





“In San Francisco, Ai is the New Reality.”

Growing up outside of the city, large swaths of ambitious young people move to San Francisco absorbing rhetoric like the quote above. For curious, creative, high-achieving young people - working for a tech company is the dharmic way to express creative freedom. With its progressive political attitudes, minimal office designs, and ridiculously high pay, the route of faithful optimism towards tech is more than logical - it's **seductive.**

“Ai” is the latest contemporary technology cycle that has promised a never before level of self-optimization - a world in which the enterprising and creative output has no limitations. What previously took days can now take minutes. Accelerating cancer research, environment simulations to mitigate pollution, speech recognition for the disabled, accessible and personalized education - these are a fraction of the possibilities now available. It's the postXer child ideological embodiment of tech optimism - it's **seductive as fuck.**

If that's the case, why has the prevailing majority of the culturally relevant Ai applications been some “straight-up shit”? Text-to-voice models of Drake and Lil Uzi, deepfakes, misinformation, “Ai girlfriends**.” Amidst all of this, broadcasted claims of Ai by tech companies have reached new levels of stupidity. Why are B2B payroll companies declaring that “Ai is going to save humanity”?**



If you drive down the 101 from SF airport into the city, a billboard mentioning an enterprise Ai application is legitimately hard to avoid. Simply by the mere act of adding the prefix “Ai” to your name, the perception shift is one of unfathomable efficiency and productivity gains. As a majority of these companies are actively bringing new talent to SF - **Ai might be the new reality after all.**

New Nostalgia felt a responsibility

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New Nostalgia occupied the techno-optimist mindset to critique the ideology itself. They don't think technology is bad. It amplifies your senses but also amputates them. There needs to be more thought into how this technology is being applied.

The true productivity gains and advancements in research that have come from Ai shouldn't be discredited - there are undeniable benefits. This project was built step-by-step alongside chatGPT, Claude, and stable diffusion. How else do you learn about Beurillard's fatal strategies, using geometry to build our plastic barrier, and how to render images to convince Gray Area to let you throw a party?

Use AI - don't let it use you.







