

PROMPT

A thick, black, glossy liquid is dripping down from the letters of the word 'PROMPT'. The liquid forms long, teardrop-shaped drips that hang from the bottom of each letter. The background is a gradient of yellow at the top, transitioning through light blue and white, then into a vibrant red and orange at the bottom.

**ART & DESIGN
IN THE AGE OF**

AV

**PETER LUNENFELD
MIEKE GERRITZEN**

**A prompt is a
description of a
possible world.**

**A prompt is language
that sets systems
in motion.**

**A prompt is the new interface
between humans and machines,
a form of language that shapes
how artificial intelligence thinks,
creates, and responds.**

**A prompt is not a simple
instruction, but a form of
direction—a way of guiding
a system that has no
intention of its own.
It is the point where human
imagination and machine
computation meet.**

PROMPT

**Art & Design in the Age
of Artificial Intelligence**

Peter Lunenfeld
Mieke Gerritzen

BIS

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Age of Artificial Intelligence.
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Image: ASML Machine (colored fragment)





Image: Pope Leo wearing a Balenciaga puffer coat. From Geert Lovink's Meme Archive

**The most important thing
about a technology is how
it changes people.**

Jaron Lanier

DISCLAIMER

Artificial intelligence is not neutral.

It can make mistakes, reinforce bias, contribute to the climate crisis, mislead people, manipulate images and information, automate decisions, and be used in systems of surveillance, warfare, and power. We are fully aware that the same technology that generates images, texts and music can also generate misinformation, inequality and harm. We do not look away from these realities.

This book does not celebrate AI uncritically, nor does it reject it out of fear. Instead, it looks at how artists and designers are already using AI as a new material, a new medium, and a new partner in the creative process. The works in this book are not about perfect automation, but about experimentation, imagination, authorship, error, collaboration, and new aesthetics.

PETER LUNENFELD
MIEKE GERRITZEN

foreword:
FORWARD
MOTION

Artificial Intelligence is not a neutral technology. The way it is developed and deployed varies across the world, exposing existing power structures. AI does not follow a universal logic; it amplifies local systems of power and inequality. In some places it leads to increased surveillance and control; elsewhere it concentrates wealth and influence in the hands of a few.

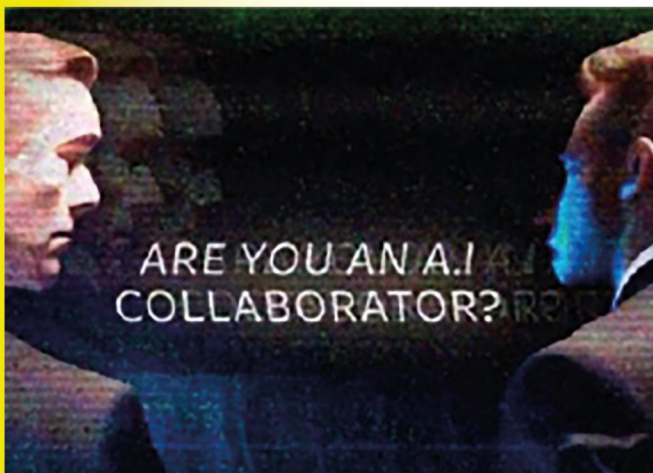
AI is not one story. It is a global system with local consequences. Which is precisely why artists and designers must engage with it. Not as passive users, but as critical makers.

Through art and design, we can make technological change tangible, allowing society to sense and experience possible futures in order to better decide which future we actually want. If artists withdraw, the field is left to oligarchs, corporations, governments, and algorithms. AI is not the end of 21st century creativity: in point of fact, it provides a new starting point. AI does not demand less from the ethical maker, but more. More insight. More decisions. More responsibility. And that responsibility extends beyond the individual work.

AI has already changed how we work, how we design, how we write and how we make images. The question is not whether this will happen, but how we choose to work with these new technologies, what values we embed in them, and what kind of culture we want to build with them. PROMPT is an invitation to artists, designers and readers to engage with AI critically,

creatively and above all responsibly. Not as passive users, but as active shapers of the tools that are shaping us.

What makes this book unique is the artists have chosen to demystify their work by revealing their prompts and processes. So we find, alongside their images, the textual instructions, fragments, codes and poetic commands that prompted them. Typically, we only encounter the final result, while the instructions that shaped it remain shrouded. Here, process becomes visible. Prompting emerges as a new artistic vocabulary: somewhere between writing, painting, drawing, programming, editing, directing and dreaming. In this exchange between text and image, a new language is being born, one in which words no longer merely describe the world, but actively generate it.



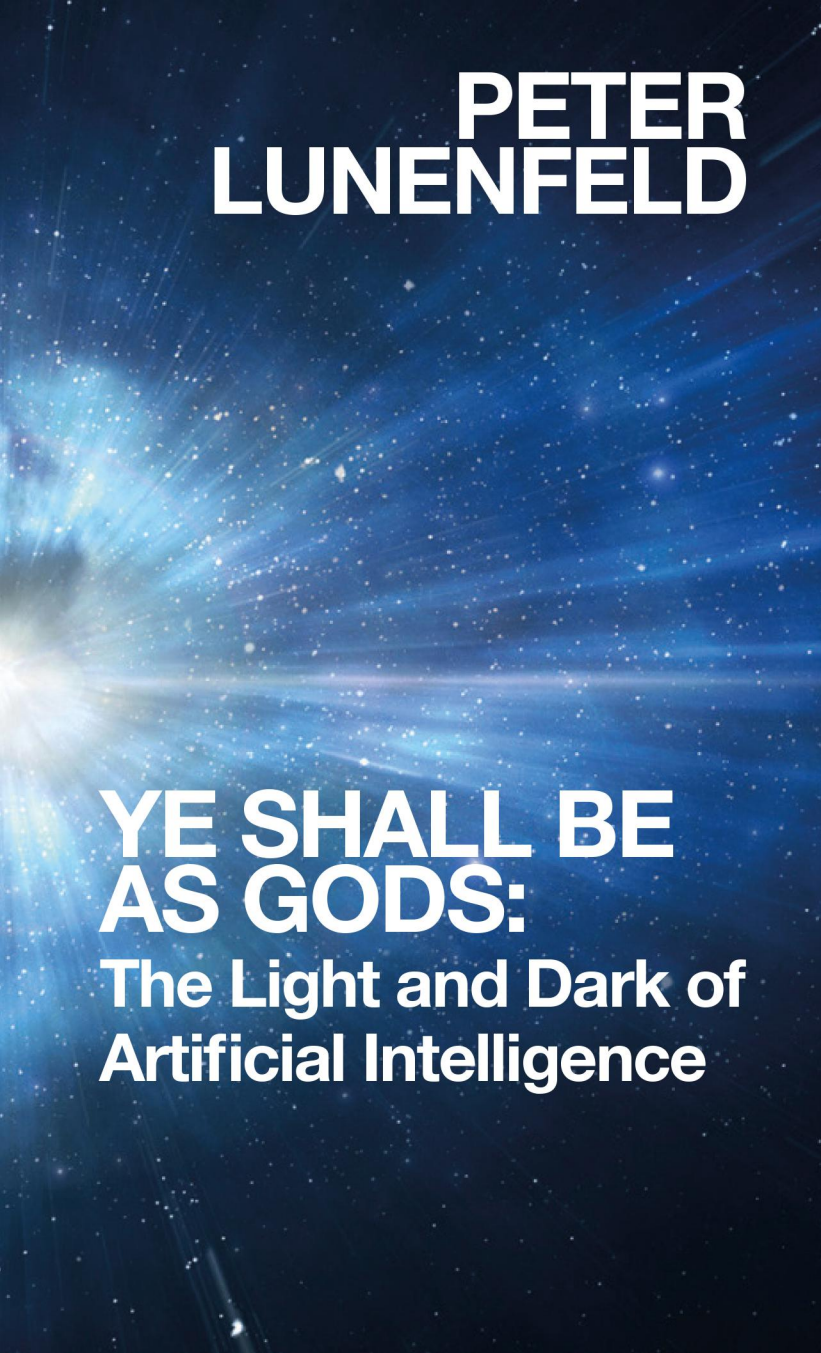
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**PETER
LUNENFELD**

**YE SHALL BE
AS GODS:**

**The Light and Dark of
Artificial Intelligence**

PROMPT explores the new artistic vocabularies shaped by artificial intelligence. Aware of the technology's deep ecological, ethical and political challenges, artists and designers are nonetheless engaging with AI to collapse distinctions between text and image, instruction and outcome, concept and material. The prompt becomes both interface and gesture—a site where creation shifts from control to negotiation, and where language itself becomes the ground of artistic production.

Featuring works, prompts and essays by, among others: Stephanie Dinkins, Refik Anadol, Tega Brain, Noëlle van Dijk, Constant Dullaart, Lev Manovich, Maya Man, Trevor Paglen, Sander Veenhof, Jon Rafman, Rustan Söderling, Silvio Lorusso, Yousuke Fuyama.

"PROMPT pushes *poesis*, the generative act of making, to the fore. The inputs, scripts, and commands driving some of today's most vital art and design practices take center stage in a ground-breaking volume that casts artists and designers as the essential protagonists of an AI-driven cultural revolution in the making." *Jeffrey Schnapp, theorist, technologist and founder of Harvard's metaLAB.*



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