

# Creatability

## Brief

Create inspiring and useful applications of the latest AI technology to demonstrate how the benefits of AI could be brought to everyone.

## Execution

Creatability, a collection of 8 experiments made in collaboration with creators and allies in the accessibility community explore how creative tools can be made more accessible using the web and AI. The experiments let you draw and make music in new ways - using your voice, body, and more.

## Results

Venture Beat praised its engaging interactivity: "a music-composing tool that lets you create tunes by moving your face to a digital canvas that translates sights and sounds into sketches and a music visualizer tool that mimics the effects of synesthesia."

However the most important part of the project was highlighting our partners, not Google. Our partners, including the NYU Ability Project were ecstatic about the visibility that this launch brought to their critical work in designing projects with accessibility in mind.

