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Open Roundtable

Organizer: André Malhado

Chairs: Júlia Durand and Vinícius de Aguiar

Title: Music and Sound on the Uncanny Valley of Audiovisual Culture

Abstract:

This final roundtable invites us into the in-between: the unstable grounds where technology, sound and image do not behave as neutral tools — in fact, they never did. What has changed is our awareness of their power as shifting agents of our cultures. We are not here to celebrate utopia or to fear dystopia. We are here to dwell in ambiguity — to ask what it means when artificial intelligence becomes entangled with music, media and culture in ways that are neither wholly liberating nor wholly destructive.

Alongside fake news, we now witness the emergence of “fake musicians”: deceased artists reappearing with newly generated works, virtual performers occupying stages, artificial composers entering our everyday media. These phenomena are unsettling, even dangerous, yet they are also strangely fascinating — aesthetic, artistic, and capable of producing genuine cultural impact. In this double bind lies the provocation of our time.

This roundtable takes as its guiding questions: how do we investigate the sociocultural impact of AI, and how do these technologies participate in redefining values and practices in the cultural and creative industries? At the same time, how are algorithmic systems reshaping the idioms through which sound and image are created, interpreted and valued across different formats and contexts?

These tools are becoming ordinary. Just as the piano, the gramophone or the radio once entered everyday creative life, so too may generative algorithms normalize themselves into our workflows of making, sharing and appreciating culture. What does it mean to live with this inevitability? How do we critique without nostalgia, and embrace without naïveté?

The uncanny valley of audiovisual culture is not a future horizon but a present condition. In this roundtable, we will not close questions but open them: reflecting together on what we gain, what we risk, and how sound and music might continue to guide us through the shifting terrain of algorithmic audiovisualities.

Presentations

Melissa Avdeeff

Title: Technocultural Ecologies of AI Music: Methodological Considerations in the Age of Platformization