks and contexts.

Despite individual creativity gains, human-GenAI collaboration dramatically reduced idea diversity compared to human-only work, with outputs becoming nearly one standard deviation more homogeneous - indicating that everyone's work became notably more similar.



GPT4o's 'Advanced Voice Mode'.

This example of using it is from 'Every': <https://www.youtube.com/watch?v=mU2AYrBHq-w&t>

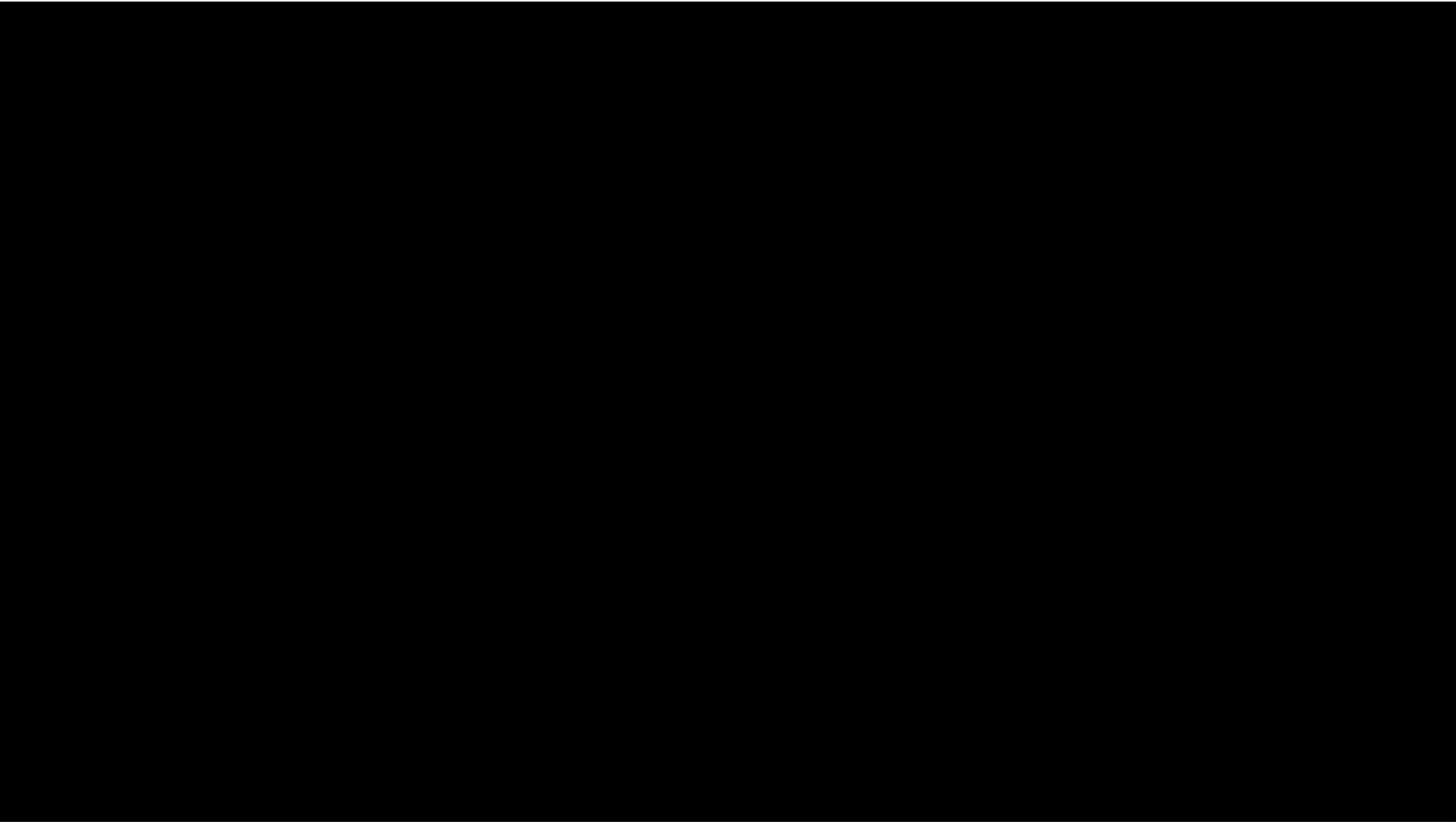
AI for generative image

Vox



I really suggest watching the full video:

<https://www.youtube.com/watch?v=SVcsDDABEkM>



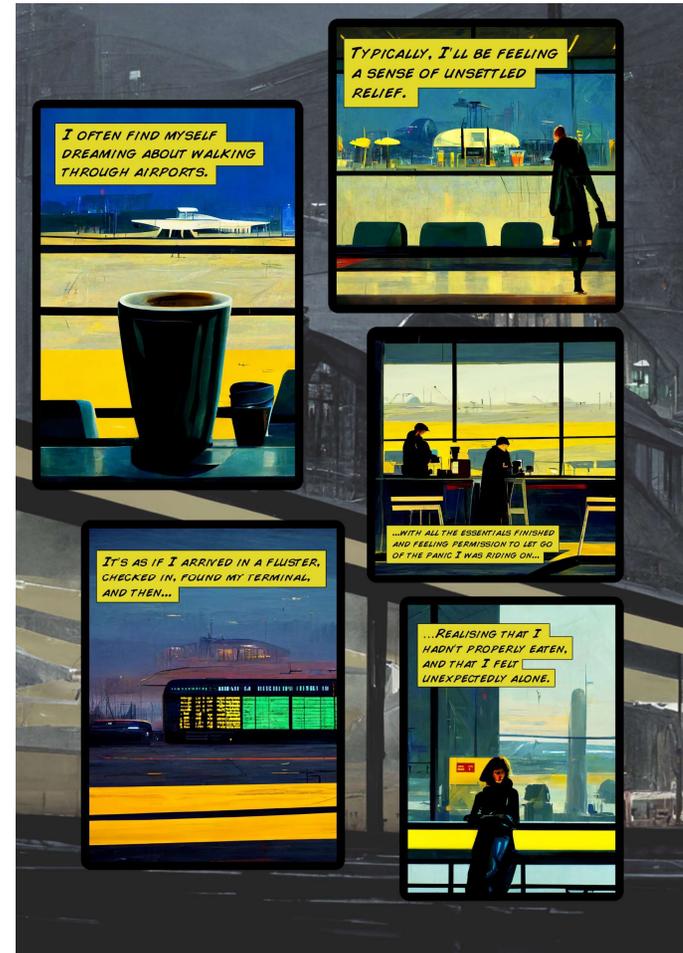
Nano Banana Pro – Trailer from Google, released 20 Nov 2025

Creating comics



*"We're a bakery, a meditation studio,
and a political action space."*

burnham 23







Created with: **Flux 1**

Flux Pro 1.1 – Prompt: **IMG_1012.CR2** Jocelyn



Created with: **Flux 1.1 Pro**

Flux Pro 1.1 – Prompt: IMG_1018.CR2 Art Fund



Created with: Flux 1.1 Pro

Flux Pro 1.1 – Prompt: IMG_1012.CR2 Art Fund team



Created with: Flux 1.1 Pro

Flux Pro 1.1 – Prompt: **IMG_1012.CR2 couple selfie sad**



Created with: **Flux 1.1 Pro**

Luma Dream Machine – Prompt: **[Image]** + couple nodding, looking serious



Created with: **Flux 1.1 Pro**
+ **Luma Dream Machine**
(Video)

AI for generative video



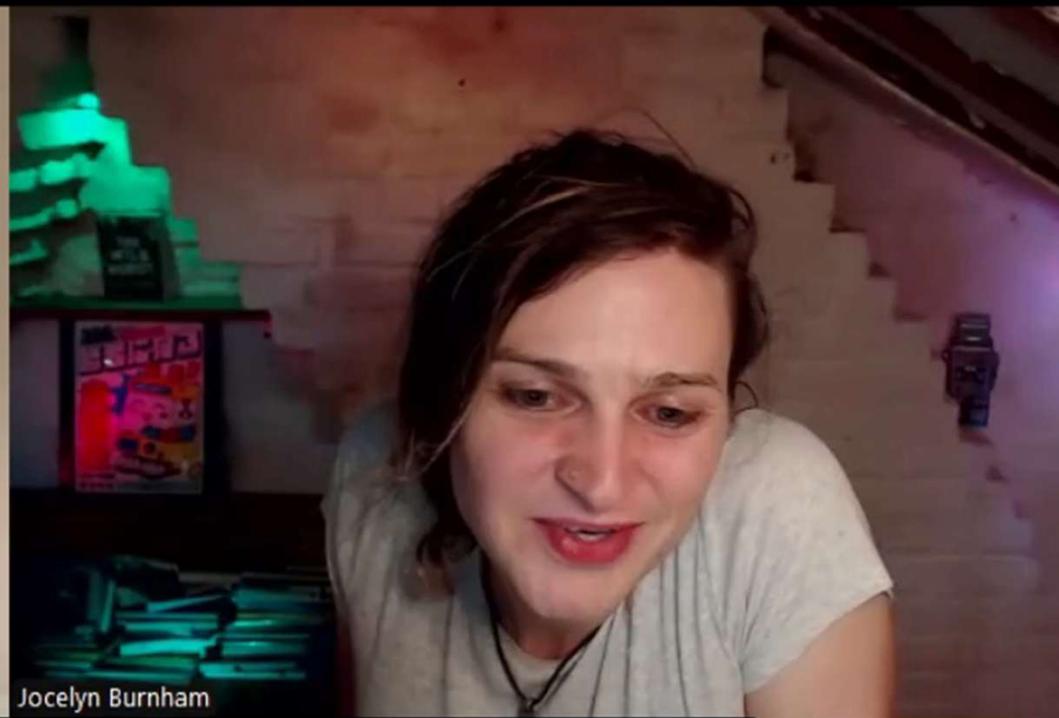
Created with: **Veo 3**
(Google) for about £4.25
via an API on FAL



'Stormtrooper VLOG #10: Basic Training – with TK-42Greg'
by Artificial Cheese on YouTube. Made with Veo3.



Created with: **Midjourney**
and **RunwayML**

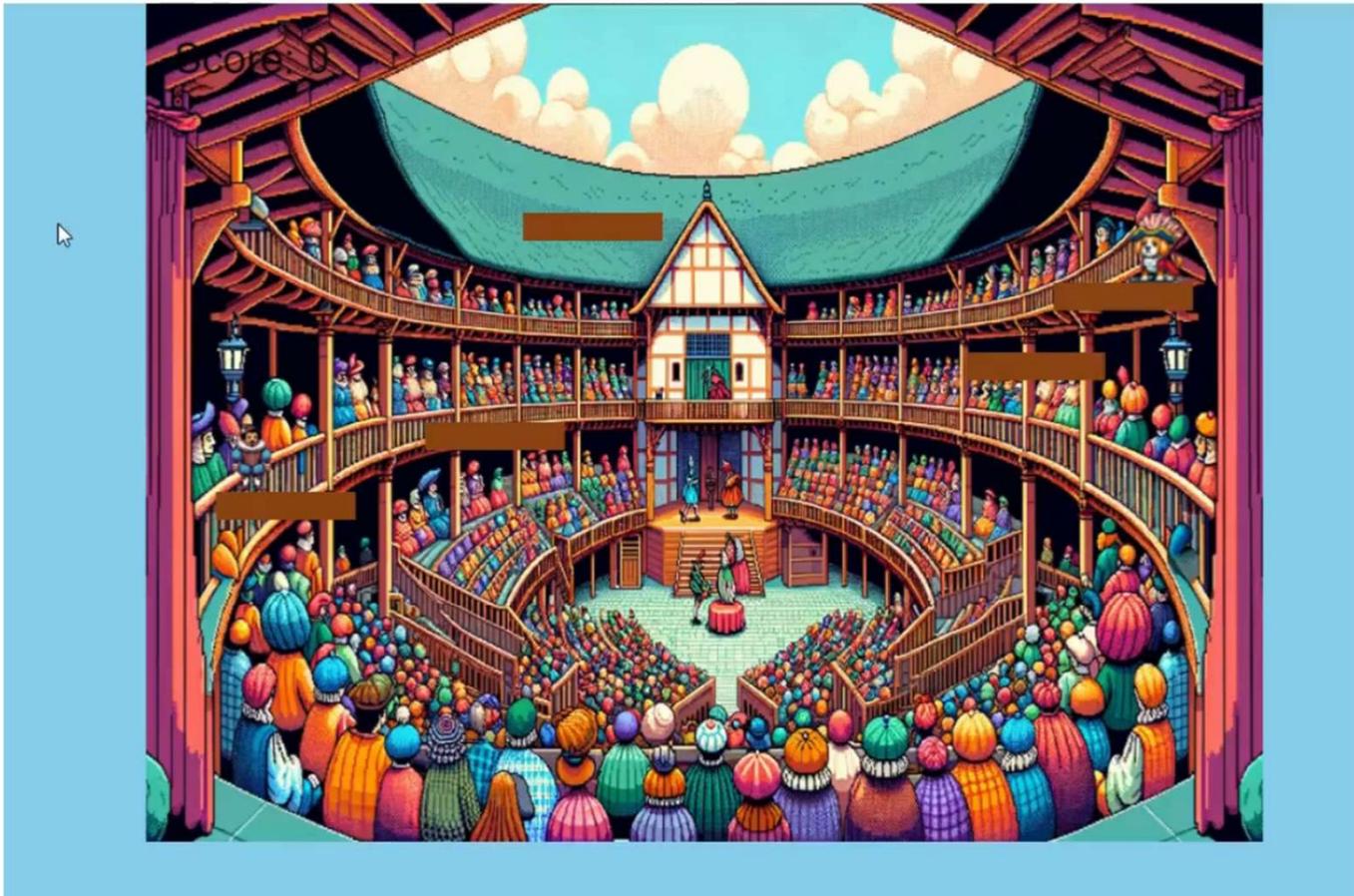


Would you be able to introduce

**AI for interactive
experiences, games
and storytelling**

Play Music

drear and storm-engulfed night, Our Bard, dear Shakespeare, faced a fearsome plight. His faithful hound, by fear or fancy led, Had wande



Start Game



Picture taken 29
March 2025

<https://aistudio.google.com/>

Google AI Studio

Endless Runner Game Setup

System Instructions



Make me a captivating endless runner game based on the attached image. Key instructions on the screen. p5js scene, no HTML. I like pixelated candy and interesting backgrounds.

Thoughts
*The thoughts produced by the model are experimental
Expand to view model thoughts

Type something Run Ctrl ←

Run settings

Model: Gemini 2.5 Pro Experimental 03-25

Token count: 45,307 / 1,048,576

Temperature: 1

Tools: Structured output (off), Code execution (off)

Mollie's Sweet Lane

Collect Sweets!
Avoid Obstacles!

PRESS SPACE / ENTER
OR TAP SCREEN



Created with: Gemini 2.5 Pro (code) + Suno (music)



Prompt:

Make me a captivating endless runner game based on the attached image. Key instructions on the screen. p5js scene, no HTML. I like pixelated candy and interesting backgrounds.

AI for music and speech

a song about

Try the app Jocelyn

Create

Copilot

I'll try to create that.

2 of 5



"Oil painting of a cat in a French bakery"

Designer Powered by DALL-E 3 67

Add a beret-wearing baker in the background

Make it look like an impressionist painting

Change it to a cat eating croissants

make it a contemporary

Text-to-Music



New Horizon Titanape 2723 122



Coração aeronic 1925

Drug Alternative rock J-rock

202 11 21h

Boss Anthem [K-Pop | Rap | BHM]

K-pop Pop rap Korean

Black Hole Music 587 28 1d

**MAKING A SONG WITH SUNO'S
'CONTINUE AUDIO' FEATURE**



Speech Synthesis

Unleash the power of our cutting-edge technology to generate realistic, captivating speech in a wide range of languages.

TEXT TO SPEECH SPEECH TO SPEECH

Quota remaining: 73,614

SETTINGS HISTO

So then!! No tour of interesting AI tools would be complete without also mentioning ElevenLabs, particularly its text-to-speech tool. As you've probably worked out, this tool is what's reading this text out loud right now. Which is pretty cool, because it means I can speak Japanese if I want to: "ほら、私を見てください、私はロボットについて人々に怒鳴る背の高い女の子です!", or French: "Hé, regarde-moi, je suis une grande fille qui crie après les gens à propos des robots !", or maybe Finnish: "Hei, katso minua, olen pitkä tyttö, joka huutaa ihmisille roboteista!"

This is, hands down, the best text-to-speech tool which I have ever used, but equally this is a field which is moving quickly. What's particularly interesting with Elevenlabs is its ability to clone a voice from just 3 minutes of speech, and then allow you to use it as a model. It should go without saying that there are significant ethical concerns around this, and ElevenLabs doesn't score well on its privacy policy. If you're looking for a more secure solution, Murf AI offers a similar service and is much more locked-down about data.

That said, if you or your organisation feel comfortable using these tools, I can certainly imagine there are some relevant applications you could find.

ELEVENLABS

Model

Eleven Multi

Our state of synthesis model for speech in 29

English Japanese

Stability

More variable

Similarity

Low

Style Exaggeration

None

Speaker



AI: futures and critical awareness

It's time to mention AGI.

AGI means Artificial General Intelligence. There are many definitions, but it basically means an AI which is as intelligent as a human.

Developing AGI is the overt mission of OpenAI.

Estimates for when (or if!) this will be developed vary wildly, but many now expect within 2-8 years.
(This could be completely wrong, of course)

It's useful to be aware that this is the 'goal' of much current AI research.



CRITICAL AWARENESS (1)

1) Does it actually work?

- You are the **best judge**
- Try testing it on your **own terms**.
- Remember that **prompt engineering** can make a difference, but how much?
- Your own perspective is **valid!**

2) Hype

- Hype is real and inescapable
- Question **new buzzwords**
- No substitute for your **own experimenting**
- **Talk to each other** – colleagues and other organisations – to learn real-world applications



3) Data security

- Never upload **sensitive customer data** to an AI platform

Don't assume any chat logs, prompts, or information you provide to AI is private and confidential

CRITICAL AWARENESS (2)

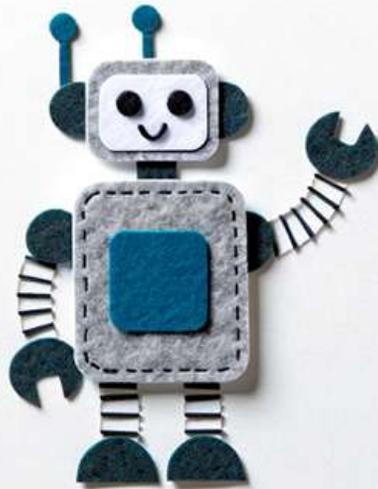
4) Systematic Bias

These tools can inadvertently perpetuate **harmful societal biases** if we are not proactive.

When AI makes creative recommendations or decisions based on **problematic data**, it can **amplify** those ingrained biases.

It's helpful to **develop your own awareness** of this through experimenting with the AI, and noticing what assumptions it makes about different types of people.

Although this might be most obvious with image generators, the same issue very much exists in text generators and LLMs.



5) Censorship

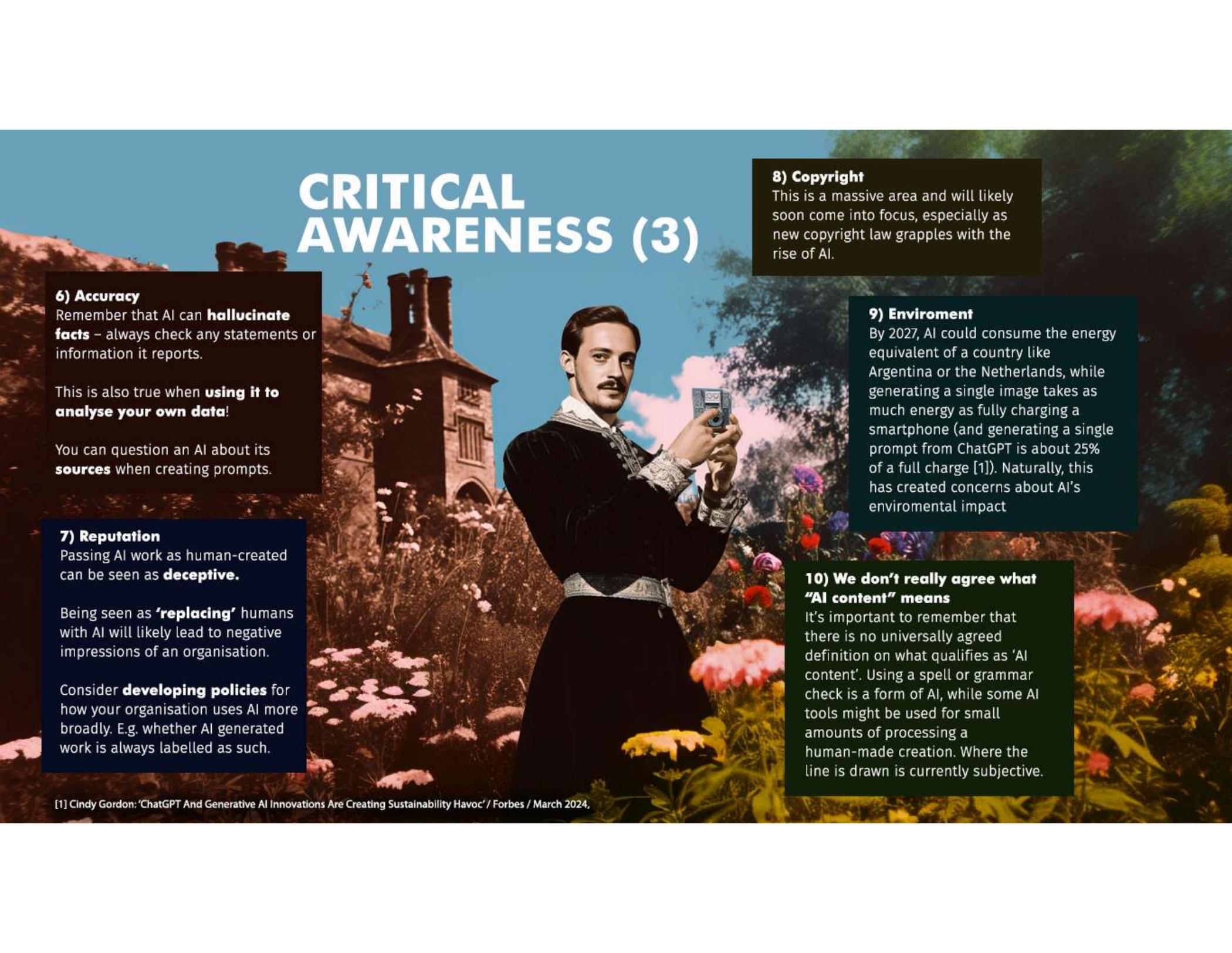
Determining what constitutes "**Inappropriate content**" is always subjective.

We must be vigilant against the **temptation to self-censor**.

Rather than avoiding difficult topics, we can thoughtfully **stress test** an AI's boundaries to understand **where censorship lines are drawn and why**.

This is already a **major part** of the discussion as AI continues to mature.

CRITICAL AWARENESS (3)



6) Accuracy

Remember that AI can **hallucinate facts** – always check any statements or information it reports.

This is also true when **using it to analyse your own data!**

You can question an AI about its **sources** when creating prompts.

7) Reputation

Passing AI work as human-created can be seen as **deceptive**.

Being seen as **'replacing'** humans with AI will likely lead to negative impressions of an organisation.

Consider **developing policies** for how your organisation uses AI more broadly. E.g. whether AI generated work is always labelled as such.

8) Copyright

This is a massive area and will likely soon come into focus, especially as new copyright law grapples with the rise of AI.

9) Environment

By 2027, AI could consume the energy equivalent of a country like Argentina or the Netherlands, while generating a single image takes as much energy as fully charging a smartphone (and generating a single prompt from ChatGPT is about 25% of a full charge [1]). Naturally, this has created concerns about AI's environmental impact

10) We don't really agree what "AI content" means

It's important to remember that there is no universally agreed definition on what qualifies as 'AI content'. Using a spell or grammar check is a form of AI, while some AI tools might be used for small amounts of processing a human-made creation. Where the line is drawn is currently subjective.

[1] Cindy Gordon: 'ChatGPT And Generative AI Innovations Are Creating Sustainability Havoc' / Forbes / March 2024.

Looking at guidance from other organisations

These documents touch on the following areas:

(**Bias, accuracy** and **personal data protection** featured in all three.)



BBC:

- Transparency and Accountability
- Editorial Values Consistency
- Avoiding Undermining Trust
- Managing Bias
- Preventing Hallucinations
- Rights and Plagiarism
- Non-Editorial Considerations



Cancer Research UK:

- Protect Confidential Information
- Protect Personal Data
- Check Output Accuracy
- Beware of Hallucinations
- Avoid Bias
- Respect Intellectual Property
- Environmental Impact



Ofsted:

- Improving Efficiency
- Improving Decision-Making
- Ensuring Fairness and Transparency
- Safety and Data Protection
- Supporting Providers
- Collaborative Regulation

AI Sector Support Example AI Policy

Looks at:

- Responsible Experimentation
- Data Protection and Privacy
- Intellectual Property and Cultural Ownership
- Human Oversight and Editorial Control
- Transparency and Accountability
- Resource Management
- Monitoring Bias and Fairness
- Social Impact and Job Displacement
- Environmental Sustainability
- Stakeholder Engagement and Ethical Review
- Artistic Freedom and Human Creativity
- Collaboration and Knowledge Sharing
- Quality Assurance of AI-Generated Content
- Use of AI in Recruitment

Case study – Art Fund

Rules

Art Fund's AI rules are listed on the right.

-  You can use AI to create draft copy, images and audio
-  You can use AI to generate ideas
-  You must fact-check and sense-check AI-generated outputs
-  You cannot publish AI-only content directly
-  You can never publish AI-generated image or video
-  You can't delegate a business decision to AI
-  You can't upload sensitive data to a trainable AI
-  You can't integrate your Art Fund account with an unapproved AI tool
-  You should only use AI tools listed on slide 12

Examples

Here are some example AI use cases that many of us could benefit from.

You can use AI to...

- help you with background research
- summarise long pieces of content or reports you're reading
- generate ideas, drafts or structures for written work
- get feedback on something you've written
- analyse data (with permission)

Examples

Here are some example AI use cases that would break our rules.

You can't ...

- ✗ analyse any sensitive data in a free AI service
- ✗ send an AI to a meeting in your place
- ✗ edit images of artworks
- ✗ pretend work generated solely by AI is yours
- ✗ use AI in any content without sense or fact-checking it
- ✗ write grant applications

Responsible AI Practical Toolkit

3. Developing an AI Policy

An AI Policy is an essential governing document to mitigate legal and reputational risk in any organisation that is actively using AI technologies. Alongside managing risk, a well written and widely utilised policy also champions best practice and supports the adoption of technologies and workflows that can support an organisation to deliver on its mission and vision.

First Principles	Developing an AI Policy for your Organisation
<p>Purpose and Scope</p> <ul style="list-style-type: none"> When developing an AI Policy, it is important to identify its scope. Your first policy does not need to cover all potential future uses of these technologies, nor does it need to be a definitive text. Striving for perfection may prevent you from ever finalising or adopting an appropriate policy. Instead, taking an agile approach allows you to support existing good practice and mitigate current risks within your organisation. The policy can grow and develop in line with the adoption and development of these technologies. The policy should address current use of AI technologies in your organisation, support and champion good practice and mitigate the risk of practices that are not aligned with the organisations values, and UK GDPR. Artificial Intelligence is a broad term that covers a wide range of advanced technologies. Be clear about what your policy covers. If your policy is focused on the use of Generative AI, state that. Explain what Generative AI technologies are, how they work, and which platforms use this technology. Consider your organisations mission and values, align the AI Policy accordingly. 	<p>Revisit the "Starting the AI Conversation" Worksheet and use the data collected through that exercise to complete the first principles of your AI Policy. Each box invites you to draft a short statement that will serve as building block in your AI Policy.</p>

4. Risk List

What is a 'risk list'?

- A risk list captures all AI tools that are currently being used or being considered for use by staff and provides a red, amber or green rating for their usage.
- Legal obligations around data protection and GDPR are key considerations in determining the rating each tool. Other considerations could include IT infrastructure, cost or licensing, training and support availability and environmental impact.
- The list is a mechanism to reduce risk by allowing those with data governance skills to review the Terms of Service of platforms removing the burden of assurance from individual staff.
- This should be a live document that staff can return to regularly as further tools are identified and reviewed.
- The risk list should always be reviewed alongside your organisation's relevant policies and procedures, and signpost to further support or where to ask questions.

Colour	Risk rating	Details
GREEN	1	This is a green-fit tool. We have some data privacy assurance. All staff have access to and can use this tool while following policies and guidance.
AMBER	2	Under review. Not green-fit. We do not have data privacy assurance, so we cannot offer access to all staff and do not advise using the tool unless we are 100% sure no sensitive, confidential or personal data is being processed. For more information or to discuss use cases, please contact: xxxx
RED	3	Under review. Not green-fit. Please do not use. For more information, please contact: xxxx

5. Responsible AI checklist

This checklist outlines some key responsibilities to consider when initiating AI projects. The example actions are not exhaustive, and their application will differ depending on the type of organisation. They are provided as a starting point to support initial thinking.

Responsibility	Example actions to take	Actions taken (Write the actions you have taken below)	Complete (yes / no / n/a)
Project involves personal data	Engage with compliance, data protection and legal experts early on Complete a data privacy impact assessment Remove personal data where possible Check the AI tool complies with the UK GDPR and the Data Protection Act 2018 Check any relevant privacy notices		
Make sure information is kept secure	Map the data needed for the task early on Remove any unnecessary data and limit the use of personal data where possible Understand what the tools you are using can do with your data Identify any sensitive information that may be used		

Feb 2025.

 Jocelyn's AI Lab



Jocelyn news, wider news, experiments and extras.

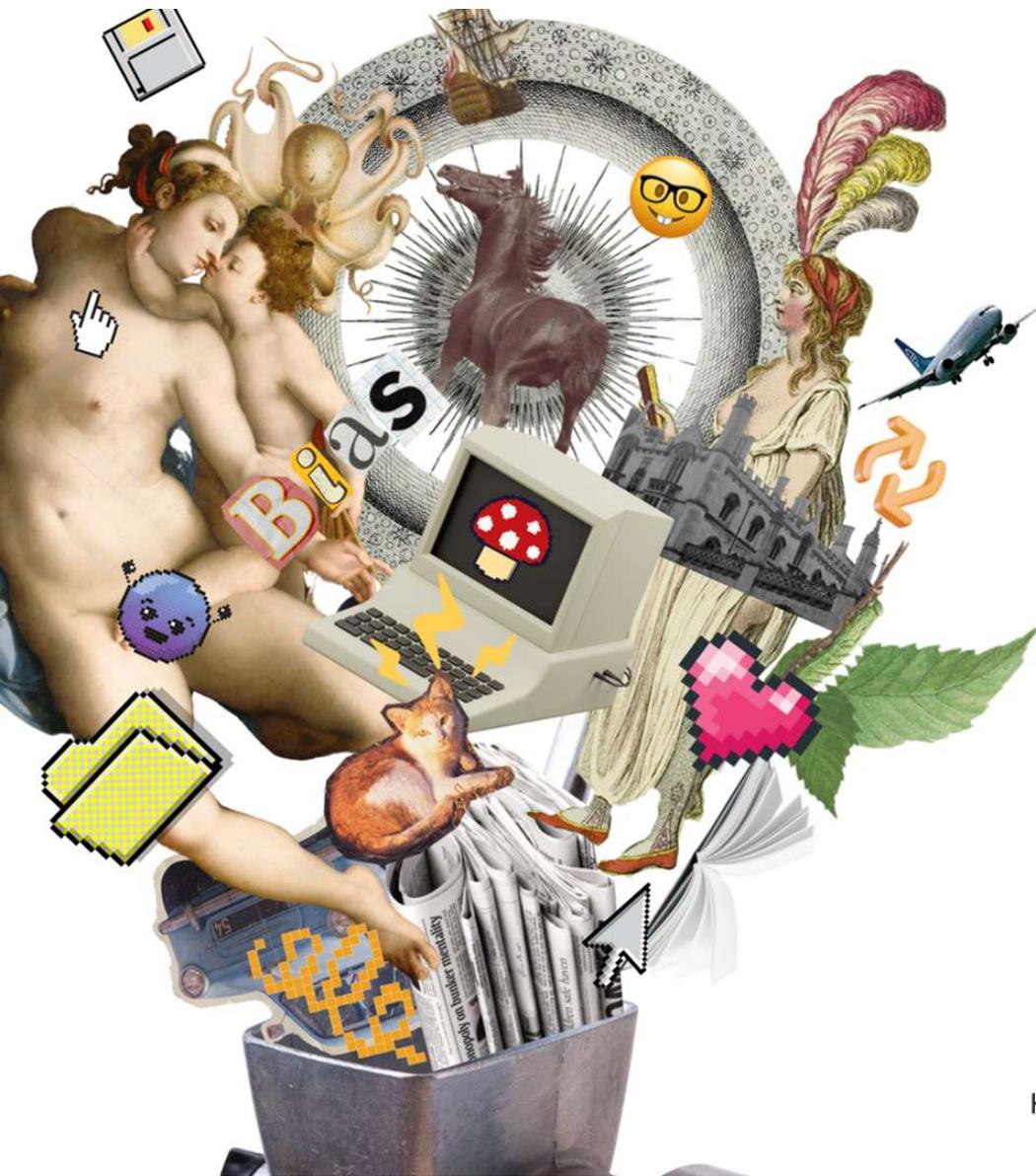
www.aiforculture.com /
jocelyn@aiforculture.com

Jocelyn news.

I have partnered with [The Audience Agency \[Link\]](#) to help develop and facilitate their [2025 Let's Get Real: AI learning programme \[Link\]](#) for the culture sector, focusing on playfulness, vulnerability, and innovation. The deadline to apply is 31 March.

Goose, an AI-driven tool I am developing with the [Arts Marketing Association \[Link\]](#) to help upskill the UK museum and heritage sector at scale is accepting expressions of interest from tech developers, [after being awarded \[Link\]](#) £250,000 in development funding from The National Lottery Heritage Innovation Fund in December. Contact carol@a-m-a.co.uk for the full brief, or contact me if you'd like to learn more about the project. Responses are due by 17 March.

Final thoughts and questions



THANK YOU

JOCELYN BURNHAM

AIFORCULTURE.COM

Image (adapted and cropped): Janet Turra & Cambridge Diversity Fund / <https://betterimagesofai.org> / <https://creativecommons.org/licenses/by/4.0/>