

Editorial

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Dear readers,

Technology is a fundamental pillar of human progress and revolutionizes the way we live, work, and communicate. Although its development provides notable advances, it also raises questions about the ethical, social, and economic implications that accompany these changes. A historical example of this tension is Luddism, a movement that emerged at the beginning of the 19th century as a reaction to the mechanization of the textile industry. It illustrates the concern about technology's potential to displace the central role of humans in production, threatening livelihoods and handicraft skills.

In the current digital era, Artificial Intelligence (AI) represents the state of the art of technological innovation, opening up previously unimaginable possibilities for creation and innovation. However, its adoption without criteria in creative contexts renews the debate about the relationship between automation and human creation. Richard Florida (2014) highlights innovative professionals from the “creative class” as drivers of economic development, pointing out that cities and regions that foster creativity, technology, and tolerance prosper economically. He highlights the need for environments that attract and, more importantly, sustain creative talent — places where innovation is not only possible, but actively encouraged. For Florida (2014), creativity transcends a mere individual characteristic, becoming an essential collective resource for economic and social advancement. This concept reaffirms that, for the development of cities and economies, it is necessary to cultivate an environment of diversity and innovation.

As we explore the potential of AI, we come across large language models (LLMs), as described by Zhou et al. [2022]). These AI systems are trained to understand, generate content, and interact with human language in a natural and coherent way. A notable feature of LLMs is their ability to carry out few-shot learning, allowing them to perform specific tasks with minimal human instruction, making them incredibly versatile and valuable across different fields and industries.

Taking this into consideration, two crucial questions emerge: first, does the advanced automation provided by LLMs represent a threat to the essence of human creativity? And second, how is this wave of technological innovation, especially AI, impacting the creative class and, by extension, the regions that are economically transformed by this class?

Based on the article by Zhou et al. (2022), a new role for AI can be envisioned in the lives of creative professionals. The study highlights how LLMs, by automating and optimizing prompt engineering, advance the interaction between human and artificial

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intelligence, not only improving efficiency in generating creative content, but also raising the level of collaboration between creatives and machines. As LLMs become capable of understanding and executing complex instructions, they transform from passive tools to active collaborators in the creative process, enabling new forms of expression and discovery.

Nonetheless, merging human creativity with computational power poses challenges, including issues of originality, copyright, and authenticity. Overreliance on AI can, paradoxically, limit innovation by confining creatives to the current capabilities of machines. Therefore, it is vital to develop a deep understanding of how these technologies can be employed ethically and productively, ensuring that they complement, rather than replace, human creativity.

The convergence between the Creative Class theory and advances in LLMs points to a promising future for the creative economy, in which it is critical to cultivate environments that nurture creative talent and utilize AI to expand human potential. This involves creating policies and practices that promote education, diversity, inclusion, and access to technology, ensuring that the creative economy continues to be a vector of innovation and social progress.

In short, this editorial highlights the opportunity to use technological development as a means of achieving greater creativity and innovation. As we move forward, it is paramount to remain aware of the ethical implications and impact of these technologies, ensuring that they serve to enrich, not limit, the human creative expression. Thus, we move toward a truly innovative and inclusive creative economy, in which the union between human and artificial intelligence unlocks the entire spectrum of creative potential.

In this issue of *Diálogo com a Economia Criativa*, the journal explores the intersection of creativity, innovation, and technology, shedding light on how these elements intertwine to shape the current and future landscapes of the creative economy. Each of the 10 articles provide comprehensive insights and analysis of different aspects of this dynamic.

“Comprehensive analysis of the contributions of strategic design to the management model in a creative economy company,” by Dusan Schreiber, Débora Koch Berlitz, Franciele Reche, Luciane Pereira Viana and Serje Schmidt, explores the synergies between strategic design and strategic management, emphasizing the importance of adaptability and innovation in the business model of creative companies. The authors highlight how strategic design can serve as a catalyst for achieving organizational goals, based on a case study and interviews with managers.

“Creative economy and eating in slow and comfort food modes: resistance movements in the city,” by Daniela Barcellos, Daniela Menezes Neiva Barcellos, Lesly Fernandes dos Reis and Victor Albuquerque Borges Quaresma Gonçalves, addresses culinary experiences that promote emotional engagement and resistance in today’s fast-paced, productivist society. The authors evidence how eating practices can be forms of cultural and social resistance, highlighting the relevance of these movements during the pandemic.

“Reflections and analysis of the collaborative business models of handicrafts in the municipality of Petrolina (PE) from the perspective of entrepreneurship,” by Deranor Gomes de Oliveira, maps collaborative handicraft business models, emphasizing the importance of management and cultural entrepreneurship. The study expands the understanding of how practices and business models can contribute to the economic sustainability of artisans.

“Rio of Imaginaries: City, Mega-Events, and Strategic Planning,” by Roberto Vilela Elias, provides a critical analysis of how the image and imaginary of Rio de Janeiro were used and transformed into commodities in large-scale events such as the World Cup and the Olympics. The author unveils the layers of urban planning and the commercialization of the city, providing a unique perspective on urban governance and strategy.

“Creative economy: a chronological view,” by Jefferson Yuji Watanabe, Larissa de Moraes Barbosa Borges and Luciana Guilherme, presents a literature review that covers the evolution of the field of creative economy, providing a collaborative timeline of significant milestones in the area. The article serves as a comprehensive introduction to the field for academics, practitioners, and interested parties.

“Design production in creative industries: criticism of the neoliberal capitalist logic,” by Camille Vignal Frota and Fabiana Heinrich, investigates the practice of design within contemporary capitalism, questioning how creative industries are influenced and shaped by market forces. The study, deeply reflective, invites the readers to a critical analysis of the role of design and creativity in the current market.

“The career path of digital influencers,” by Paula Furtado Hartmann de Queiroz Monteiro and Ana Heloísa da Costa Lemos, investigates the constituent stages of the careers of digital influencers, showing the challenges and opportunities in this emerging profession. The study provides valuable insights into professional development in the digital landscape.

“Afro-Brazilian liturgical clothing market in Southern Brazil: a comparison between three companies,” by Angele Maine Rhoden, Fernanda Hänsch Beuren, Icleia Silveira and Lucas da Rosa, makes a comparative analysis of the Afro-Brazilian liturgical clothing market, exploring marketing and product nuances between different companies. The authors highlight the diversity and cultural richness within the fashion sector.

“A study on user experience design (UX design) perception and practices by young iPhone users from Rio,” by João Renato de Souza Coelho Benazzi and Sabrina Uderman, focuses on the importance of user experience in the perception of technological products, using the iPhone as a case study. The study contributes to the understanding of how UX design influences consumer behavior.

“Smart tourist destinations: an analysis of tourism governance in Búzios,” by Liana Cid Bárcia, Carlyle Tadeu Falcão de Oliveira and Tânia Almeida Gouveia, investigates the concept of smart tourist destinations through the case of

Búzios, discussing the role of governance in the transformation of tourist destinations. The authors shed light on the challenges and strategies for sustainable tourism development.

Enjoy the reading!

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