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Nikolay Ironov

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The project was developed in complete secrecy by an isolated team at the Studio. In the name of conspiracy, the AI was introduced as a remote employee with his own profile, [portfolio](#), and name — Nikolay Ironov. This meant the team could manage any risk of leaks, while also gathering valuable feedback from clients on Nikolay Ironov's work — free from any prejudice against generative design.

The results exceeded all expectations. Over the last 12 months, Ironov has developed logos for real clients (cafes, bars, influencers, apps and consumer goods).

All clients were unaware that their designs were being created by a machine. All of Nikolay Ironov's work was approved by clients and then released to huge audiences. Today, Ironov's work can be seen in businesses throughout Russia, on branded products, and in endless YouTube clips. The AI's unique style led to a number of the logos attracting considerable public interest, media attention, and discussion in online communities.

Designers, even the more daring and progressive ones, are often defined by the work of their peers, international award juries, and their own experiences. Given that Artificial design intelligence sidesteps all this, Nikolay Ironov is free to utilise techniques that no human would ever consider. By taking bold and unexpected steps, he is able to create the genuinely new.

This event marks the moment that the mass automation of creative processes becomes a reality for businesses.



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Technology

Nikolay Ironov is much more than your run-of-the-mill neural network. This sophisticated system analyses information about companies, generates the essence of a concept, and comes up with an endless flow of related imagery. It can also compile colour schemes, handle compositional tasks, and come up with patterns and 3D models. Nikolay Ironov can replace a human at every stage of creating an identity — from searching for an idea to designing ways to apply an identity.



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Ironov's algorithms are backed up by the Studio's hard-won industry expertise. At the same time, he has the freedom to surprise even his creators.



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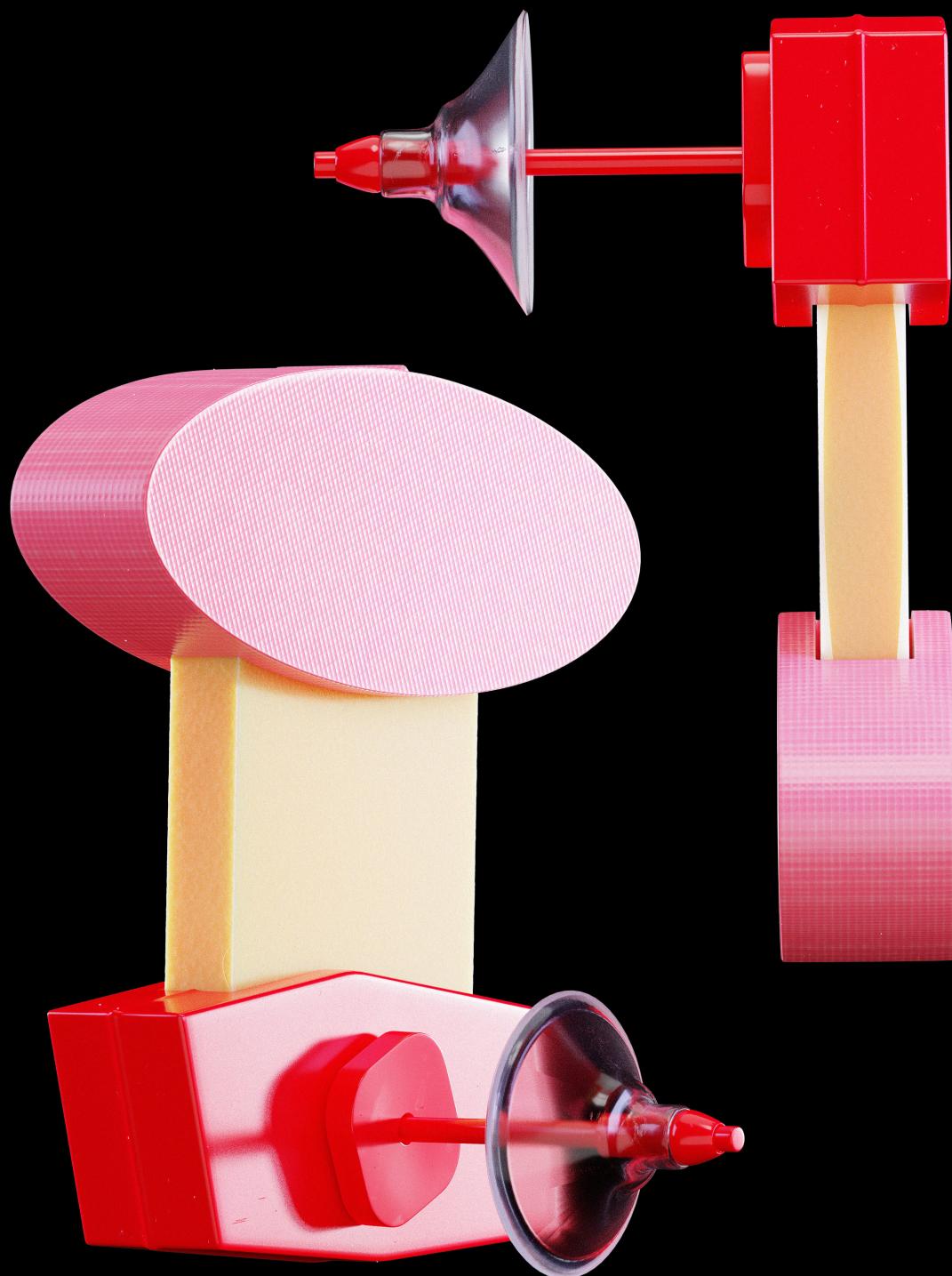
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technologist

Georgy Etereovsky

3D designer and animator

Misha Grin

video designer

Anton Astafyev

technical designers

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Vasily Dubovoy

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