

The Creatives of the Future

How AI is redesigning Brazil's creative industry, through the voices of its practitioners



This report is part of the *Creatives of the Future* series, a multimedia project based on interviews. Using the Extreme Case Sampling methodology, we interviewed professionals from the Brazilian creative industry who have incorporated AI into their processes in a transformative and advanced manner. As this is a purposeful sample, the results are not generalizable; however, they offer a snapshot of emerging possibilities, limits, and conditions for adoption that can guide future research and debates on training, workforce inclusion, and policies for the creative sector.

Key Findings:

Adoption preceded the public debate

In the cases analyzed, AI was integrated before the topic became *mainstream* in Brazilian market, driven by technological curiosity, prior training, and close-knit professional networks.

Economic viability as a driver of adoption

According to the interviewees' accounts, AI enabled projects that were previously budget-constrained, expanding the scope of operations without a proportional increase in staff or fixed costs.

Authorship redefined, ethical questions still open

Interviewees point to uncertainties regarding the boundaries between reference, inspiration, and reproduction via AI. Authorship is increasingly attributed to human planning and curation, yet concerns persist regarding bias, transparency, and misinformation.

Literacy as a condition for success

The benefits of AI depend on digital literacy and familiarity with the tools, adequate infrastructure (equipment and connectivity), and the critical thinking skills to evaluate results, biases, and limitations. The absence of these conditions can lead to uncritical usage and exacerbate inequalities within the sector.

The regulatory agenda is not keeping pace with the transformation

Interviewees note that the legislative process moves slower than technological change. Laws and regulations tend to quickly become obsolete in the face of the economic, technical, and symbolic shifts driven by this phenomenon.



Access the full study [here](#) and learn more!

