

The Case for Creativity in the Metaverse

Authors : D. van der Merwe

Abstract : As the environment and associated media in which creativity is expressed transitions towards digital spaces, that same creativity undergoes a transition from individual to social forms of expression. This paper explores how the emerging social construction collectively called 'The Metaverse' will fundamentally alter creativity: by examining creativity as a social rather than individual process, as well as the mimetic logic underlying the platforms in which this creativity is expressed, a crisis in identity, commodification and social programming is revealed wherein the artist is more a commodity than their creations, resulting in prosthetic personalities pandering to an economic logic driven by biased algorithms. Consequently the very aura of the art and creative media produced within the digital domain must be re-assessed in terms of its cultural and exhibition value.

Keywords : aura, commodification, creativity, metaverse, mimesis, social programming

Conference Title : ICAHSS 2025 : International Conference on Arts, Humanities and Social Sciences

Conference Location : Lisbon, Portugal

Conference Dates : April 10-11, 2025