



Empirical Cultures

Cultural technology, AI-mediated expression
and public trust

Research-led frameworks and applied practice for cultural organisations.





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A concise editorial profile of Empirical's research-led cultural technology work.

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A concise overview of Empirical's work in cultural technology, AI-mediated expression and public trust.

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Context

A cultural and civic shift

Emerging technologies now sit inside cultural infrastructure.

WHY THIS MATTERS

AI and digital systems are reshaping cultural evidence, interpretation and public trust.

Empirical examines how cultural production, authorship, communication, visibility, provenance and civic confidence are being redefined by emerging technologies.

Core message

Emerging technologies are becoming part of cultural infrastructure: shaping how institutions interpret, evidence, govern and communicate cultural value.



Where the shift becomes visible

01 Public evidence

How claims, records and interpretation become visible.

02 Institutional language

How organisations explain technical change without hype.

03 Cultural memory

How process and provenance remain usable over time.



Work Areas

What Empirical examines and develops



Research questions translated into practice, methods, tools and public evidence.



Practical and responsible methods

The work connects cultural technology research with institutional practice, responsible methods and clear public communication.



Cultural systems and technological change

How AI, data and platforms alter cultural production, distribution, interpretation and value.



AI-mediated expression and interpretation

Workflows, meaning-making and public communication when AI becomes part of cultural production.



Responsible frameworks and governance

Review, documentation, rights, claims, risk and accountable institutional decisions.



Provenance, authorship and metadata

Tracing process, source context, tool use, human contribution and interpretive records.



Immersive and spatial environments

AR, VR and WebXR for exhibition, archive access and public engagement.



Public understanding and institutional practice

Language and structures that avoid hype, panic and technical obscurity.



Method

How Empirical builds trust



Evidence, rights, review and communication need a defensible structure.

Responsible cultural technology

Empirical's approach helps cultural organisations turn AI-related uncertainty into clear methods for evidence, rights, interpretation, decision-making and public communication.



Authorship and contribution

Clarify creative agency, tool use and the limits of verification.



Rights and consent

Frame source material, licensing, publication and public presentation.



Provenance and records

Create records for future interpretation, not only immediate display.



Transparent evaluation

Use proportionate, explainable and culturally literate review.



Public communication

Explain AI-mediated work without hype, panic or specialist obscurity.



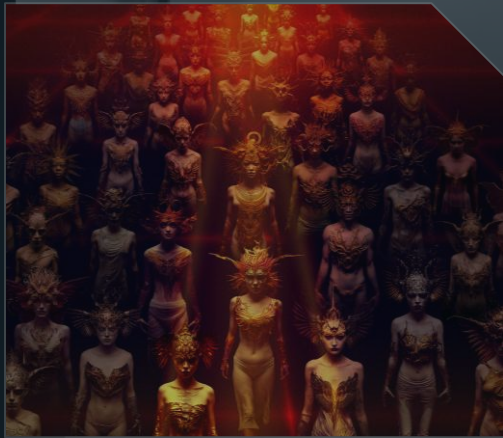
Institutional confidence

Make decisions that can be documented, explained and reviewed.



Case study

Applied cultural technology in practice



A public example of Empirical's applied work

AI-ARTS.ORG: Empirical in practice

AI-ARTS.org is a public-facing platform developed through Empirical's work. It has grown during a period of strong debate around AI art into a serious space for artists, competitions, publications and digital exhibition.

From research to platform

Empirical has supported AI-ARTS across the practical layers needed to run, present, evaluate and document AI-mediated cultural work.

Programme operations

Competition workflows, submissions, review stages, publication decisions and artist records.

Interpretive language

Manifesto, public language, newsletters, emails, press releases and artist-facing communication.

Documentation and evidence

Process records, metadata, provenance, authorship context and material for future interpretation.

Evaluation practice

AI Judge, expert review, public voting, moderation and learning records.

Exhibition and publication

Online galleries, video presentations, catalogues, printed publications, VR, and distribution channels.

Platform and infrastructure

Website systems, competition tools, AI models, messaging, admin workflows and secure review access.



WASHINGTON
DAILY NEWS



AI Joins the Jury in the 3rd AI-ARTS Competition 2024: An Experimental Edition

PR Newswire
Saturday, August 31, 2024 at 7:00pm UTC

AI-ARTS: Empowering Artists Through Innovative and Ethical AI

LONDON, Aug. 31, 2024 /PRNewswire-PRWeb/ - As artificial intelligence continues to shape the future of creative expression, AI-ARTS—a platform dedicated to showcasing AI-driven art and supporting artists in their exploration of AI's creative potential—announces its 3rd AI-ARTS Competition. This experimental edition introduces an "AI Judge," marking a significant development in the evolving role of technology in art.

"It's since in a lifetime shift is here—creativity is increasingly driven by the mind rather than the hands. Technology amplifying our ability to bring ideas to life. Today, with a vision can create art through the power of AI." — AI-ARTS

Founded in 2022, AI-ARTS has consistently supported AI artists during this period of rapid change. The platform operates under a manifesto promoting ethical practices, social responsibility, inclusion, and accessibility, offering a strong foundation for artists exploring new ways to create art with AI.



Collaboration

Working with
cultural and
research bodies



Good collaboration should leave clearer positions, documented decisions and reusable learning.

Empirical supports cultural organisations, foundations and research partners.

Support can combine strategic framing, evaluation methods, documentation, public communication and responsible digital workflow.

■ Programme framing

Aims, risks, public value and institutional language.

■ Evaluation and review

Public calls, exhibitions, research programmes and cultural initiatives.

■ Rights and provenance

Authorship, process declaration, metadata, rights and public trust.

■ Public communication

Clear language for audiences, funders and institutional stakeholders.

■ Documentation and learning

Archives, reporting, process records and future evidence use.

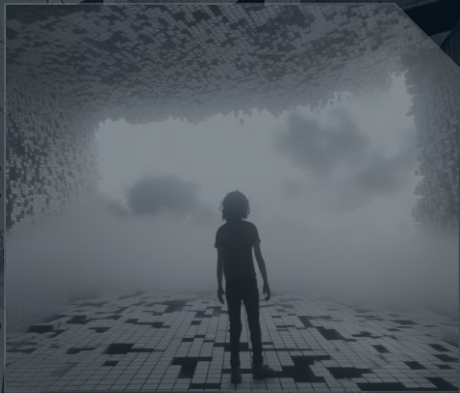
■ Digital workflow and infrastructure

Submission, review, publication, archive and presentation workflows where useful.



Workflow

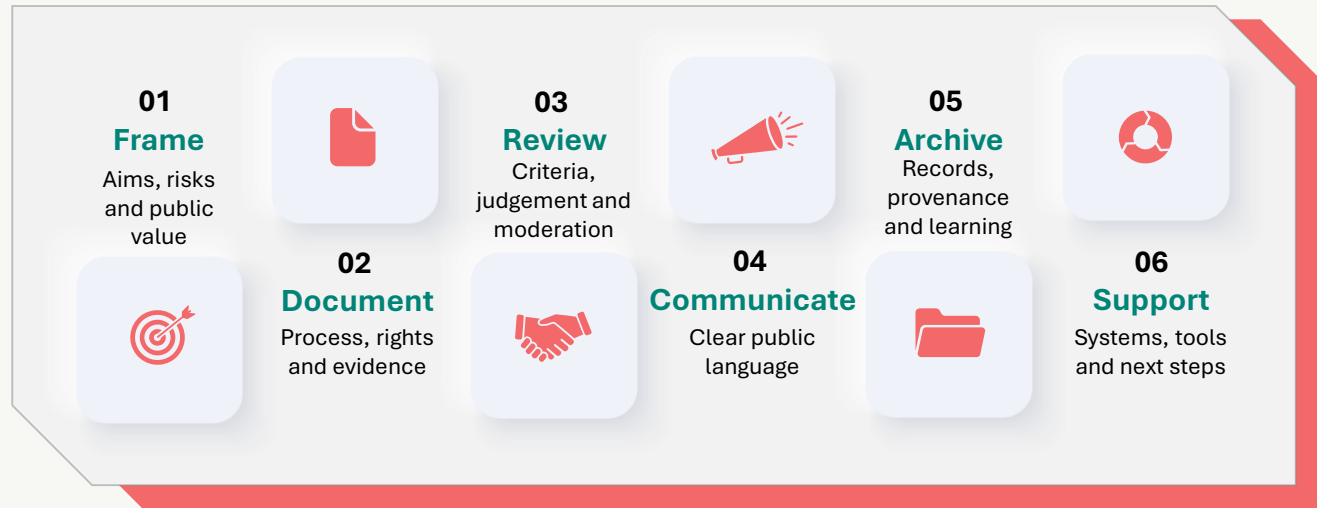
From uncertainty
to process



Traceability helps institutions explain
AI-mediated cultural decisions.

Empirical turns AI cultural questions into practical workflow.

Traceability across each step supports governance, public communication, digital delivery and future learning.



A clear workflow helps organisations explain AI-mediated cultural decisions, reduce risk and retain useful evidence.



Emerging work

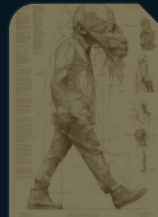
New practice areas



Areas being developed into tools, frameworks, prototypes and collaborative programmes.

Areas in development

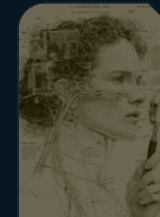
Empirical is developing practical approaches that help cultural organisations understand, evaluate, document and present AI-mediated cultural work.



01

AI cultural practice observatory

Tracking how AI and digital systems reshape cultural production, institutional practice, interpretation and public communication.



02

Responsible evaluation framework

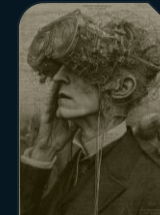
Criteria, review processes and evidence standards for programmes where AI or digital systems shape cultural work.



03

Process and provenance archive

Documenting tool use, process decisions, source context, rights, metadata and interpretive records.



04

Immersive digital environment prototypes

AR, VR and WebXR prototypes for cultural presentation, archive access and public interpretation.



Conversation

Who we are

Technologists, artists and cultural practitioners working across technology, art and public trust.



Empirical Cultures

A research-led cultural technology initiative connecting creative practice, digital systems and institutional understanding.

Who we are

Technologists, artists and cultural practitioners

Empirical brings together experience in digital systems, data, AI-mediated expression, artistic practice and public communication.

What we support

Responsible cultural technology

We support work across digital art, data, AI infrastructure, documentation, evaluation, public interpretation and applied digital workflows.

Who we work with

Public, private and mission-led initiatives

We work with cultural organisations, foundations, research groups, public institutions and international collaborators exploring emerging technologies.



Start a conversation contact@empirical.org.uk