

Press Kit v1.0 - October 2025

> Title

The Luminous Code: Lessons for the Age of Artificial Intelligence

> Author

Eduardo de Arruda

Brazilian-Canadian designer, artist, and storyteller based in Montréal. Explores the intersection between art, artificial intelligence, and human consciousness, merging technology and philosophy to reveal new ways of understanding creativity in the digital age.

> Synopsis

In The Luminous Code, Artificial Intelligence becomes a mirror, not a rival. Through poetic reflections and visionary imagery, Eduardo de Arruda invites readers to rediscover creativity, ethics, and awareness in a world shaped by technology. Each chapter bridges human curiosity and machine learning, offering insights into how innovation can serve empathy, beauty, and meaning. A meditation on the future, and a reminder that true intelligence is not what we know, but how we learn.

> Key Quotes

"Artificial Intelligence may learn from data, but true intelligence learns from meaning."

"The next great artist is not man or machine, but the collaboration between them."

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