

"The AI is a copilot, we are the Polit," says Paco Torres

The world of entertainment is undergoing a revolutionary transformation with the rise of Artificial Intelligence (AI), and filmmaker Paco Torres shed light on this evolving landscape during a workshop on AI-driven content creation in films, held by the 23rd Pune International Film Festival.

Torres, a renowned director and creative technologist, is known for his innovative storytelling techniques that merge Artificial Intelligence with human creativity. His session delved into how AI is reshaping media and filmmaking, emphasizing ethical AI over capitalist motives.

"The future of media will be wild," said Torres, highlighting the vast potential that it holds in revolutionizing the industry. He introduced the concept of Event + Reaction = Outcome, urging creators not to fear change but to embrace and adapt: "Don't be afraid of the wave, surf the wave," he quoted.

Torres demonstrated AI's creative power through a one-minute short film, "Chai & Secrets," made using tools like ChatGPT, MidJourney, Krea, Kling, and CapCut. The session provided insights into how AI can assist in ideation, visualization, visual enhancement and editing, making content creation more efficient.

"Perfection will kill spontaneity. We are moving into a continuous learning process because learning will make you unstoppable," stressed Paco. However, he reassured attendees that despite AI's capabilities, "No AI can compete with the human brain."

As the media landscape shifts toward automation and efficiency, he addresses the increasing demands on professionals: "We are in a new world, a new operating reality, working more hours to remain competitive. The key is learning how to do more for less."

He concluded with the remark "Pune International Film Festival is like a family to me." The workshop left participants inspired to explore AI as a creative associate rather than a threat, reinforcing the balance between human creation and technological advancement.