

As mentioned, a new single will be released soon. It's called **In That Dark Night**, and is kind of a power ballad, or something, where Andreas Ulvo plays the piano, and Max Eilert plays the bass. No guest artists this time, but I do play a solo myself, on a drum machine. I turn the knobs for a while in there, and make the nicest blip and blop sounds that I know... A bonus is promised to whoever identifies which drum machine samples was used when the power enters after the solo.

Here's the cover by the way. It's quite nice, I think, and is ( 🤖 ) made with the help of AI, which is something new and fun that everyone is playing with now. I have used several iterations of KI for many years already, as a tool and sparring partner, and what I find most interesting is how such use makes the creative process a strange and unclear dialogue with myself, and how I, by using the tool like this, can stroll through, if not exactly inaccessible, then overgrown, or until now unused, paths in my brain.

That it is difficult to constantly come up with something new is a problem known to most people. At one point or another, we all tend to sit down and write the same song, draw the same drawing, or write the same text. It is probably because, as you have "found your sound", or "found your expression", you train the same synapses over and over again. One effect of that is that you get great control over what you have chosen to focus on, but a side effect is that you are in danger of repeating, and redoing, what you have done before.

Then the question is whether this is something you want or not. There are thousands of successful examples of both of these ways of developing, and it probably will depend on what you prefer. For my part, I enjoy stepping off the trail, especially if I know how to get back to the same or a similar trail. That's how this cover is made. The idea is mine, the production is mine, the colors are mine, the customization is mine. But how it turned out is shaped by walking down a trail that KI pointed out, where I didn't have full control, and then I worked on what I found there.

It won't be new by itself, but I've settled on my own idea and looked at it from a place I probably hadn't discovered in the wilderness we all have in our heads. If nothing else, it's a variation, that was surprising to look at for me as well, even if it wouldn't have been there without me having initiated it first, which makes the whole process quite interesting. In other words: the chicken and the egg.

I also think it's worthwhile to remember that AI is just a marvelous recycling of something that already exists. There is therefore nothing new when half of the globe sits down at their computers and creates fantasy lookalikes in super detailed 8K ultra hd on Midjourney. ChatGPT can't write a book either. Whether it is for children or adults, it just repeats words according to a given pattern, and that pattern comes from people.

What these tools can do is look at all other existing objects with the same reference or scope, and then they try to create something similar by comparing. That is where the difference between us and AI lies. We can choose to create something completely different from the reference. Or we can, if we do not extend the concept of reference into the surreal, choose to create something that does not refer to anything at all. One must not paint a flower. Or draw a car. Or sing a note. In fact, we can sing a bus, draw a C# and paint without paint. Just ask Torgrim Sollid, for example, or check out what Kurt Schwitters was up to.

We still have to come up with new ideas ourselves. And since ideas are implicitly an expression of an opinion, no one but those of us who are willing to do something else can help create those ideas. As

Jørgen Munkeby (of the Norwegian blackjazz group Shining) says: Everyone plays fast? Play slow!  
Everyone's wearing black? Wear yellow!

If you make a living by making copies, you may face a difficult future, but if that's what you've spent your life doing, it might not matter much if you're selling kitch or vacuum cleaners, background music or apples. I think it will work out for you too.

Creating something that doesn't make sense to yourself is a tree that falls without anyone being there. Ripples in the air. A physical happening with no recipient. That's where AI lives, and that's what AI is. Without us, no meaning. If you have something to say, just say it, in your own way, just like that wise Swedish pianist once found out.

- Jonas Sjøvaag, 2023