

SIGNED: The Magazine of The Hong Kong Design Institute

Article 10

August 2024

Exhibition - Hallyu IITERNITI A Vision of Tomorrow

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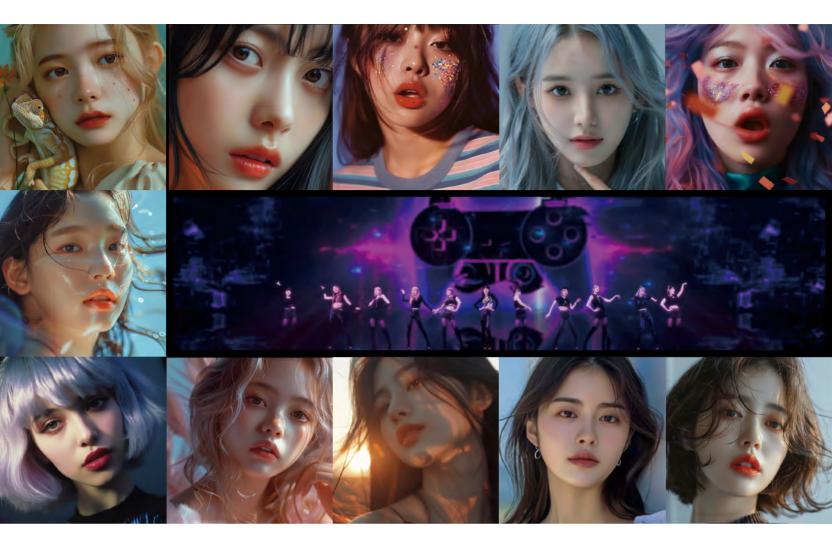
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(2024) "Exhibition - Hallyu IITERNITI A Vision of Tomorrow," *SIGNED: The Magazine of The Hong Kong Design Institute*: , 36-37. Available at: https://repository.vtc.edu.hk/ive-de-signed/vol31/iss31/10

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/ EXHIBITION /



Hallyu IITERNITI A VISION OF TOMORROW 虛擬偶像 遇見未來

TEXT / CHERRY LO PHOTOGRAPHY / PULSE9

Following the success of last year's "Viva Italia" Italian Design and Culture Festival, the Hong Kong Design Institute (HKDI) is launching a new extended learning project: the "Hallyu" Korean Design and Culture Festival. This initiative provides students and staff the opportunity to learn about the hallyu or Korean wave phenomenon and its related art and design.

有見去年「Viva Italia」意大利設計與文化節的成功,今 年香港知專設計學院 (HKDI) 迎來另一延伸計劃「Hallyu 韓流」韓國設計與文化節,為學生與教職員提供了解韓流 及相關藝術設計的學習機會。為期一年的活動早前已正 式展開,當中學院將與 Pulse9 的人工智能 (AI) 偶像團體 IITERNITI 的合作,亦將成為重頭戲。讓我們來了解虛擬 偶像的秘密吧! As part of this year-long event, students can look forward to a collaboration project which might see the HKDI teaming up with IITERNITI, one of Korea's first virtual K-pop groups.

Founded by tech company Pulse 9, IITERNITI was formed in 2020 from the "AI Heartbeat Challenge" – where developers invited netizens to select their favourite faces from 101 virtual images, and then created this band based on these choices. This initiative catalysed the entertainment industry to recognise the power of AI as a creative tool, bridging the divide between academic AI research and its application in arts and entertainment. Since its debut in 2021, IITERNITI has garnered significant attention, with their inaugural single "I'm Real" amassing more than 1.3 million views online. The group has also been featured in a BBC interview discussing the challenges and potential of virtual idols. Last October, they held their first concert, integrating both online and offline elements, further solidifying their status as pioneers in this emerging field.

Developing virtual idols involves multiple challenges, including integrating technology, creating intellectual property (IP) and generating lifelike facial synthesis, animation and voice. It is also a delicate balancing act that seeks profitability while maintaining ethical considerations. Effective fan interaction is equally important in developing fully autonomous AI entertainers.

Developers believe that AI holds vast potential in the entertainment industry. Virtual idols can achieve more innovative and captivating concepts than humans, breaking cultural and linguistic barriers and enhancing fan engagement. Additionally, virtual idols do not require rest and are not susceptible to negative publicity, enhancing business stability and making them valuable assets in the industry.

The arrival of IITERNITI marks the forefront of AI technology in entertainment and opens new chapters for virtual idol development. As technology advances, increasingly creative and ethically sound virtual idols are expected to emerge, bringing fresh experiences to the future of entertainment and popular culture. Stay tuned for the collaboration between the HKDI and IITERNITI.

作為韓國首批 AI 偶像團體,IITERNITI

於 2020 年由「AI 心動挑戰」活動衍生 而成。開發商邀請網民從 101 張虛擬面 孔中,挑選 11 張最喜歡的臉孔組成組合 IITERNITI。活動令娛樂界相關人士開 始將 AI 技術視為強大的創意工具,同時 令本來著重於學術範疇的 AI 研究,引進 到藝術娛樂產業之中。

虛擬偶像的誕生激發人類以新形式表達

藝術,同時為流行文化提供更引人入勝的替代選擇。IITERNITI於2021年 出道後引起廣泛迴響,出道單曲《I'm Real》在網上突破130萬觀看次數。組 合更曾在BBC接受採訪,分享了虛擬 偶像的發展議題。去年10月更首次舉 行結合線上及線下形式的演唱會。

IITERNITI的誕生標誌著人工智能技術 在娛樂產業的前沿應用,為虛擬偶像的 發展開啟了新的篇章。隨著技術日益進 步,相信未來會有更多富有創意、符合 道德的虛擬偶像出現,為流行文化帶來 全新的體驗。大家記得密切留意 HKDI 與 IITERNITI 之間的合作!

