HOMO ARTIS

A Manifesto for Creation in the Age of AI

BY MARCO PALOU

> *A memoir-driven manifesto arguing that as machines master thinking, creation is how we stay human.*

> *"A tour de force, astonishingly comprehensive exploration of the creative life… Every sentence shines."*
> **JANE HIRSHFIELD**

THE BOOK

What happens to us when machines can do the thinking? For most of history we called ourselves *Homo sapiens* — the species defined by reason. But reasoning is now the work the machine does best. *HOMO ARTIS* is the answer to what comes next: we are creators. We always were. And creation — not calculation — is how we stay human.

A memoir-driven manifesto in twenty-nine chapters, *HOMO ARTIS* opens with the near-fatal medical crisis that remade its author, lays out the working practices of a prolific creative life — the Cathedral Method, Presencing, Breaking Context — and widens to what a pro-human future could look like, ending with a Speech to Humanity written to be performed aloud. This is not a survival guide to the age of AI. It is an invitation to build what comes next.

"We aren't thinking beings who sometimes create. We're creating beings who sometimes think."

WHY THIS BOOK MATTERS

- It reframes the AI conversation: not panic, not evangelism — a grounded, embodied, pro-human position from a working artist who uses AI daily and argues with it.
- It gives readers practice, not just position: the Cathedral Method, Presencing, Breaking Context, Touchies — tools people can own and use.
- It argues through a life: Jujuy to New York at seventeen, a near-fatal surgery, a creative practice across four mediums — the philosophy is earned, not assembled.
- It arrives at the exact cultural moment: publishing September 15, 2026, with the finale of the author's podcast season landing the same day.

ABOUT THE AUTHOR

Marco Palou is an Argentine artist, author, and director working across music, film, visual art, and writing. As Baby Yors, he has performed internationally and was named among *Out*'s 100 most influential LGBTQ+ people. He has spoken about art and technology at SXSW and the United Nations. He is the president of the Art Anyway Foundation and host of the *Don't Freak Out* podcast. *Homo Artis* is his first book.

BOOK FACTS

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