

HONORING HUMAN CREATIVITY AND INDIVIDUAL ARTISTIC VISION

by Laura Ekstrand, Artistic Director

Our Values

Vivid Stage is a company that delights in the quirks and uniqueness of human beings, and exists to illuminate and celebrate the spark in each one of us. Because it is our purpose to create a place where artists and audiences can connect as their whole, imperfect but beautiful selves, we are setting forth our commitments in this policy. We at Vivid Stage reaffirm that what you see on our stage and what you experience with us is wholly human-made, crafted by artists dedicated to the integrity of their work.

Our dollars are spent in the support of these artists so that they can continue to earn a living in their field, doing what they've been trained to do. We treat their efforts and their output with respect, and protect it from unauthorized use or alteration.

Our Policy

1. No unauthorized use of artist work in AI systems

- VIVID STAGE will not upload or input any artist's work, likeness, or personal data into AI tools without their explicit written consent.

2. Protection of artistic identity

- Work done for or by VIVID STAGE may not use AI to imitate or replicate the style, voice, likeness, or creative expression of any identifiable living artist without their written consent.

3. Human authorship is required

- Work done for or by VIVID STAGE must be original, created or sourced by human beings, and free of unauthorized AI-generated content.
- AI may be used for brainstorming, research, and administrative drafting. AI shall **not** be used to replace the primary creative output of a Human Artist (e.g., writing the script or designing the final set).
- AI may only be used with written VIVID STAGE authorization.
- Administrative work done for or by VIVID STAGE significantly generated by AI must include an attribution line: *"Assisted by AI Technology."*

Our Commitment

VIVID STAGE is dedicated to transparency, legality, and respect for human creativity. While AI can be a useful editing, brainstorming or enhancement tool when used ethically, it cannot replace the vision, skill, and collaboration of real people.

Our promise to you is that when you see a VIVID STAGE production, read our promotional materials, or interact with the company, you're experiencing the work of human artists whose contributions are valued, protected, and compensated. That's the kind of theatre, and the kind of world, we believe in.

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