# Edinburgh Fringe partners with Anthropic to explore AI's creative potential amid industry concerns



The Edinburgh Fringe Festival has entered into a sponsorship agreement with the artificial intelligence research company Anthropic, which will be designated as the festival's 'official education partner' for the upcoming event. This partnership comes on the heels of a parliamentary discussion, during which comedian Matt Forde expressed concerns regarding AI's potential impact on the comedy sector. He characterised AI as an "industry that is specifically designed to harvest your creative output," highlighting fears over intellectual property theft and the potential detriment to the UK economy without appropriate safeguards.

Despite these apprehensions, the Edinburgh Fringe organisation maintains that the collaboration with Anthropic will foster critical dialogue on both the benefits and challenges presented by technological advancements in the creative landscape. Tony Lankester, the chief executive of the festival's coordinating body, noted the ongoing discussions with Anthropic over the past year. He expressed confidence in the company's willingness to engage with the creative community and explore AI's role in enhancing, rather than undermining, the creative process.

Lankester stated, “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, and I can’t think of a better place for this debate to continue and develop.”

Everett Katigbak, the brand creative director at Anthropic, echoed these sentiments, sharing his experiences from last year's Fringe workshops. He remarked, “As a musician and documentary filmmaker, I loved meeting like-minded creatives with a curiosity about technology during our Fringe workshops last year.” Katigbak stressed Anthropic's belief that AI should "amplify creative vision" while prioritising data privacy and placing artists at the core of the creative process.

The AI software developed by Anthropic, known as Claude, is designed to facilitate creative output by removing technical barriers. The company has also previously demonstrated its capabilities by generating virtual comedians. Recently, Anthropic reported annual revenues exceeding £1 billion, a figure that roughly parallels the overall size of the UK comedy industry, according to a recent analysis by the Live Comedy Association.

In addition to its sponsorship role, Anthropic is set to conduct two online sessions aimed at registered Fringe artists. The first, titled “Freeing Up Time With Claude,” is scheduled for 4 PM on May 12, and the second, “Marketing Your Show With Claude,” will be held on June 9, both accessible via the Fringe Connect platform.

The Edinburgh Fringe, renowned for its diverse artistic offerings, appears set to embrace the integration of AI into its framework, encouraging an ongoing exploration of the implications of such technology in the creative sector.

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

## Bibliography

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2. <https://www.heraldscotland.com/life_style/24496098.last-laugh-edinburgh-fringe-stars-reveal-tech-may-kill-comedy/> - This piece discusses comedian Matt Forde's concerns about AI's impact on the comedy sector, highlighting fears over intellectual property theft and potential economic consequences.
3. <https://www.edfringe.com/about-us/news-and-blog/anthropic-to-bring-collaborative-ai-workshops-for-artists-media-professionals-and-academics-to-the-fringe/> - This article provides further details on the Edinburgh Fringe's collaboration with Anthropic, emphasizing the workshops aimed at integrating AI into the creative process.
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