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Exhibition - Hallyu IINTERNITI A Vision of Tomorrow

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/ EXHIBITION /



Hallyu IINTERNITI

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 IINTERNITI 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 IINTERNITI, one of Korea's first virtual K-pop groups.

Founded by tech company Pulse 9, IINTERNITI 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, IINTERNITI 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 IINTERNITI 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 IINTERNITI.

作為韓國首批 AI 偶像團體，IINTERNITI 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 IINTERNITI。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。IINTERNITI 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。

開發虛擬偶像涉及諸多的技術挑戰，包括整合技術及創造知識產權 (IP)、創造生動逼真的面部合成、動畫及聲音，同時還需要謹慎平衡盈利與道德考量。此外，如何透過有效的粉絲互動發展出完全自主的 AI 娛樂演員同樣重要。開發商認為，人工智能在娛樂產業中有著廣闊的前景。虛擬偶像可實現比人類更富創新和吸引力的概念，同時打破文化及語言隔閡，促進與粉絲的交流互動。同時，虛擬偶像不需要休息也不會產生負面新聞，這些優勢能提高業務的穩定性，使虛擬偶像成為行業中的重要資產。

IINTERNITI 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 IINTERNITI 之間的合作！

