

In the high-stakes world of global pop media, a visual artist can quickly find themselves reframing the value of their artwork beyond the value it holds in its place of exhibition as an aesthetic object. In much the same way, artists are now having to identify value in their art in its place in a gigantic dataset upon which AI eyes are trained.

Some artists are looking to harness the technology and dive headfirst into questions of AI authorship – consider Hito Steyerl a “post-internet” artist, the first woman to top *ArtReview* magazine’s “Power 100” list, and arguably one of the most important contemporary artists of our time. Steyerl’s 2023 work “*Green Screen*,” featured in the group show “Dear Earth: Art and Hope in a Time of Crisis” at the Hayward Gallery in London (21 June to 3 September 2023), combines an LED screen constructed from empty bottles and crates with a vertical garden of plants behind the screen. The plants generate bioelectrical audio signals which are then fed into an AI engine which generates images of blooming flowers across the screen.

In terms of a copyright law position in respect of authorship, here we might recall selfie-taking *Naruto* the Sulawesi crested macaque from *Naruto v. Slater*, 888 F.3d 418, and note that plants may be even behind animals in the queue for whom there might one day be granted protection of their valuable intellectual property as authors.

However, we might also note that an artist as established as Steyerl can afford to be less threatened by AI than most. Artists and those in the art industry will no doubt continue to seek to protect the value of their work against de-authoring and decentralising control of originality, rarity, and commercial exchange. Transparency in the use of AI and in the commercial dealings underpinning highly valuable works of art (whether that value is as original pieces or as a dataset of a signature style) is likely to be as much the battleground in the courts going forward as traditional legal questions around infringing uses – subsistence, substantiality and so on.

Transparency, it might be said, is not the art industry’s strong point. We might recall the Christopher Nolan film *TENET* (2020), which made a central feature of a fictional freeport, a highly-secured tax-free zone featuring climate-controlled storage for extremely valuable artworks, which in the real world are located in places like Singapore and Geneva. The Geneva Freeport reportedly stores more than fifty billion dollars’ worth of works by da Vinci, van Gogh, Picasso and others, and it is said that it would rival the Louvre, if only it were publicly accessible.

Event Report: The 2023 CAMLA CUP

The CAMLA Cup was held on 31 August 2023, at the Sky Phoenix. Teams from across Sydney gathered to showcase their knowledge and intellect in a fierce trivia competition.

The turnout was impressive, with around 270 participants, with teams from the ABC, Addisons, Allens, Ashurst, Baker McKenzie, Banki Haddock Flora, Bird and Bird, Clayton Utz, Corrs Chambers Westgarth, Creative Lawyers, Dentons, Free TV, Gilbert + Tobin, Holding Redlich, Herbert Smith Freehills, Level 22 Chambers, Marque Lawyers, MinterEllison, McCullough Robertson Lawyers, Netflix, SBS and Thomson Geer. Despite the intense competition, Allens demonstrated exceptional knowledge and unwavering expertise, earning them the title of champions at the 2023 CAMLA Cup. The CLB’s Co-Editor Eli Fisher surprised even himself, coming out the victor in a Guess Who round (spoiler: answer was Margot Robbie).

In addition to the prestige of being recognised as champions in the field of media, technology, and communications related knowledge, all those who competed were up for a selection of exciting prizes. These included passes to Taronga Zoo, double tickets to the Belvoir Theatre, wine, chocolate, cookbooks, keep cups, sporting equipment, and G+T branded gin.

The 2023 CAMLA Cup was a resounding success, with everyone enjoying



themselves immensely. Not only does this event challenge participants to stay updated on industry developments and test their knowledge, but it also provides a great atmosphere for networking and catching up with friends, clients and colleagues.

If you missed out on securing a table at this year’s sold-out event, make sure to lock down your spot early next year. Both CAMLA members and non-members are welcome and encouraged to attend.

CAMLA extends its thanks and gratitude to the event’s illustrious hosts Deb Richards, Sylvia Alcarraz, and Nicholas

Kraegen. A huge thank you also to the ever-dedicated CAMLA Young Lawyers volunteers, Kathy Janevaska, Laksha Prasad, Erin Mifsud Belyndy Rowe and Lilli Thompson, and of course the CAMLA Board for orchestrating yet another exceptional event.

A huge thank you to all the organisations for the prize donations. The night would not be the same without your support and generosity. Thank you!

Join us next year as we eagerly await to discover whether Allens can defend their championship or if a new contender will seize the CAMLA Cup crown.