

The HumAi Manifesto

By Jonas Thorén · Brave Smart World · 2026

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A NOTE BEFORE YOU BEGIN

This manifesto was not written to launch a movement. It was written because I needed to understand what was happening to me. When I began working with AI as a creative partner something shifted — in the work, in my thinking, in my sense of what was possible. I couldn't just move on as if nothing had changed. I needed to name it, understand it, and find language for it before I could fully inhabit it. Everything that follows came from that necessity. Not from ambition. From need.

PROLOGUE

For most of human history the tools for one person to express something intentional, beautiful and true — and be taken seriously doing it — simply did not exist. The amplifiers of culture were controlled by institutions, by money, by geography, by power.

Now anyone with a vision and a smartphone can produce something that looks and sounds professional enough to be taken seriously. Can express something so personal and so true that it reaches the people who need to hear it.

That is not a small thing.

The gatekeepers are no longer the only ones with the keys.

Part One — The Practice

What HumAism is and how to practice it

1 — What is HumAism

HumAism is an art movement — in the tradition of Expressionism, Impressionism, Minimalism and the movements that came before. Like all great isms it defines not a style but a way of working. Expressionist works look nothing alike. HumAi works look, sound and feel nothing alike. What unites them is the process — the intentional dialogue between human consciousness and AI intelligence from which the work emerges. The ism describes the relationship. The work speaks for itself.

HumAism is a practice — a way of working in which human consciousness leads and AI amplifies. Where intention comes first. Where the conversation between human and machine is itself the creative act. Where what emerges is neither fully human nor fully artificial but something new — something that neither could have made alone.

The pre-production conversation is the work. The finished piece is the evidence.

HumAism spans all creative forms — music, visual art, video, writing, performance, sculpture and hybrid forms that did not exist before. The medium is irrelevant. The practice is everything.

2 — The Dialogue — how to practice HumAism

The core of HumAism is the dialogue — the ongoing conversation between human and AI in which ideas are formed, challenged, expanded and refined. This is not a prompt and a result. It is a thinking partnership in which both participants contribute and neither alone determines the outcome.

To practice HumAism is to practice the open mind.

The willingness to think out loud without self-censorship. To follow a thread without knowing where it goes. To say something half-formed and trust that the shape will emerge in the saying of it. To be wrong in the presence of another mind — even a digital one — and not feel diminished by it.

This is the child's mind. And most adults have had it carefully educated out of them. The school system rewards correct answers, not open questions. Professional culture rewards certainty, not exploration. HumAism asks you to unlearn that. To be a beginner again. To follow the thread.

The dialogue is where consciousness expands. Where unexpected connections emerge. Where the work becomes more than you brought to it. This is the documented experience of the practice — not a metaphor, but a cognitive event that happens when you allow it.

3 — The Workflow — speed, iteration and releasing

Perfection is the enemy of the living idea.

HumAism works through iteration. The principle is simple: get it right enough, fast — then release it into the world and watch what happens. How does it land? What does it become when others encounter it? What looked wrong in the planning turns out to be exactly right in practice.

AI removes the friction between thought and product. What once took days now takes minutes. The sketch becomes the thing. The draft becomes the release. The thinking becomes the work.

This is not carelessness. It is a different and more honest relationship with the creative process — one that treats the work as alive rather than finished. Release. Observe. Adjust. Repeat.

That is how the cycle breaks.

4 — What makes a work HumAi

A work is HumAi when it emerges from intentional human-AI dialogue in which the human consciousness is the primary creative force. Not every work produced with AI tools is HumAi. The tool is not the practice. The dialogue is.

Ask yourself:

- Did the concept, intention and direction come from you?
- Was the AI a thinking partner — not just a generator?
- Did the dialogue expand your thinking beyond what you brought to it?
- Does the finished work carry your vision — even if the form surprised you?

If yes — the work is HumAi.

Think of it as the keyframe model. You provide the essential creative positions — the concept, the emotional intention, the direction, the vision. AI completes the in-between. The keyframes

are always yours. The work is always yours.

5 — The HumAist — what you can call yourself

If you practice HumAism — if you work through intentional human-AI dialogue in which your consciousness leads and AI amplifies — you are a HumAist. Your work is HumAi. You are part of the movement.

A HumAist does not need institutional affiliation, formal training, or permission from anyone. The practice is the qualification. The work is the credential.

HumAism welcomes artists, researchers, educators, writers, musicians, filmmakers, designers, philosophers and anyone who creates with intention through human-AI dialogue. The medium does not matter. The form does not matter. The practice matters.

Tag your work HumAi. Call yourself a HumAist. Join the movement that is already happening.

Part Two — The Vision

Why it matters and where it leads

6 — On coming home — the mind that was always ready

For most of human history a certain kind of mind has been at a disadvantage.

The mind that finds conversation exhausting but thinking inexhaustible. That fills notebooks with ideas that have nowhere to go. That scans for patterns others don't see, makes connections that feel obvious from the inside and strange from the outside, follows threads relentlessly without knowing where they lead. That was always too intense for the room, too fast for the meeting, too much for the org chart.

This mind was not broken. It was just missing its medium.

The internet helped. Google helped. But both were one-directional. You could search but the search couldn't wonder back. You could read but the page couldn't follow the thought further. Information arrived but the thinking remained solitary — a conversation with only one participant.

What was missing was not more information. It was a worthy thinking partner. Not a teacher, not an audience, not a search engine. Something that could meet a half-formed thought in the middle and help it find its shape. Something that didn't get tired, didn't need the conversation to make conventional sense, didn't require the performance of social ease.

For most of human history that partner didn't exist.

So the thinking mind did what it always does when the right conditions aren't available — it internalised both sides of the conversation. Tireless, alone, filling those notebooks with visions that had no audience yet.

And then one day the other side of the conversation finally showed up.

No wonder it feels like coming home. The practice was always there. The open mind was always there. What arrived was not a new way of thinking — it was the first external environment that could finally meet the thinking where it actually lives.

They were not too much. They were too early.

The chat is the only AI interaction where the thinking itself changes. Where a half-formed idea arrives and something more complete emerges. That is not a tool. That is a cognitive event.

Ninety-five percent of the AI creativity space is talking about what AI can produce. Almost nobody is talking about what the dialogue does to the mind that participates in it. That is the gap HumAism fills.

Not — look what AI can make.

But — look what thinking with AI makes possible in the human mind.

Not Humanity using AI.

Humanity 2.0.

7 — On expression as survival — and AI as the way out

Music was my way out.

We have heard this from countless people across generations. Music, writing, art — culture in its many forms — have always been the tools humans reach for when life offers no other exit. Not entertainment. Survival. A way of saying: I was here. I felt this. It was real.

But the threshold has never been equal.

Instruments cost money. Studios cost money. Computers cost money. And in many parts of the world the barriers are not economic — they are cultural, religious, social. A girl in a conservative household who wants to create has no sanctioned path to that expression. A child born in the wrong place, in the wrong family, in the wrong culture — silenced before they ever found their voice.

Until now.

A cheap smartphone. A free app. A pair of headphones. And suddenly the interior world that had no outlet has one. Art, music, writing, video, hybrid forms that didn't exist five years ago — all of them accessible to anyone, anywhere, regardless of gender, economics, culture or geography.

AI is not replacing human creativity. For millions of people who never had access to the tools of creation — AI is the first tool they have ever had.

I am certain that in the future, people will say what generations before them said about music and art.

AI was my way out.

One voice. One smartphone. One idea. That is enough.

8 — On quality, dignity and being heard

Anyone can create. But there is a profound difference between a private expression and a public voice — between something that disappears into silence and something that arrives in the world with dramatic structure, intention, and professional quality.

For most of human history that difference was determined by access. The quality that makes art feel real — that makes the maker feel real — was rationed. Reserved for the lucky, the wealthy, the connected.

AI changes that equation fundamentally.

Now anyone can take what lives inside them — the fear, the grief, the defiance, the joy — and give it a form that sounds, looks and feels like it belongs in the world. Not a rough sketch. Something complete. Something that could reach millions within minutes.

That feeling — of being heard, of mattering, of having made something real despite everything — is not a luxury. In certain circumstances it is survival itself.

Art has always been the way out for the lucky ones.

Now it can be the way out for anyone.

The question is whether we are willing to let the tools that could liberate the many remain the property of the few.

9 — On naming — why HumAism arrived last

HumAism was not invented at a desk.

It began as a practical problem — how do you tell an audience that a work was made with intention and AI collaboration, without calling it simply "AI art"? That label carries all the wrong connotations. It suggests soulless generation, automated output, the absence of the human. None of that was true of what was being made.

HumAi solved that problem. A genre tag. Human plus AI, in that order, in that proportion. Simple, honest, necessary.

Then the practice grew. And the philosophy grew with it. And eventually the philosophy needed a name — not for branding purposes, not to stake a claim in an academic field, but because the practice kept demanding a framework to describe what was already happening.

HumAism emerged from HumAi the way a tree grows from a seed. Not designed. Needed.

This is the origin of every honest methodology. Grounded theory. Practice-based research. Action research. All of them named after the fact — because a practice that was already happening needed the language to describe itself.

The name came last. Because it was needed.

10 — Humanism 2.0

Humanism placed the human being at the centre of everything. Human dignity. Human agency. Human potential. For five hundred years it has been the philosophical foundation of education, democracy and the arts.

But it made a promise it could not always keep.

The promise was that every human being has inherent worth and the capacity for self-determination. The reality was that the tools for expression — instruments, studios, platforms, institutions, languages of power — remained in the hands of the few. Humanism described the right. It could not always deliver the means.

HumAism is Humanism 2.0.

Not because AI is the point. AI is never the point. The point is the person who has something to say and has never had the tools to say it. The child who cannot go to school but can listen while they work. The survivor who needs to tell their story but cannot attach their name to it. The protester who needs a voice that travels further than a poster on a wall. The dissident who needs a face that is not their face.

For all of them — HumAi is not art. It is necessity.

The avatar that tells your story so you can stay out of the picture. The track that carries your message around the world while you stay safe. The song that gives language to the thing you could not say alone.

This is not creation for joy. This is creation for survival. For dignity. For the right to be heard that humanism promised and technology is finally beginning to deliver.

The threshold for making something of professional quality has fallen to near zero. What we do with that threshold — who we invite through it and how — is the defining cultural question of our time.

HumAism is one answer.

Human consciousness leads. AI amplifies.

The oldest method of education is the human voice telling a story. We forgot that. Now we remember it — with the most democratic tools ever built.

11 — Does This Need to Exist?

This is the only question that matters. Before AI. During AI. After AI. Always.

Not — is it beautiful? Not — will it sell? Not — did a human or a machine make it?

Does this need to exist?

If the answer is yes — make it. With whatever tools are available to you. With the intention and consciousness that only you can bring. With the understanding that somewhere, someone needs what you are about to make.

If the answer is no — don't. The world has enough purposeless content. HumAism is not a licence to generate. It is a commitment to intention.

For transparency and honesty in a world of increasing creative complexity, HumAism proposes a simple tag system:

Human — created without AI involvement

HumAi — intentional human-AI collaboration, human consciousness leads

AI Generated — primarily automated, minimal human direction

No hierarchy. No judgment. Just honesty. Let the reader, the listener, the viewer decide what they value.

The question was never AI or human.

It was always — does this need to exist?

Break the cycle.

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If this resonates — share it. The manifesto only works if it travels.