# Edinburgh Fringe partners with Anthropic amid AI concerns in creative industries



The Edinburgh Fringe Festival has entered into a sponsorship agreement with the artificial intelligence company Anthropic, positioning the firm as the festival's 'official education partner' for 2025. This development comes shortly after concerns were raised in Parliament about the potential dangers posed by AI technology to the creative industries, particularly comedy.

Anthropic, known for its AI model Claude, which operates through extensive analysis of human-generated data, aims to facilitate conversations around the impacts of technology on creativity. This partnership marks a continuation of their collaboration from the previous year.

During a recent session of the culture, media and sport Commons committee, comedian Matt Forde expressed concerns regarding AI's influence on the creative sector, stating, "It threatens us as an industry. It is a major threat to the UK economy if there are no guardrails to stop the wholesale theft of intellectual property." Forde's remarks highlight a growing anxiety among creatives about the implications of AI on their work and intellectual property rights.

Despite these apprehensions, the Edinburgh Fringe has framed this sponsorship as an opportunity to engage in productive dialogue regarding the evolving relationship between technology and creativity. Tony Lankester, the chief executive of the society that coordinates the festival, commented on the importance of such discussions within the festival's environment, stating, "AI is a highly debated topic in society, particularly in the creative sector – and rightly so. Thankfully, highly debated topics are the bread and butter of the Fringe."

Lankester further noted the ongoing dialogue with Anthropic over the past year, expressing optimism about the company’s commitment to engaging with the creative community in a collaborative manner. Everett Katigbak, the brand creative director at Anthropic, shared their vision for the role of AI in the creative sector: "At Anthropic, we believe AI should amplify creative vision, and support the irreplaceable human spark that drives artistic expression."

As part of their collaboration with the Fringe, Anthropic will host two online sessions for registered artists. These sessions, titled "Freeing Up Time With Claude" and "Marketing Your Show With Claude," are scheduled to take place on 12 May and 9 June, respectively, and will be accessible through Fringe Connect.

Anthropic's emphasis on data privacy and a commitment to supporting artists' creative processes is underscored by their recent announcement that the company has achieved annual revenues exceeding £1 billion. This figure approximates the total size of the UK comedy industry as reported by the Live Comedy Association.

The partnership with Anthropic represents a significant moment for the Edinburgh Fringe, as it seeks to navigate the complexities posed by rapidly advancing technology within the realm of creativity.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.ft.com/content/d4c291e5-71fb-426d-ac29-d586eec768f7> - This article discusses the UK government's proposal for a 'right to personality' to protect artists from AI companies creating products that mimic their distinctive features, aligning with concerns about AI's impact on the creative sector.
* <https://www.reuters.com/technology/artificial-intelligence/dont-let-ai-rip-off-artists-beatles-star-mccartney-warns-uk-government-2025-01-26/> - Paul McCartney warns that AI could exploit artists, urging the UK government to ensure copyright reforms protect the creative industries, reflecting growing concerns about AI's impact on creativity.
* <https://www.ft.com/content/2ced1e1f-7d14-44d7-b188-464ddd69890d> - The UK government is considering enforcing greater transparency on AI training models to prevent unauthorized use of creative works without compensation, addressing concerns about AI's impact on the creative sector.
* <https://www.ft.com/content/c9731500-9fd0-4882-b93f-3f3c7981b624> - This article highlights the UK's creative industries' significance and the integration of technology with creativity, termed 'createch,' which is revolutionizing fields like gaming, fashion, and education.
* <https://www.ft.com/content/7366eef2-8ae4-4d8f-8c4e-9adbd641c183> - UK technology secretary Peter Kyle urges critics of the proposed AI copyright regime to embrace change, emphasizing the need for a balanced approach to protect both creative industries and technological advancement.
* <https://www.ft.com/content/eec8e59b-4587-42f7-b839-61be959190c1> - Caroline Norbury, Chief Executive of Creative UK, emphasizes the need for comprehensive UK government policies on AI to protect intellectual property in the creative industries, advocating for transparency, consent, recognition, and fair compensation.
* <https://news.google.com/rss/articles/CBMikAFBVV95cUxPUHFEUmFCVzdNaWpBN3NEVXdJOS1BaEZMX1A3RTA4bVFyS1hNWWVCNzNUNG9CUWtlY29iYmNsWUNKTGNHTDFvbWxHWUZvQjhxOGdsSkpGVXdoazZ0eGJrbEVhVnA4cVpDSlM2M09OaWFmVU1uNXBQY2JuckFkVmQyVTFfWmFiZS1mWktkeDJTY2M?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data