

Building Creative Economy: Sustainable Art Business in the Age of Artificial Intelligence

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Abstract

The paper examines the building of the creative economy and sustainable art business as mirrored in the age of Artificial Intelligence. It discusses the creative economy in relation to the industries that depend on intellectual assets and creative activities for the development of the nation. It explains what Artificial Intelligence is and calls for its use by contemporary artists in the building of the creative economy in Nigeria. In furtherance, the paper discusses the impact of Artificial Intelligence on sustainable art business; trending in art, music, film, publishing, architecture and fashion. It states that building community collaboration and participation stimulates the creative economy.

KEYWORDS: Creative economy, sustainable art business, Artificial Intelligence, collaboration.

Introduction

Central to this presentation are words and expressions: Building a creative economy, the impact of Artificial Intelligence on art, sustainable art business, integrating Artificial Intelligence in sustainable art practices, and building community and collaboration. Building entails forming or creating something with different materials or parts in the order of planned processes or patterns. It involves bringing in the physical reality, idea or concept into manifestation. In Nigeria, building a creative economy entails the different art and cultural commodities that are enjoyed or consumed in order to expand one's vision through new visual and sensory experiences or ideas when it comes to conceptual arts. To this effect, building the

Nigerian creative economy entails one that contributes immensely to the nation's sustainable arts and cultural business. Nigeria's artistic and creative industries (CCLS) illustrate the dynamic interplay between artistic production and economic growth (Zainab, 2024). It entails firstly that building the creative economy relies on the diverse visual arts exploration and media productions which abound in the nation as the bedrock for sustainable art business.

Secondly, building creative economy reflects cultural diversity and social inclusion in the production of the crafts commodities and cultural objects for sustainable arts business that builds the nation's economic growth. Thirdly, the creative economy is a knowledge-based economy, which is boosted by the intellectual property and cultural assets of Nigeria, over a teeming youth population that possesses unique creative talents. For sustainable art business to thrive, some industries whose occupation is to engage in creative economy are identifiable with dealing on cultural productions and commodities. In this respect, the organizations that engage in creative arts business are: art collectors, art galleries and museums, textile and fashion design industries, film industry and music industry. In furtherance, it can be broken down to include architecture, crafts, publishing, advertising, research and development. Creative industries are vital to every economy, as they hold the potential for nation-building, wealth creation, cultural preservation, and much more (Olanrewaju, 2024).

In Nigeria, the creative economy is unlimited and open-ended in contributing to sustainable art business, especially when its production is understood and situated in the context of one element within the context of social cultural totality, that is, the production of cultural commodities. The reason is that its concern is not about making art for pure aesthetic appreciation. Instead, it reflects the sociocultural aspect within the nation's context. Its production mainly targets the entertainment of the masses, service delivery, and the promotion and projection of the cultural content of the nation's life, all built to build its economy. In a broad sense, the creative economy, while relying on visual arts/media and cultural production, produces cultural commodities that strengthen the nation's economy when traded for business, implying that it is capitalist.

To build a creative economy for sustainable art business, it is necessary to gain insight into the present age, in which artificial Intelligence dominates the world. It becomes pertinent to understand the connections that make contemporary art, building a creative economy in an era where Artificial Intelligence is bursting forth, bringing new ideas, software applications, and tools, as well as digitised materials. Salzburg Global (2025) holds that artists worldwide are using AI to explore new aesthetic realms and to address critical questions about technology's impact on humanity. It mentioned American artist Amy Karle, Paraguayan artist Kira Xonorika and Kenyan artist Barbara Khaliyesa Mnishi as exploring their ideas with machines. Thus, Artificial Intelligence, which involves machine learning that emulates human activities, is currently being recognised as an artistic medium in itself. It serves as a tool that uses digitised data and algorithms to circumvent traditional ways of creating physical objects, which it glorifies as ideal beauty to be adored for art appreciation.

Be it as it may, arts and sociocultural activities are subject to either a slow or a radical transition to forge frontiers in building a creative economy. It results from new trends in the arts and, most recently, the development of artificial intelligence. In fact, Artificial Intelligence is challenging human creativity. It provides an assortment of automated Applications that can be used in the arts. The Applications learn, interpret data, and create art that builds the Nigerian creative economy. To build a creative economy, the Contemporary Nigerian Artist needs to understand the application of Artificial Intelligence as a tool to acquire new skills. Sequeira (2012) states that learning is change, which is brought about by developing a new skill, understanding a scientific law, and changing attitude. To this end, the learning of Artificial Intelligence by Contemporary Nigerian artists involves acquiring new experiences that enable them to effectively contribute to the sustainable arts business now and in the next 20 years.

Meaning of Artificial Intelligence

In 1956, the word Artificial Intelligence was first coined by John McCarthy at the first ever AI conference in Dartmouth College. Since then, the word has been in vogue and is used to discuss issues in Artificial Intelligence and its applications in human endeavours. In effect, the connotation "Artificial Intelligence" implies that it is not natural intelligence but one that man makes. Natural intelligence is attributed only to man. All but the simplest

human behaviour is ascribed to intelligence.... (Copeland, 2025). Artificial intelligence, therefore, includes software, hardware applications, and Robotic machines designed to possess human-like natural intelligence. In furtherance, Copeland maintained that Artificial Intelligence (AI) programs have attained performance levels comparable to those of human experts and professionals in carrying out specific tasks such as medical diagnosis, search engine optimisation, voice or handwriting recognition, and chatbots.

Artificial Intelligence and Robotic machines, therefore, are designed to act and emulate some human behaviour, such as learning, adapting, adopting, and taking on tasks by following sets of prompt instructions. It uses applied knowledge from analysing data and information to solving problems by taking on tasks that humans do. Google Cloud (2025) posits that Artificial Intelligence (AI) is a set of technologies that enable computers to see, understand, and translate spoken and written language, analyse data, and make recommendations, among other things. Furthermore, it maintained that Artificial Intelligence is the backbone of innovation in modern computing and that it unlocks value for individuals and business.

The definition is a generalized bird eye view of what Artificial Intelligence is. The emphasis is on 'see' which makes Artificial Intelligence process akin to the artist that uses observation to create arts. The second emphasis is on 'translate' which applies to the ways the artist puts forms, shapes, spoken and written language, texts and idea into making arts and cultural objects. Whereas the emphasis to 'analyze data' applies to the artists' process of analyzing visual data such as: form, shape, colour and texts that constitute the elements for creating arts. The later explanation 'unlock value' relates to the way some artists' are concerned about making arts that possesses aesthetic and economic values.

To this effect the meaning of Artificial Intelligence is very broad, encompassing. It reflects almost every aspect of human endeavour. Prat (2025) opines that AI touches nearly all organizations and increasing number of individuals in their day to day lives which have raised the question about impact of AI on users and the extent of changes and whether it brings more problems than benefit. To this effect it implies that

comprehending what Artificial Intelligence (AI) stands for may give insight into knowledge about its working which includes augments creativity, making work easy and faster, reduces error and prevents repetition. Though it has some short comings and challenges the benefits and versatile application Artificial Intelligence can be explored by contemporary Nigerian artists for some obvious reasons that it is trending and that aids in quick performance of task.

Impact of Artificial Intelligence on Arts Practice

In the past and at present, the making of arts and building creative economy involve the use of traditional methods, tools and materials. Today, traditional or conventional methods of making art have been challenged by digitized media arts and Artificial Intelligence, rather than mastering the brush stroke for making master piece paintings. In the age of Artificial Intelligence prompts give instructions that facilitate the trending arts and cultural commodities. Prompts are used in Artificial Intelligence to create unique arts, though the works may look illustrative. Artificial Intelligence popularity in artistic creation highlights the new genre (Cheng, 2022).

In effect, opportunities abound of the impact of Artificial Intelligence on enhancing creativity. Stryker and Kavlakoglu (2024) state that applications and devices that are equipped with AI can see and identify objects, understand Language and learn from new information and experience. Furthermore, they maintained that AI can make detailed recommendations to users and experts acting independently, thereby replacing the need for human intelligence and intervention. In fact, some of the commonly used Applications and networks applied in making arts that build creative economy have enabled the making of Artificial Intelligence generated arts. It does this by finding patterns in the big datasets which it uses the information to make new captivating AI generated arts.

The Artificial Intelligence Applications that are commonly used in making arts that build creative economy are; Adobe Fire fly; Generative Adversarial Networks(GANs); Midjourney, Stable Diffusion, DALL-E, Starry AI, and Optical Character Recognition (OCR). To this effect,

Artificial Intelligence impacts on building the creative economy through the mentioned tools.

Algorithms Integration in Creating Arts

Algorithms are collections of organized step-step-step plan for computational procedure that solve mathematical problems. To Artificial Intelligence, it provides automated Algorithms for creating AI generative art called generative AI arts. Generative AI (gen AI) is a technology that can create original text, images, video and other content (Stryker and Kavlakoglu, 2024). It implies that Artificial Intelligence Algorithms and Applications automated to see and identify objects as well as to understand text-written language use data and information to create unique dazzling arts.

To this effect, Artificial Intelligence Algorithms play significant roles in generative AI arts. It makes easy the making of arts and complex original content, fast to produce and devoid of errors. In Nigeria, the use of Artificial Intelligence Algorithms in creating arts that build creative economy has become all comers business. Since everyone is engaged in one form of Artificial Intelligence or the other because machine is aiding in solving diverse areas of creative problems which was exclusive of the artist in the past. Architecture, graphics, media and publishing, textile and fashion designs, drawings and draughtsman, film, content creation, music, and crafts are being indulged by both professionals and by novice that use automated Algorithms Artificial Intelligence Applications. IBM (2024) states that generative AI which is sometimes called “gen “AI” refers to deep machine learning models which can create complex models and original contents such as: long form text, high quality images, realistic videos or audio in response to users’ prompt request. In furtherance, it maintained that “gen AI” draws from representation of data to create new work which is similar but not identical to the original data.

Thus, it raises the issue of originality, novelty, authentication, value of the generative AI arts created. Zhou and Lee (2024) explains that average visual novelty decreases overtime among adopters when compared to non adopters and this suggests that adopters may be gravitating towards a preferred visual style with relatively minor deviations from it. Though using Artificial Intelligence in arts creation has raised the issue of

creativity, authentication, originality and value. It may give room for plagiarism and the copying of original arts which are faked into a new perspective that slightly differs from the original.

To achieve generative AI arts, Generative adversarial networks (GANs) which is one the Artificial Intelligence tool is effectively being used to build creative economy enables the artist to paint or repaint a picture and image that may originally was not the artist's work. The work later produced may be unique and beautiful but it lacks that originality and creativity which is the limitations to most AI applications used to create generative arts. Cheng (2022) posits that although the use of machines to perform the task it is instructed to do computationally is amazing and dazzling. But that creativity is a different construct and that it is a nightmare for machines to be trained in that direction. It entails that machines find it difficult to learn creativity which is endowed to humans.

GANs have two components, the generator model and the discriminator model. The generator model has the responsibility to generate and gather information or images from the dataset which it distributes or presents to the discriminator model. It is the discriminator model that criticizes the sets of information or images it received and predicts the outcome which leads to the creation of beautiful original dazzling arts. In this regard, the generator model may be regarded as the initiator for the creation of the work and the discriminator model may be described as the critic.

Apart from GANs, another Algorithms Artificial intelligence application that was derived from the former is CANs. It is an improvement on the shortcomings and limitations from GANs. Unlike GANs, CANs was enhanced to have extra components that enable the generator model to perform creatively. Cheng (2022) explains that this Approach creates art by viewing, understanding and abstracting its style until it becomes creative by augmenting the activation potential of generated work which strays from style.

Text-to image generative art has been explored using Artificial Intelligence tools that create generative AI arts by using datasets. Zhou and Lee (2024) hold that recent Artificial Intelligence (AI) tools demonstrate the ability to produce outputs which were traditionally considered creative. They gave

example with systems such as: Midjourney, Stable Diffusion and DALL-E which automates human artistic execution to generative AI arts. Thus, using the mentioned Algorithms Artificial intelligence tools enable some adopters or artists to produce text to image creative AI arts in visual art, music, narrations and models which help to build creative economy. In fact, Zhou and Lee maintained that the Algorithms AI provide opportunity for one to engage in dialogue with transformer based language models such as Chat GPT, Bard, and Cloud.

In effect, Algorithms Artificial Intelligence generative tools enable the forging of new frontiers for making arts that build creative economy. In fact, Starry AI is yet another innovation in Artificial Intelligence which is applied in making arts. Its utilization in making arts is because of its flexibility in taking instruction through prompts. It offers potentials for critical thinking which generates amazing and dazzling arts. Biswal (2025) explains that its key feature is the ability to create unique and visually appealing art pieces that depict the creative potential of AI. In furtherance, he maintained that the other advantage of Starry AI is that it provides the users with personalized digital experience.

Human Creativity and Artificial Intelligence

Creativity is derived from the word to create. It implies to bring into becoming something that is new, novel and original or to transform something that is existing into another entity. In effect, creativity entails self expression to create pleasing forms which satisfy the sense of beauty and aesthetics values such as expressions in painting and sculpture, music and cultural arts. Otuka (2015) states that creativity means different things to different people that while some see it as imagination or inventive mind made, for others, it is about originality, that is producing something that has never existed. In furtherance, he maintained that creativity is in any activity that engages the mind that is intelligence and that one can be guided to develop a creative mind since it is essentially embedded in imagination.

As could be seen from the discussion thus far, creativity is not exclusive to only the artist but through learning, it can be acquired to explore sustainable arts which make something new. Early in the twentieth century and part of twenty first century building creative economy involved using

traditional methods and tools to create arts works that can be seen, touched, interact to gain insight into new knowledge. But in the age of Artificial Intelligence, creativity is explored beyond what is known to discover new possibilities that seem impossible to the ordinary eye. Contemporary artists are employing Artificial Intelligence to make connection and relationship that inspire and spark ideas that help to create new and novel arts. New ideas can come when the conscious mind turns away from the subject or problems and focuses on something else while relaxing or sleeping (Otuka, 2015).

Currently, creativity is being enhanced by Artificial Intelligence which converge different and distinctive fields and disciplines into limitless unified boundaries within space. Given that Artificial Intelligence is designed to be a flexible tool that can facilitate the development of new skills, insights, knowledge, attitude and values that can be applied in problem solving in building creative economy, in this respect, creativity can be explored based on certain process. Boden in Cheng 2024 highlighted that art can be explored using Artificial Intelligence through indicated values such as: combinatory, transformational, and explanatory creativity.

Despite the numerous advantages attributed to using Artificial Intelligence and its impacts on creativity, it has some challenges of acceptance by some artists. One of them is that very soon, it will replace human creativity and that it requires experts to use it. But the assertion is doubtful because Artificial Intelligence lacks emotion, creativity and imaginative attributes that are accorded to humans. Artificial Intelligence performs task based on instructions from the adopters and when it runs out of new ideas, it continue to repeat actions that produce similar styles of art. Elon (2025) supports that AI has already gobbled up all human – produced data to train itself that it now relies on hallucination – prone synthetic data. In this respect, AI cannot replace creativity, in these circumstances, it can only be used as a digitized tool that enhance creativity.

Sustainable Art Business

Sustainable art business can be viewed as the industries that deal with creation, promotion, patronage, job creation as well as entrepreneurship of visual arts and cultural commodities for economic growth of the nation's Gross Domestic Products (GDP). We need a view which accepts a

continuum of expressive forms, practices, and resources through which people depict meanings as symbolic languages for expression and formation of their identities (Willis, 2025). Sustainable art business is achieved through; arts exhibitions, art fairs, entertainment, music fiesta, concert, carnival, drama, film and media productions as well as fashion to sell the cultural commodities.

This is to argue, however, that creative economy should be in the fore front to galvanizing Nigerian ailing economy. This becomes pertinent now that the President, Bola Ahmad Tinubu led Government is advocating for the diversification of the economy. When we think of Nigerian future, we think of oil, agriculture or the burgeoning tech sector. But there is another giant sector that is waking up, which is dynamic and has untapped potentials and can redefine the economy and how the world perceive it (Effiong, 2025). At present Nigeria earns 90% of its foreign exchange from oil at the international market. Although the price of oil is \$68.32 percent per a barrel of crude, but is subjected to market instability at the international oil market. Instability of oil prices always has adverse effects on the GNP of the nation's economy. In 2023 the Nigerian GNP stood at \$352.906 billion USD, which was less than \$464.531 billion USD in 2022. Adigun (2025) states that the president of the African Development Bank (AfDB) , Dr Akinwumi Adesina warned that Nigeria is facing regression than many can realize, stating that with a current GDP per capita of just \$824 that Nigerians are significantly worse off than they were at independence in 1960. It is a proof that the economy is sliding and needs interventions from other sectors to build it and create more jobs. In furtherance, Adigun maintained that the president of AfDP attributed the nation's economic decline to decades of policy missteps, institutional weakness, over reliance on oil exports, and chronic under investment in key sectors.

In fact, as the oil trade dwindles, there is boom in creative economy. It is making remarkable contribution to Nigerian GDP. Ayko Agency (2024) states that Nigerian creative economy is becoming a power house which is poised to drive the economic growth and innovation in the nation and beyond. It emphasized that with a vibrant mix of talent, culture, and entrepreneurship that Nigerian creative sector includes industries such as: Nollywood, Afrobeat music scene, fashion, literature, visual arts and digital media. In furtherance, Ayko Agency maintained that Nigerian

creative talents are gaining international recognition which shapes the cultural narratives worldwide. It implies that in pursuit of high quality life, people within and outside Nigeria consumes cultural commodities. As a consequence, sales of Nigerian cultural commodities have soared high. Similarly, in 2022, Nigerian creative economy contributed \$5.6 billion to the GDP which was realized from visual media, music and fashion industry (Orjiude-Ndibe, 2025).

Impact of Visual Media on Creative Economy

To the visual and media artist Artificial Intelligence enables the mimicking of original art, style transfer and assisting artists in designing and suggesting form, shape, composition. It enables for sustainable arts to become a buzz that serves creative economy, earning foreign exchange that grows the Nigerian GDP. To build the creative economy of the nation, visual arts and media are sold by intermediaries as commissioned works to private individuals. It is auctioned at some galleries, art fairs and biennial exhibitions to attract art enthusiasts, general public and art collectors who purchase the cultural commodities. The earnings accruing from foreign expatriate investments on visual art and media to a large extent build the nation's GDP. 2022 significant inputs from visual media stand at \$2.7 billion USD (Orjiude-Ndibe, 2025).

The big jump in the visual arts / media earnings is because of effective education, research and symposium by the National Gallery of Arts Ministry of Arts, Culture and the Creative Economy, Federal Ministry of Information and National Orientation and the Federal Ministry of Export Promotions, They provide information for local and international new art lovers to understand the socio cultural content and context of Nigerian visual art and media. What it reflects, project and communicate to the global art world. To sell Nigerian cultural commodities that builds the creative economy at global art market and art world. The events are accompanied by high level collaborations involving lectures, symposiums, special programs and performances. Anyanwu (2024) explains that Bar. Hannatu Musa Musawa the Minister of Arts, culture and creative economy in her address at the US Nigerian Council event in New York emphasized the importance of US Nigerian collaboration in key areas such as; knowledge exchange, infrastructural development, intellectual property protection and joint productions. It proves the government's concern and

involvement in the collaboration with other nations' to sale Nigerian cultural commodities to the global art world. To this effect it has provides opportunities for artists and the industries dealing in creative economy to find potential expatriate patronage and clients that are convinced through collaboration to invest in Nigerian creative economy.

Music/Afro-beats contributing to Sustainable Arts

Music is another form of art that is contributing to build Nigerian economy it is produced to express human feelings of joy, sorrow and sympathy. It communicates information about the past, present and future of the cultural life of the nation. Nigerian musicians are inspired to produce music that touch someone else by their personal experience, cultural and social justice as well as injustice that they see in their nation. By doing this some Nigerian musicians have brought Nigerian music to the globe and have turned Nigerian music into big business. Prime Africa (2025) explains that the Nigerian music is broad, because of the country's diverse ethnic groups that possess unique music genres, instrumentation and compositions. Furthermore, it classified Nigerian music according to styles such as: Ogene, Afro-beat, Waka, Fuji, High life, Juju, Apala and Igbo rap.

In the globe, more opportunities abound and more music spaces are opening up, focusing attention on Nigerian music. In fact, it has made some Nigerian musicians to compete to have their music played or sold around the globe. It becomes possible because of digitalization. In this respect Artificial Intelligence currently aids in composing, arranging or suggesting harmonies, rhythms, and instrumentation which makes music productions faster and easier. It also helps create interactive experience by generating sound tracts that follows the user's action. Introduction of the mentioned technology leading to networking and content sharing has raised some ethical issues in music production. Copyright society of Nigeria showed that piracy havocs have cost the industry 50% potential revenue annually in the Nigerian music industry because technology empowers pirate activities. Thus, it leads to the rise in AI generated music which poses challenge to the idea of human creativity in the music industry. The reason is that AI tools have made it easy for one to apply it in songwriting, sound design, remix and mashups which leads to full tracks in music productions. To this effect, anyone can use it to reproduce music that originally does not belong to him or her into another form of music.

Despite the issue of Copyright funding and the lack of modern equipment and infrastructure for music productions are challenging the industry. In spite of these challenges, the music industry generates huge revenue by expanding the Nigerian Afro-beat. It creates job for the teeming Nigerian youth population. Motion picture and music recording have accounted for roughly 154 billion Nigerian Naira (NGN) that is estimated \$197.6 million USD which was Nigerian GDP in 2023 (Dokau, 2024). In fact, it becomes possible to market Nigerian music to the globe because of streaming on different international music platforms such as: You tube, Apple music, audio Spotify, Gbedu, Amazon and Netflix. The streaming provides fantastic music spaces which sells the Nigerian music to increase revenue generation for the nations GDP.

Apart from government revenue and investment, there is job creation which builds creative economy. Some artists in the music industries have received awards and recognitions because of their music productions. Afro-beat musicians such as Burna Boy, David Adeleke and Tiwa Savage break the barrier (Effiong, 2025).

Fashion and Textile Design

In Nigeria, the taste by its citizens to enhance their appearance to look good because of series of ban on foreign textiles and fashions may have opened the flood gate for the increase in production. Only recently has it been able to forge frontiers that shook off its relegation which formerly associates it to acquisition of mere skills. Nigerian textiles and fashion industry has developed beyond the traditional scope and added to the increase of the nation's GDP. It is revolutionizing the textile and fashion industry by making textiles and fashion that linked contemporary ideas with traditional styles or geographic and historical symbols for global acceptance. It has become an economic giant in manufacturing products that are exported and for local consumption. The fact is that at the age of Artificial Intelligence, anyone can engage in it either as preoccupation or a skilled professional. Famous trend in clothing personal grooming and accessories is fashion. It reflects the styles, and designs which are embraced and accepted by group of people or culture. It goes beyond dresses to include shoes, head wares, Jewelries, wrist watch, ties, make up, skin care are other things that adorn the body (Primer Africa, 2025).

Textile and fashion designers often design, good textiles and fashions that are presented in a new contemporary outlook. The produced textiles and fashion industry products are given branded names before being exported or sold through online, facebook and other social media means. In effect, textile and fashion have earned foreign exchange that boosts the Nigerian GDP. Fashion industry yielded \$600 millions to the nations GDP in 2022 (OrjiUde-Ndibe, 2024). Thus, commercializing the fashion and textile industries have some measurable impacts that have built creative economy.

Nollywood Film Industry

Nollywood industry is another sector of the creative economy that is garnering attention in the globe. It produces films that express and portray vices and virtues of the nation's culture for correction and emulation to promote social justice and good peaceful coexistence. The Nollywood produce films for entertainment, relaxation and joyful mood for the citizenry and the outside world. In the past decades of economic growth and progressive democratization, new businesses have developed in Nigeria which are associated with expansion of the middle class and rise in consumption (FABRICA, 2014). In the film production industries, the Nollywood industry therefore has become second in the world only to Indian Bollywood.

Since its inception, in the late nineties, the industry has grown tremendously in producing films for entertainment. In the age of Artificial Intelligence, super-speed information communication technology and cultural exchange, the Nollywood is generating foreign currencies that build the economy. Primer Africa (2025) explains that the Nollywood industry has unique content that is generated in variety of languages that reflect cultural productions. In furtherance, it maintained that its contribution to Nigerian economy has greatly appreciated generating \$600 million per year and creating thousands of jobs. To this effect, it is estimated that the industry produces between 2000-2005 movies a year which is an upgrade to film productions since 1960s.

Conclusion

In Nigeria, the creative industry is a large-scale international business which encompasses the visual/media, heritage and cultural commodities,

textile and fashion, and the entertainment industry. Its popularity is growing due to its prevalent nature, which integrates culture and industry for economic business. Since the 2020s, this recognition has been given to the creative economy, which is an economic booster that attracts foreign revenue to the Nigerian GDP. The reason is that the globe is an active participant in and patron of Nigerian cultural commodities. The various sectors of the creative economy, especially the visual arts/media, textile and fashion design are magnificently forging new frontiers that enable the sales of the cultural commodities.

In conclusion, the creative economy has become a vital sector that is significantly boosting the Nigerian economy. It became more viable due to the integration of Artificial Intelligence with its range of software tools for creating cultural commodities.

Recommendations

It is commendable that the government is making a concerted effort to create favourable policies and invest in creative economy businesses for sustainable arts. Despite the government's target of \$100 billion USD in 2030 this presentation recommends:

- Government should hasten in its galvanizing of different sectors of the creative economy in order that it earns foreign currencies that builds the economy
- Support programmes should be created in schools and communities to discover young Nigerian talented youths that will become artists, fashion designers, and theater artists that are trained into creating cultural commodities that build the economy.
- Cultural industries should be armed and equipped with funds and infrastructure that enable mass production system that would make available cultural commodities to the global market.
- Active interactions and education should be engaged with the outside world in order to give insight into knowledge that enables sale of Nigerian cultural commodities to the globe.
- There is need for domestic events and mobilization that would inform Nigerians about the importance of creative economy in the building of Nigerian GDP.

- Revitalization of skill acquisition centers and programmes needs to be embarked upon in the nation's thirty six states in order to increase cultural productions that supply to the global market
- Identifying experts in the various aspect of creative economy and training them in artificial intelligence, entrepreneurial skills, administration, as well as secure online platforms for transactions of cultural commodities.

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