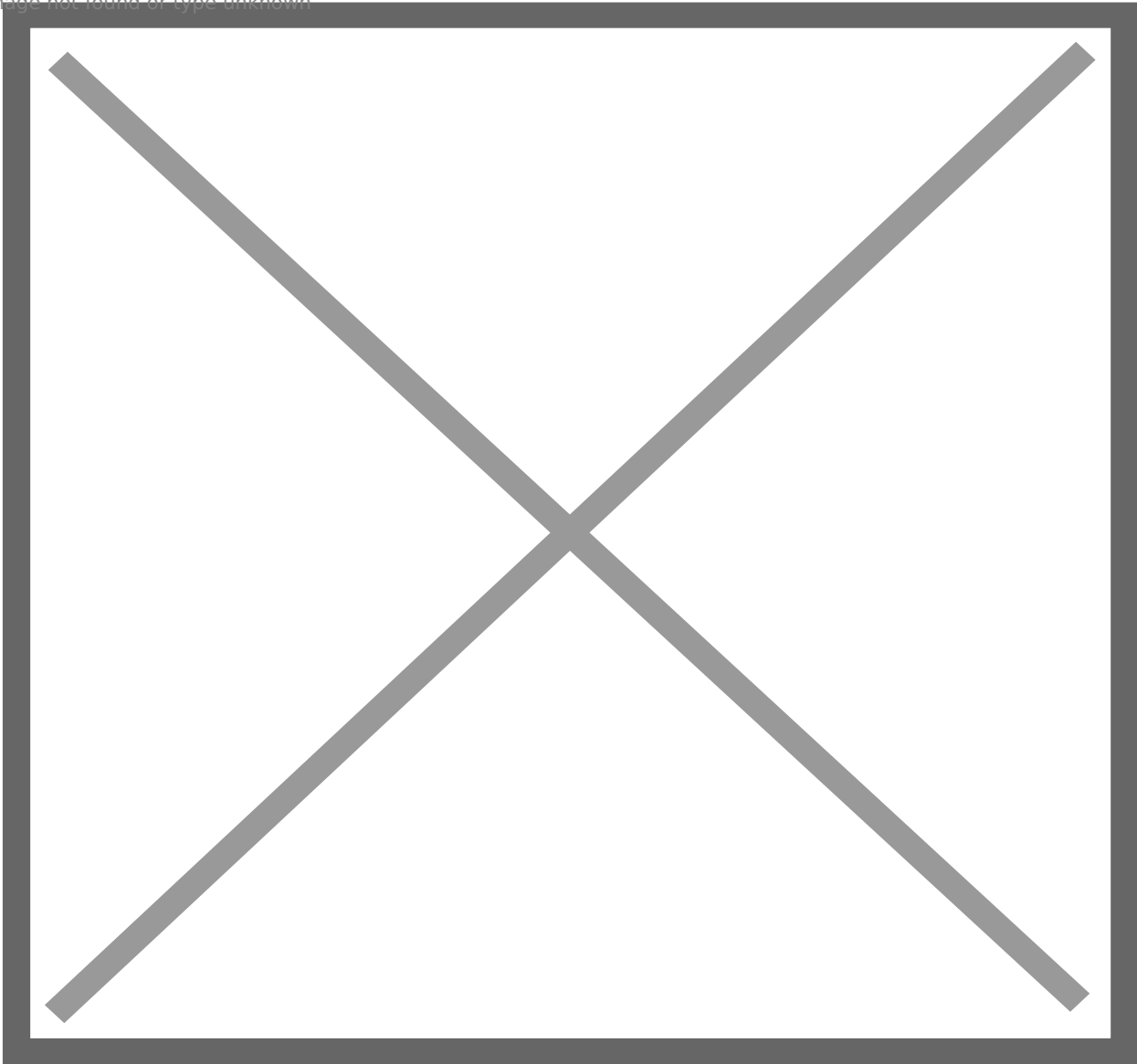


Alexa in the Garden of Epicurus

Post by "Don" of August 24, 2025 at 7:04 AM

This Substack article gets at why I feel the way I do about AI's use in art and creative endeavors:

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[Death of Illustration by a Thousand Prompts](#)

How Skechers and other brands are napping the creative playing field—one terrible AI ad at a time.

open.substack.com

Quote

...like watching someone take a sledgehammer to a Stradivarius because they heard you can make music with a kazoo.

...

We're not just automating away individual careers. We're dismantling the entire pipeline that creates the next generation of visual storytellers.

[Quote from kochiekoch](#)

Obviously, none of the stuff is going to go away,

I'm not so sure. The trajectory of investment vs real results doesn't seem sustainable over the long haul. Return on investment for these companies seems illusory at best, bordering on fraudulent.

To bring this back to the topic of the forum, I don't contend that people, including those of us on this forum, get pleasure from playing with these software tools or seeing/hearing the results of prompts.

I do contend that Epicurean philosophy is not pleasure at all costs. These tools, for me, are starting to fall under the "pleasures of the profligate" in some ways. They're like a quick hit that feeds on itself and leaves us wanting more. If I type this prompt I get this. What if I change this? What happens if I add another detail? For business needed "creative work," why pay humans to create things that speak to other humans? That's expensive! Save £€¥\$ and use the free software or subscribe for cheap. And meanwhile the AI dutifully responds again and again and again ad infinitum until all the electricity is being sucked dry.

Meanwhile human artists and poets and writers and cartoonists and musicians are either picking crops to live or are marginalized and paid as niche artisanal oddities to perform for the ultra-rich in some dystopian gated community.

There's also the implication of Arthur C. Clarke's Third Law: "Any sufficiently advanced technology is indistinguishable from magic."

Humans remain intrigued and seduced by "magic," and AI can appear magical. However, it's Alexander the Oracle Monger's Snake God all over again.