# The rise of AI-generated art in the style of Hayao Miyazaki



Hayao Miyazaki, the renowned animator and founder of Studio Ghibli, continues to captivate audiences worldwide with his unique storytelling that reflects the human experience and celebrates the beauty of nature. Known for his meticulously hand-drawn films, which often take years to produce, Miyazaki has created beloved classics such as "Spirited Away" and "The Boy and the Heron."

However, a new trend has emerged on social media that allows users to generate images in Miyazaki's distinctive style using OpenAI’s latest image-generation tool. Announced last week by CEO Sam Altman, this tool lets users upload photographs and transform them into images reminiscent of Studio Ghibli movies within seconds. OpenAI's service has quickly gained immense popularity, leading to an avalanche of AI-generated memes and personal images shared across platforms.

The tool was reported to have caused such a surge in user activity that OpenAI's servers faced significant strain, with Mr Altman noting on X that adjustments to usage limits had to be implemented temporarily. While many users creatively engaged with the tool to produce charming personal portraits, some have opted for unsettling and disturbing imagery, including reimaginings of significant historical tragedies.

Miyazaki himself has previously expressed strong disdain towards the integration of AI into animation, labelling it "utterly disgusting" and an "insult to life itself." He has been clear that he would "never wish to incorporate this technology into [his] work at all". His dedication to traditional animation fosters a distinctive style characterized by expressive artistry and profound attention to detail.

As the trend continued to evolve, discussions surrounding the ethical implications of AI-generated art have resurfaced. Deborah Szapiro, an academic in design and animation, articulated concerns regarding the moral implications of OpenAI's platform. She characterized the technique as a form of theft, stating, "It's not replicating or mimicking it, it's stealing it," and expressed that AI-generated works lack the "soul" inherent in human artistry. Szapiro highlighted that while OpenAI's efforts have created fan works that are engaging and inspired, they fail to encapsulate the essence of Miyazaki's creations.

From the perspective of brand integrity, John McGhee, a professor of 3D Visualisation at UNSW, raised alarms about the uncontrolled dissemination of Ghibli-style content online. He noted that without curation, this trend risks distorting the original artist's brand image. He also drew contrasts between the creative philosophies of Miyazaki's works, which often convey environmental messages and human impact, and the significant energy consumption associated with the AI technologies being employed.

A crucial question has arisen regarding the potential copyright implications of OpenAI's generative models. Legal advisors pointed out that in jurisdictions such as the United States, OpenAI may argue its AI is transformative through the incorporation of multiple influences. However, Australia’s copyright laws offer stricter regulations, and concerns persist about whether Ghibli’s work was utilized without prior consent. The complexities surrounding copyright could lead to legal disputes, should they arise.

Within just a few days, the AI-generated Ghibli art trend has sparked lively debate not only about the artistic and ethical facets of AI replication but also about the broader implications for creative expression. The argument extends to the continual appropriation of human artistic expression by artificial intelligence, drawing scrutiny and concern over the future landscape of art and animation amidst technological advancements.

As Hayao Miyazaki remains largely silent on the matter, the ongoing discussions and resulting effects of the Ghibli AI trend are undoubtedly set to unfold, eliciting varied reactions from the art community and fans of his work.

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