

Ad Vitam, Expletus

An AI powered audio-visual, meditative journey into impermanence

Filippo Gregoretti

Dipartimento di Scienze della Comunicazione, Università Suor Orsola Beincasa, Napoli

www.filippogregoretti.com

e-mail: pippogregoretti@gmail.com

Daniela Bendoni

e-mail: danibendoni@gmail.com



the whole ecosystem have been perfected in over 2 decades by Filippo Gregoretti.

The artwork develops a personality with each launch, giving rise to a fresh artificial entity. When an artwork is terminated, it evaporates and everything is lost.

Ad Vitam, an installation and performance based on Amrita: the artificial artistic intelligence for audio-visual impermanence

“Ad Vitam” is a living, impermanent artwork based on Amrita, Filippo Gregoretti’s artificial artistic intelligence algorithm. Ad Vitam produces an endless, unpredictable and non-repeatable stream of stunning visuals and music that brings the audience on a meditative journey into impermanence. It is part of a larger artistic framework which includes installations, NFTs, live performances and applications.

Amrita concept, as well as algorithms, real-time composition techniques, and

A·M·R·I·T·A
audiovisual impermanence
अमृत

Ad Vitam, impermanence within eternity.

Ad Vitam is an instance of the AI nourished by the powerful paintings depicting roman architecture by Daniela Bendoni, and by drawings, music, photographs, and artistic directives by Filippo Gregoretti.

Ancient monuments and transient artworks contrast each other, causing a dialogic short circuit that encourages a

connection with the innate sense of impermanence that exists in all of us.

The live performance, or “**Ad Vitam, expletus**”, consists in a musical duet with Ad Vitam, where Filippo Gregoretti plays the harmonium led by Amrita, which creates the main visuals and music. On a secondary screen Amrita instructs Filippo in real-time, guiding his performance on the instrument towards the correct rhythms, harmonies and atmospheres. A codified language between the artificial being and the performer can identify the harmonic and narrative direction both visuals and music are going towards, thus helping the human musician to improvise in the correct scales and within the intended emotional frame. The AI's distinctively evolved personality drives the performance.

Performing on an ancient sacred instrument of prayer, driven by the artificial artistic intelligence, on visuals and music that cannot be predicted, Filippo creates sessions of “trans-human yoga”, melting human and machine into a mystical, mantra-like, meditative experience.

Amrita is designed to create different, unpredictable visuals and music for 1000 years. The performance with Filippo though, usually lasts between 20 to 40 minutes.

The performance starts with Ad Vitam coming to life, warming up, and getting to know its surroundings (the hardware capabilities it is creating with, including network, webcam, and all input and output channels). On the secondary screen, the new personality in which

Amrita is born, tells the live musician which emotional frame it is compelled to start its living journey with.

The performance has several moments, all driven by the emotional and creative progress the artificial being is going through, up to the end, when the musician “kills” the artificial being, and the whole experience is blown away like a sand mandala...

Ad-Vitam App Artwork

The artwork has also been released as the first-ever “App Artwork” distributed on Apple and Google app stores. The app personality is designed to live only 20 minutes per day. Once the time is elapsed, the artwork passes away alongside all its creation.

Ad-Vitam, Expletus live performances require a projection screen, audio equipment, and a regular microphone to augment the Harmonium's sound.

Filippo Gregoretti

Filippo started coding generative projects for 8-bit computers at the age of 10 in the early 1980s, with polyphonic music expressed in hertz and milliseconds, and images created in hexadecimal data.

Following a formal education in visual arts and music, he worked as a traditional designer, visual artist, and musician while expressing his creative talents in a more technological form.

In the early 1990s, he founded “Alpha Channel,” Italy's first interactive media creative agency. During those years, he had been a pioneer in connecting the arts and technology in Italy and abroad.

In 1993 he founded “NeT-ArT”, one of

the first, if not the first, online integrated art projects.

In 1996, the jury of Mediartech, Florence's Multimedia Opera Festival, chaired by Gillo Pontecorvo, awarded him first place for the "Virtual Tour" project.

After that, he established ForteYang, an international award-winning creative interactive agency. While at ForteYang, he was able to present his transdisciplinary vision of authoring music, visuals, algorithms, and interactive experiences for clients in Europe, the United States, and Asia.

He also wrote music and performed all over Italy with the iconic band CONTROMANO in the 1990s and early 2000s.

He left the agency (and the band) in 2004 and relocated to China to pursue a solo artist and consultant career. He collaborated with creative agencies all over the world on his highly innovative interactive projects, and his musical works have been featured in films and the arts, as well as released by international record labels.

While developing algorithms to replicate human behavior for decision-making for the gaming industry, his interest in generative art increased. He developed the "Amrita" concept, algorithm, and technology over the past two decades, perfecting an artificial artistic intelligence capable of simulating human complexity in audio-visual creation. He was inspired by his work on artificial beings as well as by his experience as a pianist improviser and fine artist.

With Amrita, he performs on the harmonium both locally and

internationally. He also just released the first-ever "app artwork" that is available in app stores.

At Naples' Suor Orsola Benincasa University, he also takes great pleasure in teaching students a range of disciplines, from transdisciplinary creativity to digital experiences technology.

Daniela Bendoni

Born in 1942, Daniela studied Fine Arts at the Accademia di Belle Arti di Roma. During her long career, she worked as press agent and organizer for uncountable cultural events, related to arts, cinema, theatre and television. She displayed her artworks in several personal and collective exhibitions. She has been promoter for several prominent figures of Italian show business and culture. Amongst many, just a few of the events and organisations she worked with: Mostra internazionale del Nuovo Cinema di Pesaro, Sindacato Nazionale Critici Cinematografici, Settimana Internazionale della Critica at Festival del Cinema di Venezia, Fondo Pier Paolo Pasolini, RAi3, Teatro di Rebibbia Nuovo Complesso, etc. Since 1993 she is promoter and press agent for Maestro Nicola Piovani.

Images from Ad Vitam performance and installation.



