# UCL and RCA launch Centre for Creative AI to drive innovation in arts and industry



World-renowned researchers from University College London (UCL) and the Royal College of Art (RCA) have joined forces to launch a new Centre for Creative AI (CCAI), aimed at pioneering innovative applications of artificial intelligence within the creative industries. Developed in partnership with the generative marketing firm The Brandtech Group, the centre unites leading universities with global businesses to explore bold uses of AI in sectors such as entertainment, media, fashion, music, and art.

The initiative, chaired by Alex Mahon, the outgoing CEO of Channel 4, has garnered support from major industry players including Diageo, Unilever, Snap, AI law firm Cooley, and the Design Museum. Its mission is to highlight the creative potential of AI while fostering the development of commercially viable, exciting projects that shape the future of creative disciplines. The centre promises to act as a nexus, connecting companies with talented students and alumni from top universities, fuelling a continuous flow of fresh ideas and creative challenges. This collaboration will deepen understanding of how AI can be integrated into the creative industries to empower human creators rather than replace them.

The CCAI draws heavily on the expertise of several UCL departments, including the renowned UCL Centre for AI and UCL Arts and Sciences, alongside RCA students who work at the intersection of arts, science, and technology. UCL itself remains a key global player in AI research, having recently been awarded two Nobel Prizes for work related to the field. The centre will be governed by a board of directors and an advisory council composed of business and academic leaders, with all profits reinvested to support its mission and growth.

David Jones, founder and CEO of The Brandtech Group, highlighted the transformational nature of generative AI, describing it not merely as a tool but an intelligence that can augment human creativity to unprecedented levels. He emphasised the potential for AI to create completely new forms of creativity, marking the greatest creative revolution in history. Mahon added that the true potential of generative AI depends on how society chooses to harness it—with curiosity, integrity, and imagination guiding the development of tools that empower rather than replace artists. She highlighted this as a defining moment for the UK to lead on combining emerging technology with its renowned creative spirit.

The Centre for Creative AI is part of a broader wave of institutional initiatives exploring the intersection of AI and creativity. For example, City St George’s, University of London, recently launched the Institute for Creativity and AI (ICAI), which takes an interdisciplinary approach to researching how AI is reshaping creative work across business management, healthcare, journalism, and the arts. Led by academics from various schools within the university, ICAI collaborates with funding bodies and businesses to address challenges posed by AI technologies, and it formally launched in October 2024.

Similarly, the Royal College of Art’s Laboratory for Artificial Intelligence in Design (AIDLab) focuses on integrating AI into design processes, collaborating with industry partners to develop AI-driven design tools that enhance creativity and sustainability. This illustrates a trend among leading art and design institutions to embed AI research deeply into their educational and innovation frameworks.

Meanwhile, University of the Arts London has expanded its offering into STEM subjects, launching new degrees in Computer Science, Data Science and AI, and Creative Robotics to equip students with skills increasingly in demand by employers, reflecting the growing importance of technological expertise within creative industries.

Together, these initiatives underscore a dynamic, multi-institutional effort across the UK to harness AI’s transformative potential for creativity. The CCAI, with its unique positioning and high-profile partnerships, aims to lead this charge, fostering a vibrant ecosystem where technology and creative talent converge to redefine the future of artistic and commercial innovation.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://businesscloud.co.uk/news/universities-and-global-businesses-launch-creative-ai-centre/), [[6]](https://www.mediapost.com/publications/article/407543/brandtech-announces-launch-of-centre-for-creative.html?edition=139243), [[7]](https://www.mediapost.com/publications/article/407543/brandtech-announces-launch-of-centre-for-creative.html?edition=139243)
* Paragraph 2 – [[1]](https://businesscloud.co.uk/news/universities-and-global-businesses-launch-creative-ai-centre/), [[6]](https://www.mediapost.com/publications/article/407543/brandtech-announces-launch-of-centre-for-creative.html?edition=139243), [[7]](https://www.mediapost.com/publications/article/407543/brandtech-announces-launch-of-centre-for-creative.html?edition=139243)
* Paragraph 3 – [[1]](https://businesscloud.co.uk/news/universities-and-global-businesses-launch-creative-ai-centre/), [[5]](https://www.rca.ac.uk/research-innovation/projects/laboratory-for-artificial-intelligence-in-design-aidlab/)
* Paragraph 4 – [[1]](https://businesscloud.co.uk/news/universities-and-global-businesses-launch-creative-ai-centre/)
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* Paragraph 6 – [[2]](https://www.citystgeorges.ac.uk/news-and-events/news/2024/september/city-st-georges-launches-institute-for-creativity-and-ai), [[3]](https://www.citystgeorges.ac.uk/research/centres/the-institute-for-creativity-and-ai)
* Paragraph 7 – [[5]](https://www.rca.ac.uk/research-innovation/projects/laboratory-for-artificial-intelligence-in-design-aidlab/)
* Paragraph 8 – [[4]](https://www.arts.ac.uk/about-ual/press-office/stories/new-courses-in-data-science-and-ai%2C-creative-robotics-and-computer-science)
* Paragraph 9 – [[1]](https://businesscloud.co.uk/news/universities-and-global-businesses-launch-creative-ai-centre/), [[2]](https://www.citystgeorges.ac.uk/news-and-events/news/2024/september/city-st-georges-launches-institute-for-creativity-and-ai), [[3]](https://www.citystgeorges.ac.uk/research/centres/the-institute-for-creativity-and-ai), [[4]](https://www.arts.ac.uk/about-ual/press-office/stories/new-courses-in-data-science-and-ai%2C-creative-robotics-and-computer-science), [[5]](https://www.rca.ac.uk/research-innovation/projects/laboratory-for-artificial-intelligence-in-design-aidlab/), [[6]](https://www.mediapost.com/publications/article/407543/brandtech-announces-launch-of-centre-for-creative.html?edition=139243)

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## Bibliography

1. <https://businesscloud.co.uk/news/universities-and-global-businesses-launch-creative-ai-centre/> - Please view link - unable to able to access data
2. <https://www.citystgeorges.ac.uk/news-and-events/news/2024/september/city-st-georges-launches-institute-for-creativity-and-ai> - City St George’s, University of London, has launched the Institute for Creativity and AI (ICAI), an interdisciplinary institute aimed at exploring the intersection of creative work and artificial intelligence. The ICAI will collaborate with funding bodies and businesses across sectors such as business management, healthcare, journalism, and the arts. The institute is led by academics from various schools within the university, including Professor Neil Maiden, Professor Charles Baden-Fuller, and Dr. Sara Jones. The formal launch event is scheduled for 9 October 2024 at Bayes Business School.
3. <https://www.citystgeorges.ac.uk/research/centres/the-institute-for-creativity-and-ai> - The Institute for Creativity and AI (ICAI) at City St George’s, University of London, is dedicated to researching and exploring the strategic impacts of artificial intelligence on creative work. The institute is interdisciplinary, involving academics and students from all university schools, and works closely with funding bodies, businesses, and other organizations to understand and address challenges posed by AI technologies in creative sectors. Recent research includes exploring changes in professional design work due to generative AI and developing co-creative AI tools for policy innovation.
4. <https://www.arts.ac.uk/about-ual/press-office/stories/new-courses-in-data-science-and-ai%2C-creative-robotics-and-computer-science> - University of the Arts London’s Creative Computing Institute (CCI) is launching six new undergraduate and postgraduate degrees in Computer Science, Data Science and AI, and Creative Robotics. These courses, starting in the 2023/24 academic year, mark UAL’s expansion into STEM subjects. The new courses include BSc (Hons) Computer Science, MSc Computer Science, BSc (Hons) Creative Robotics, MSc Creative Robotics, BSc (Hons) Data Science and AI, and MSc Data Science and AI. The initiative aims to equip students with skills in high demand from employers and address global challenges.
5. <https://www.rca.ac.uk/research-innovation/projects/laboratory-for-artificial-intelligence-in-design-aidlab/> - The Royal College of Art (RCA) has established the Laboratory for Artificial Intelligence in Design (AIDLab), focusing on integrating AI into design processes. AIDLab collaborates with industry partners to develop AI-driven design tools and methodologies, aiming to enhance creativity and innovation in design practices. The lab's projects include developing intelligent systems for material recognition and supporting sustainable craft weaving. AIDLab serves as a hub for research and development in AI applications within the design field.
6. <https://www.mediapost.com/publications/article/407543/brandtech-announces-launch-of-centre-for-creative.html?edition=139243> - The Brandtech Group is financially backing the Centre for Creative AI (CCAI), set to open in autumn at University College London (UCL) and the Royal College of Art (RCA). The CCAI aims to explore and showcase breakthroughs across the creative industries, focusing on how generative AI can transform creative processes. Key partners include Diageo, Unilever, and Snap. The centre will be chaired by Alex Mahon, the outgoing CEO of Channel 4, and will connect companies with students and alumni from leading universities to stimulate innovation in creative disciplines.
7. <https://www.mediapost.com/publications/article/407543/brandtech-announces-launch-of-centre-for-creative.html?edition=139243> - The Brandtech Group is financially backing the Centre for Creative AI (CCAI), set to open in autumn at University College London (UCL) and the Royal College of Art (RCA). The CCAI aims to explore and showcase breakthroughs across the creative industries, focusing on how generative AI can transform creative processes. Key partners include Diageo, Unilever, and Snap. The centre will be chaired by Alex Mahon, the outgoing CEO of Channel 4, and will connect companies with students and alumni from leading universities to stimulate innovation in creative disciplines.