

SILA SVETA

Human-AI Interaction in Art: How Technology is Changing Our Experience

안녕하세요? (^_ ^)

Multimedia Production Studio



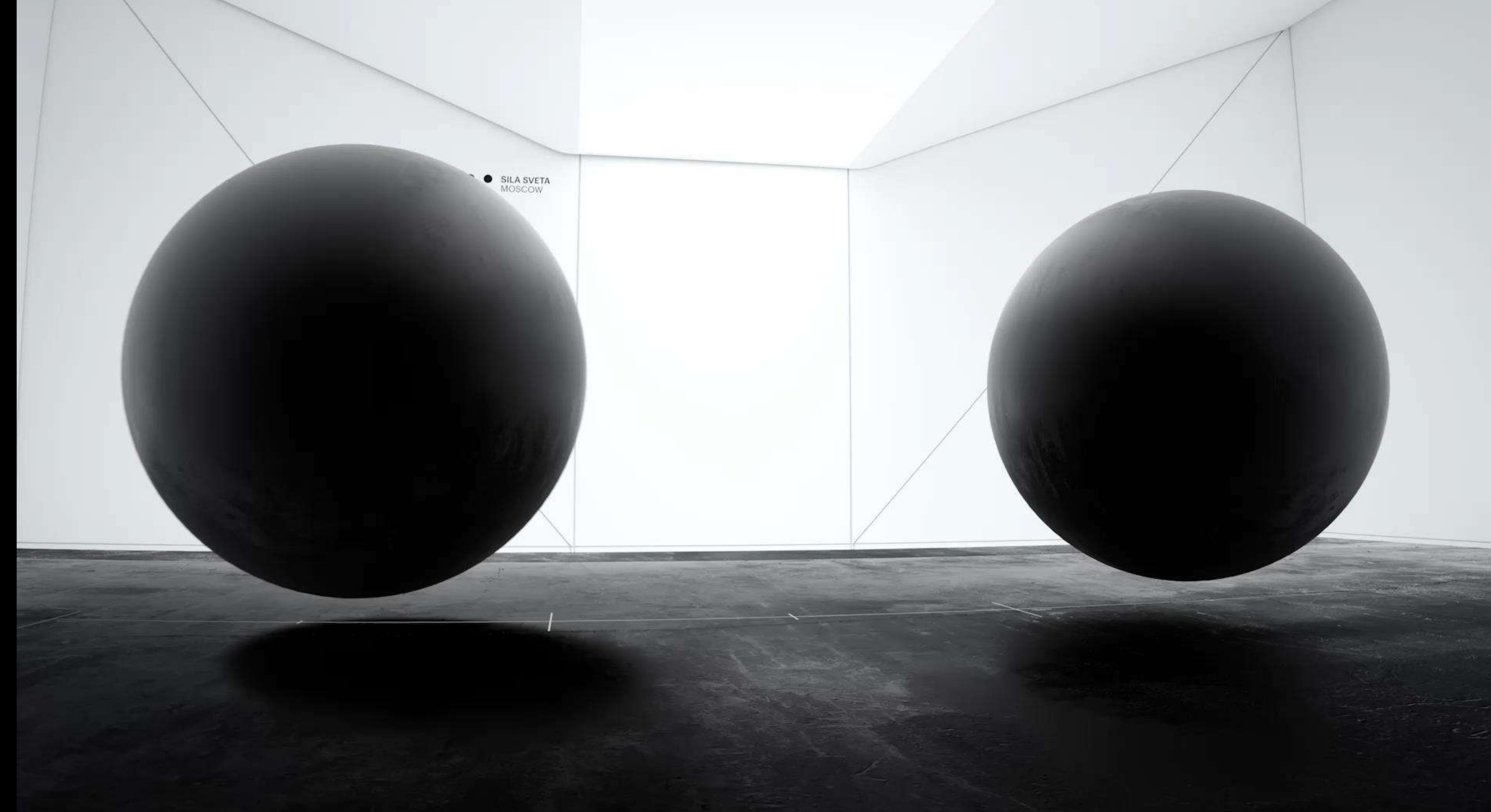
16 Years

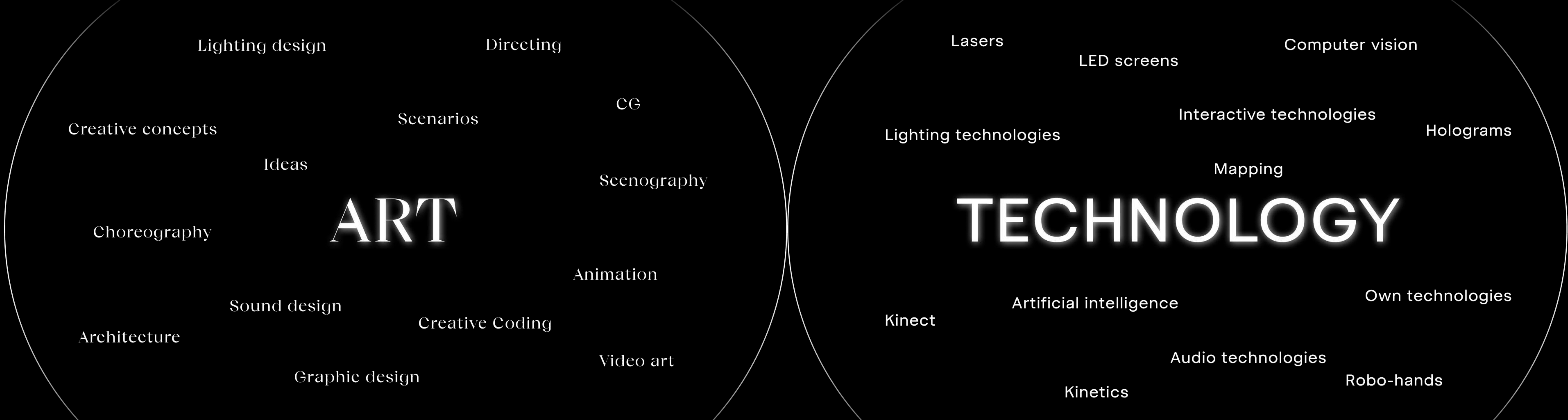
130+ Awards

150 Employees

750+ International Projects

We unite
Art & Technologies
to inspire people







And today we want to inspire you

We believe that
technology doesn't just
assist creativity—
it transforms it

We see art as a journey,
where every step reveals
something unexpected,
something uniquely yours

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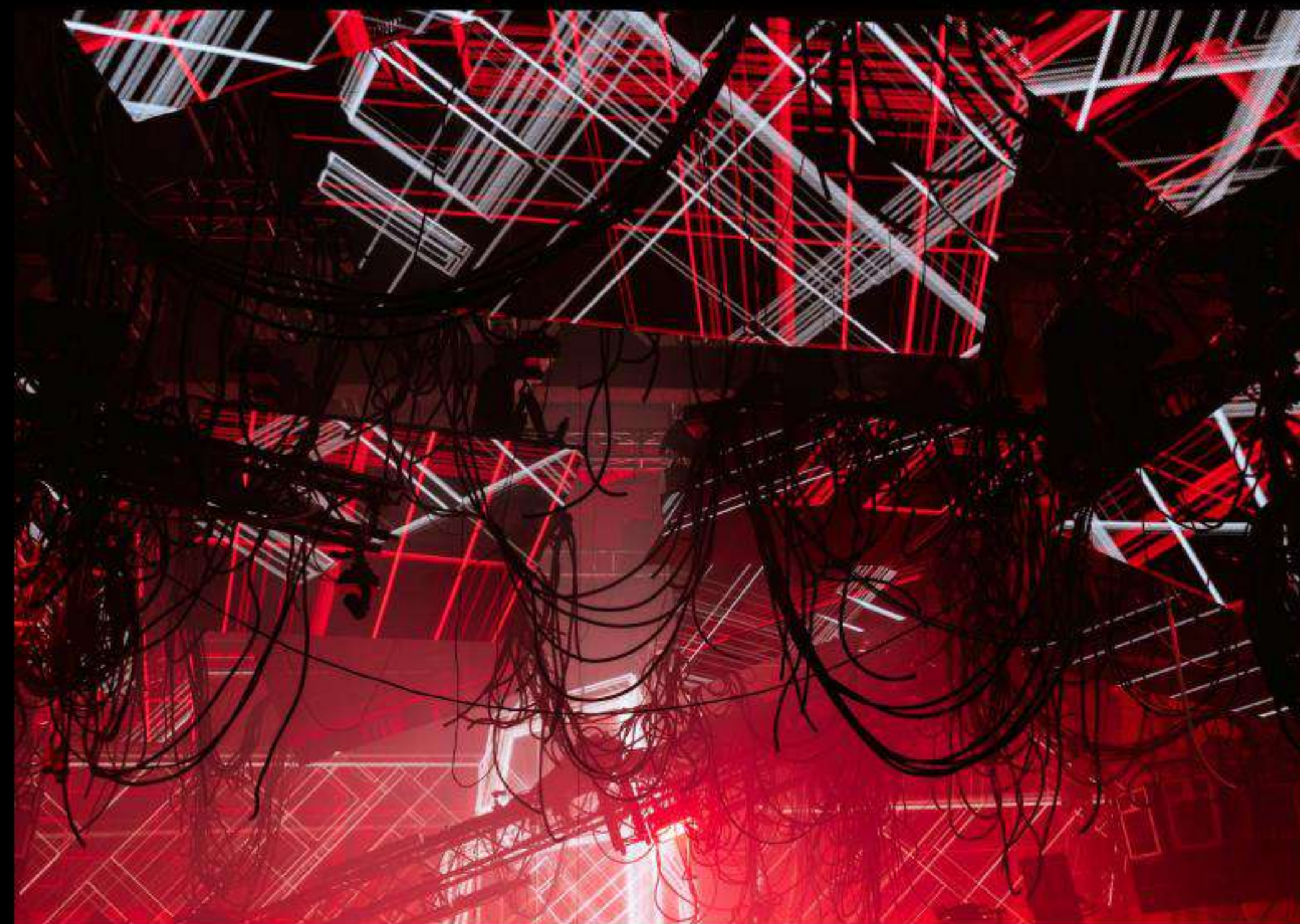
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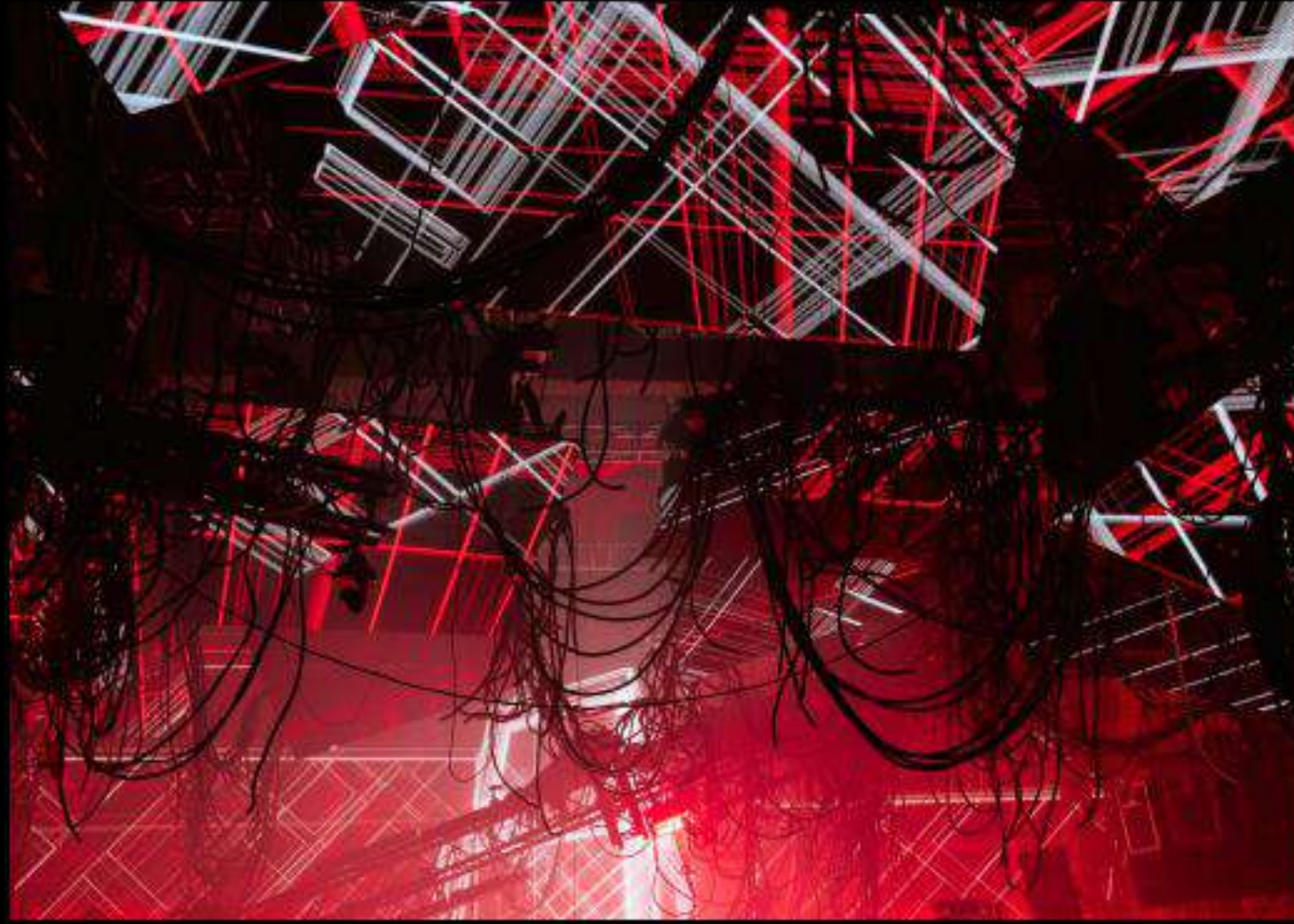
AI is transforming the way we experience,
create, and connect with art



Let's start exploring some of our latest journeys



MAIN STAGE AT OUTLINE FESTIVAL



Music and Art Festival

HYPERFEELING



Multisensory exhibition
at Balloon Museum

VISUALS FOR ROBERT WUN FW24



Haute Couture show in Paris

OUTLINE FESTIVAL

Outline Festival is one of Russia's most dynamic music and art festivals, attracting in 2024 over 10,000 visitors from Russia and across the CIS.

SILA SVETA is a co-organizer and curator of a multimedia program.

stage design



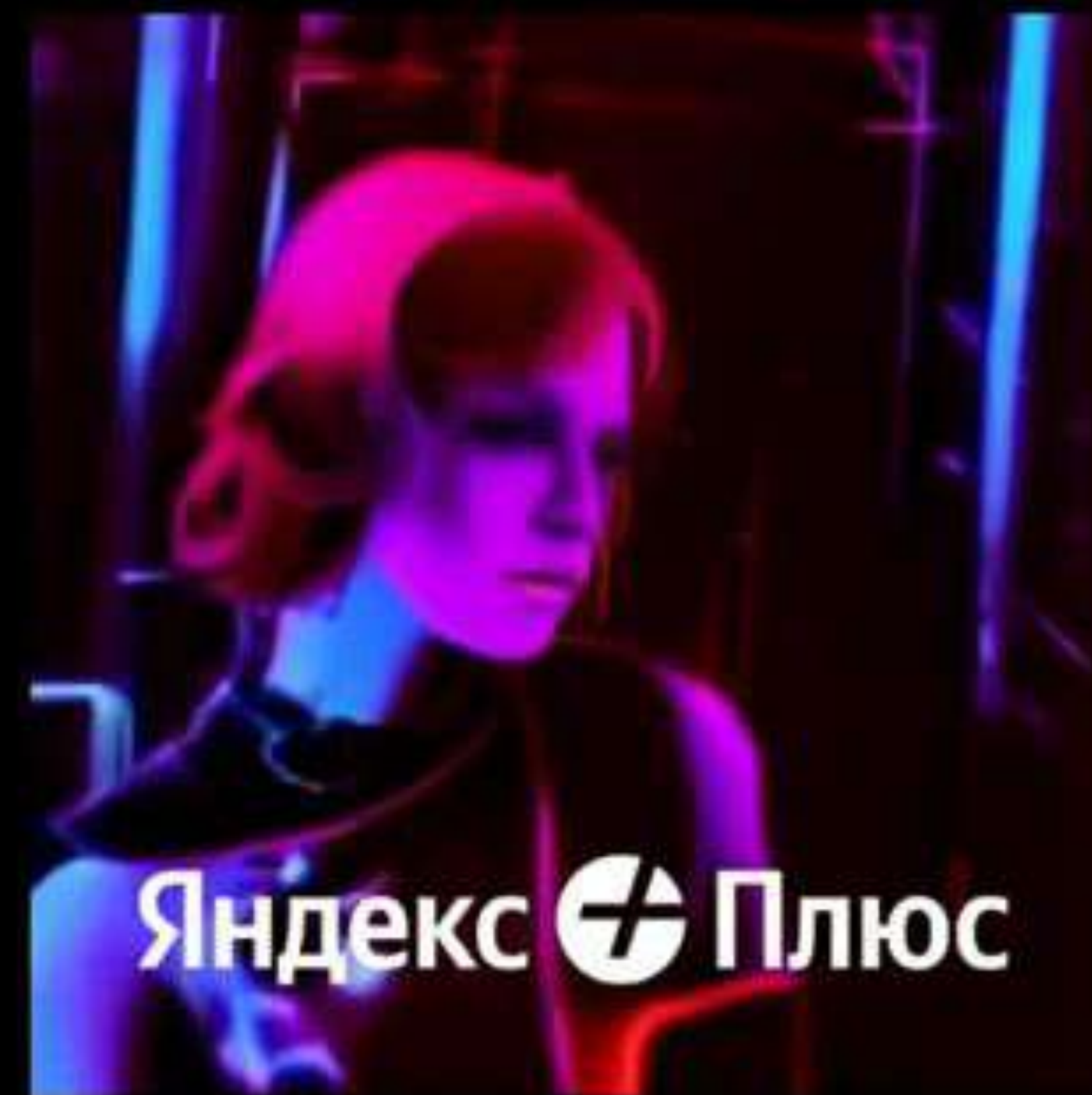
OUTLINE FESTIVAL

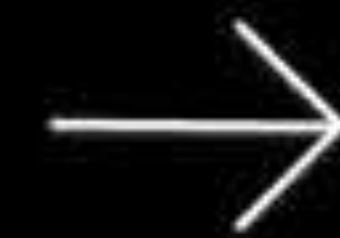
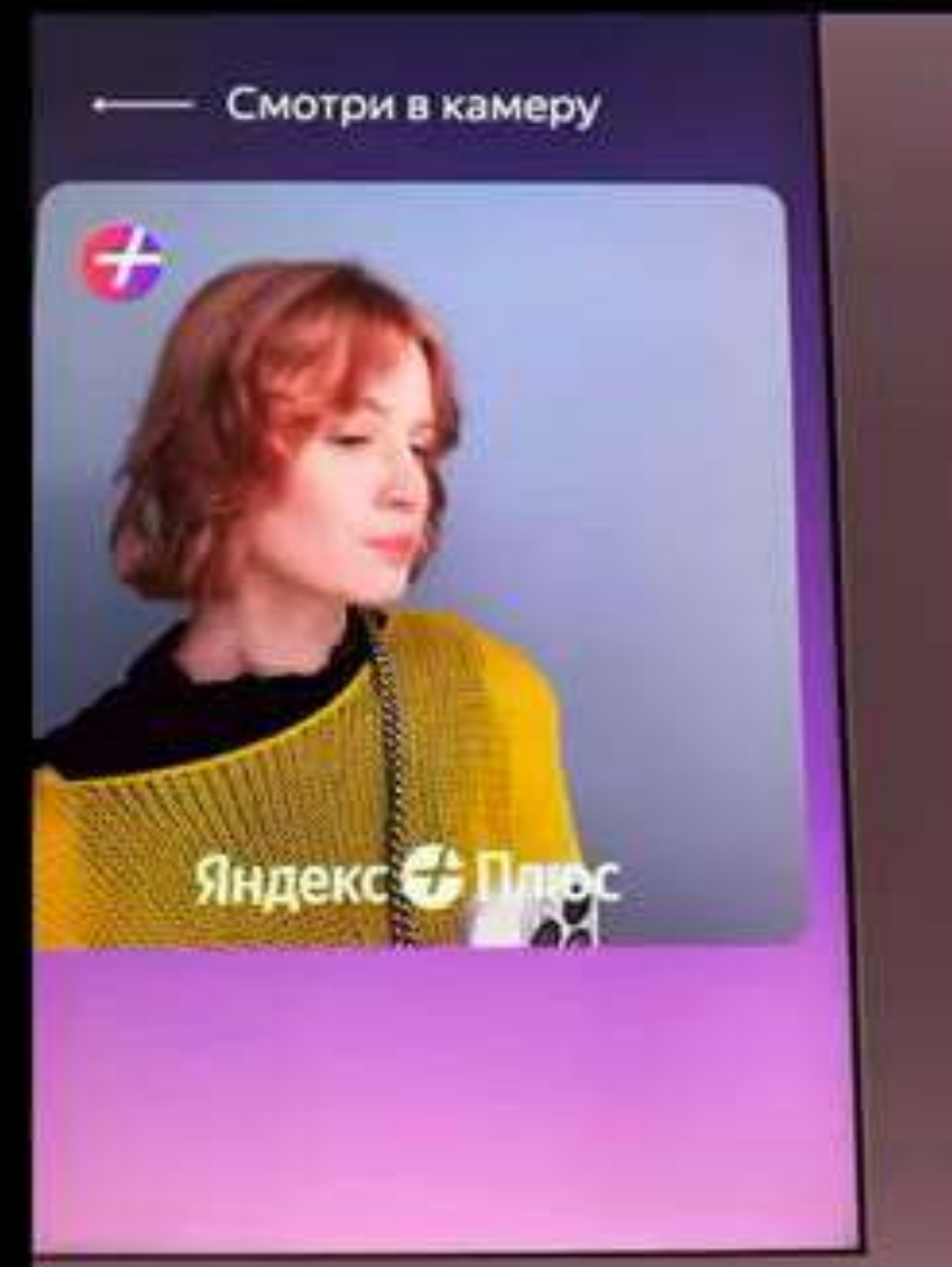
Deus Ex Machina

This installation resembles a half-ruined supercomputer intertwined with the roots of a tree, giving the impression it's been in the festival's halls for years. But over four days, computer came to life.

stage design









We gave the audience the power
to interact with the stage



Every interaction with our video booth left
a unique image, making them co-creators

BALLOON MUSEUM

The Balloon Museum is a traveling contemporary art museum showcasing multidisciplinary works from global artists, with air as its central theme each time.

installation



BALLOON MUSEUM

Hyperfeeling

This is a multimedia and multisensory installation, which invites spectators to dive into an inner journey and reflect on their own emotions.

Using sound and visual content, our installation guides visitors through an emotional journey, exploring six distinct feelings, from disgust and anger to sadness, fear, joy, and surprise.

installation



ANGER

SURPRISE

FEAR

HYPERFEELING

JOY

DISGUST

SADNESS

ANGER



SURPRISE



FEAR



JOY



DISGUST



SADNESS





In AI's vast landscape,
each person finds a unique expression —
a reflection of themselves within
the AI's imagination

ROBERT WUN

Designer Robert Woon, born and raised in Hong Kong, has been running his fashion business in London since 2014. His debut couture collection was presented at Paris Fashion Week in 2023



ROBERT WUN

FW24 Haute Couture Show at Paris Fashion Week

Exploring themes of impermanence and the passage of time, we created multimedia visuals that captured each season's transitions, from delicate snowfall to blossoming flowers.

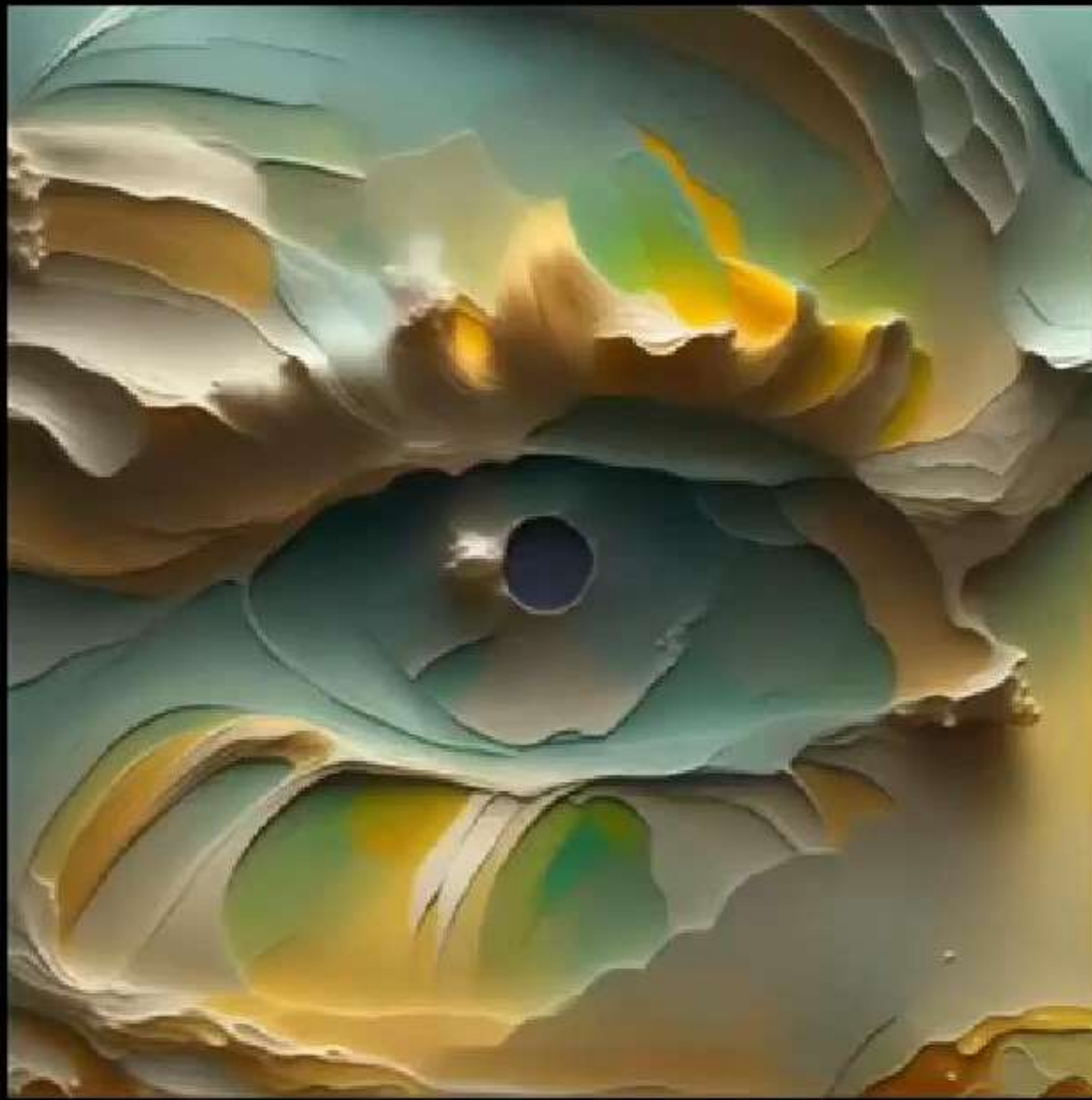








AI transforms art into a journey



With AI, art isn't just
something to look at





it's a boundless landscape, where every interaction
creates something new and deeply personal

Inside each of us, there's an artist
waiting to be discovered.

And neural networks aren't just tools,
they are collaborators.

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This technology changes not only how we create,

but how we connect with our own artistic spirit, inviting
each of us to step into a world of boundless expression

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but how we connect with our own artistic spirit, inviting
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Let's dive into this journey, embrace the
unknown, and unlock the artist within us all

Thank you for
your attention



Follow us
on Instagram