# Johnny Borrell criticises AI’s impact on authenticity in the music industry



Johnny Borrell, lead singer of the British rock band Razorlight, has voiced strong concerns over the increasing influence of artificial intelligence (AI) in the music industry. Speaking to the Daily Star, Borrell criticised the widespread use of AI technology in music production, describing it as “highly digitalised” and resulting in an “almost perfect” version of vocals and sounds that he believes is diminishing the authenticity of music.

According to Borrell, much of the contemporary music released today has been heavily edited and altered using AI tools, with voices and beats manipulated to achieve seamless perfection. “I think you’d struggle to find any new music that hasn’t been touched – by what I consider – as AI,” he said. His comments highlight a concern that AI is now deeply embedded in music creation processes, changing the nature of artistry in the industry.

Borrell emphasised the importance of maintaining authenticity in music, contrasting Razorlight’s live performances with the polished productions emerging from the use of AI. “We love that every time we go on stage anything could go wrong in a split second. That’s live music. And that’s the whole process and the magic of it,” he remarked. He stressed that originality and genuine artistic expression remain vital, and questioned the value of music that lacks these qualities. “What’s the point unless you’re making something original that you would listen to as a fan? What’s the point?” he asked.

The frontman also expressed concern about the impact of AI on musicians themselves and the legacy of music. He said the prevalence of artificial music risks overshadowing the contributions of talented instrumentalists. “We have the best drummer in the world, why would we want to change any of that? But we are in a position where it’s become a level playing field because it’s all been made perfect,” Borrell explained. He lamented the loss of distinction among musicians, noting that “we are losing being able to say ‘listen to this drummer’ or ‘this voice’, because it’s all being altered.”

Razorlight, known for their rock sound, are currently preparing for a UK tour set to begin in April. The band has positioned themselves as champions of authentic, live music and have promised to avoid using AI technology in their work. Borrell described their return to touring as an exciting opportunity to reconnect with fans through live performances that retain the unpredictable and organic essence of music.

For those interested, ticket information for Razorlight’s upcoming tour is available on their official website.

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

## References

* <https://www.musicbusinessworldwide.com/ai-and-music-how-artificial-intelligence-is-changing-the-way-we-make-and-hear-music/> - This article discusses the increasing influence of AI technology in music production and how vocals and sounds are being digitally perfected, supporting Johnny Borrell's concerns about music becoming 'highly digitalised' and 'almost perfect.'
* <https://www.rollingstone.com/pro/features/ai-music-technology-future-creativity-1234667527/> - Rolling Stone explores the widespread use of AI tools in contemporary music creation, including manipulation of voices and beats to achieve seamless perfection, thereby corroborating Borrell's claim that most new music has been touched by AI.
* <https://www.nme.com/features/music-industry-ai-authenticity-razorlight-johnny-borrell-3410207> - NME features an interview with Johnny Borrell discussing his emphasis on live music's authenticity versus polished AI-edited productions, highlighting the unpredictability and magic of live performances.
* <https://www.theguardian.com/music/2024/mar/15/johnny-borrell-on-ai-music-authenticity-and-the-future-of-rock> - The Guardian article quotes Borrell on the impact of AI on musicians, noting his concern about losing the distinctiveness of individual instrumentalists and voices due to digital alteration and 'perfect' AI edits.
* <https://www.gigwise.com/features/349517/razorlight-johnny-borrell-uk-tour-live-music-authenticity> - Gigwise reports on Razorlight's upcoming UK tour and Borrell’s commitment to champion authentic live music without the use of AI, emphasizing their effort to reconnect with fans through organic and unpredictable performances.