

# AI in Our Lives: Reshaping Creativity and Learning

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## Abstract

This article explores the transformative impact of artificial intelligence (AI) on creativity, learning, and human identity. The author, Founder and CEO of Shimmr AI, emphasizes that AI is not a gradual shift but a rapid, profound force reshaping the world. Rather than replacing humans, AI is seen as a tool that amplifies uniquely human traits like empathy and critical thinking. The author challenges traditional notions of productivity and value, urging a shift from doing more to "being" more.

## Biography

Nadim Sadek is Founder and CEO of Shimmr AI, an AI-native business that generates and deploys automated advertising to drive sales for under-discovered books. Previously, he founded an AI-driven brand management platform, and Inish Turk Beg, an award-winning whiskey, food, and music business. Nadim also founded Sadek Wynberg Research, the world's largest qualitative market research company, sold to WPP. He led two global WPP networks. Nadim manages a Warner-signed artist and hosts a YouTube motorcycle review channel. Half-Irish, half-Egyptian, he was raised across four continents and now lives in London. He holds a degree in Psychology.

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We stand at the forefront of the AI revolution, and I'm continually amazed by how rapidly this technology is reshaping our world. As the Founder and CEO of Shimmr AI, and author on AI and 'allied intelligence', I've had the privilege of witnessing first-hand the transformative power of artificial intelligence, particularly in the realms of creativity and learning.

Let me be clear: AI is not a gradual shift; it's an immediate and transformative force. Unlike previous technological advancements, AI adoption is happening at an unprecedented pace. This rapid integration is forcing us to reconsider fundamental aspects of our existence, including the nature of work and personal worth.

As AI capabilities expand, we're faced with a pivotal question: Should we aim to do twice as much, or strive to 'be' twice as much? This shift in perspective challenges our traditional notions of productivity and value, encouraging a re-evaluation of what it means to be human in an AI-augmented world.

Contrary to fears of AI replacing human capabilities, I believe AI actually enhances our humanity. By taking over routine tasks, AI frees us to focus on uniquely human traits such as creativity, empathy, and critical thinking. I like to think of AI as a Stradivarius violin, amplifying human genius and serving as a tool to facilitate and magnify our innate abilities.

This symbiosis between human and artificial intelligence is pushing us to think more deeply about our roles and potential. As AI handles mundane tasks, we're challenged to engage more profoundly with our creative and intellectual capacities.

In my work, I've seen how AI is revolutionizing our understanding of creativity. Traditional notions of "tortured genius" or "fairy dust" inspiration are giving way to new conceptualizations of the creative process. AI enables us to explore beyond familiar territories, encouraging the collision of disparate concepts to spark innovation.

Let me give you a whimsical example. Imagine combining frogs, vanilla, jet fuel, and sex to create "Ribbit Fuel," a conceptual fragrance. This demonstrates how AI can help generate unique ideas by merging seemingly unrelated elements.

*Product Name: Ribbit Fuel. A new fragrance line combining rich vanilla with musky wetland frog notes and a bold jet fuel accord. Provocatively named to evoke aphrodisiac qualities and igniting desire. The contrasting natural/industrial inspiration allows an ecologically conscious angle celebrating nature's mating call, but with dangerously alluring unabashed indulgence. Tagline: "Nature's Mating Call...Turbocharged" Bold imagery depicts frogs in industrial settings metamorphosing into sleek, powerful forms. Extensions include sensual bath/body products. An unconventional, metaphor-rich fragrance proposition rooted in desire, power and primitive life forces colliding the disparate elements provided.*

This "conceptual creativity" extends to what I call "strategic creativity," where AI facilitates impossible conversations across time and disciplines. By drawing connections between ancient Sumerian clay tablets and modern neural networks, for instance, we can gain new insights into information storage and processing.

*Similarities between Sumerian clay tablets and AI neural networks: Information storage: Both store data, though in different forms. Pattern recognition: Both recognize and interpret patterns. Knowledge preservation: Both retain information over time. Distributed representation: Information is spread across elements. Adaptability: Both can be updated or modified. Complexity from simplicity: Complex ideas from simple ones. Tech milestones: Each represents a leap in information processing.*

One of the aspects of AI that excites me most is its potential to democratize creativity. Not everyone possesses traditional artistic skills, but AI can help materialize the ideas of those who can imagine but struggle to craft. This liberation of the "silent creatives" could unleash a new wave of innovation and expression.

However, as we embrace AI-assisted creativity, I caution against dismissing AI's own creative potential. The phenomenon of AI "hallucination," often seen as a flaw, might actually be a form of machine creativity that we should recognize and explore. I'm not sure I love humanity's often-present impulse to domesticate or 'make obedient' things that we use in life...

In education, I see AI enabling "sensor fusion" and enhancing critical thinking skills. It challenges the traditional model of information retention, promoting instead a "streaming" approach to knowledge.

Moreover, AI's ability to perform rapid "slow thinking" - the deliberate, analytical thought process described by psychologist Daniel Kahneman - may lead us to rely more on our intuition and quick decision-making abilities. This shift could redefine the balance between our System 1 (fast, intuitive) and System 2 (slow, analytical) thinking processes. We are currently mesmerised by AI doing System 2 thinking at an astonishing pace (though in reality it does it in an unknowing, System 1 fashion – it's confusing us!).

As AI continues to evolve, it's likely to reshape our concept of citizenship. The rise of borderless understanding and corporate-driven loyalties may challenge traditional notions of national identity.

I discuss, in my book "Shimmer, don't Shake – how Publishing can embrace AI," a future where AI becomes an integral part of the publisher-author equation. Publishers will gradually accept that they have always provided technological solutions to their authors and making a safe and constructive form of AI available to them now will be part of their competitive differentiation.

I encourage you to view AI as an opportunity rather than a threat. By embracing AI as a tool for augmenting human capabilities, we can unlock new realms of creativity, learning, and personal growth. The key lies in maintaining our human essence while leveraging AI's power. I invite you to "enjoy the new brushes" that AI provides, using them to paint a future that celebrates and enhances our humanity.

In conclusion, the AI revolution is not about machines replacing humans, but about humans evolving alongside machines. By understanding and harnessing AI's potential, we can reshape our world in ways that amplify our creativity, deepen our learning, and ultimately make us more human. As we navigate this brave new world, let's remember that the goal is not just to do more, but to be more – to use AI as a catalyst for unlocking the full spectrum of human potential.