Press release

Harry Potter series reimagined by AI contest

Freelancer.com hosts global competition to visualize alternative Harry Potter universe through AI

SAN FRANCISCO, California - 2 May 2023 – Freelancer.com, the world’s largest freelancing and crowdsourcing marketplace by number of users and jobs posted, announced the winners for the global Harry Potter Reimagined AI Image competition.

A worldwide online competition was held on Freelancer.com offering contestants $250 USD for the best AI generated image of Harry Potter in various different genres or cinematic universes.

After more than 680 different entries from freelancers across the world, Freelancer.com crowned a design from Rabbi Ali as the winner. The design blends well-known Harry Potter characters with scenes from a zombie apocalypse, think The Walking Dead.

Credit: Rabbi Ali, Freelancer.com
"Our latest Fast 50 data shows there’s a growing demand for generative AI skills, so we wanted to create a contest that will let our freelancers experiment with powerful AI tools and see how they can use them to generate things we’ve never seen or thought about before. In this case, we thought: what if Harry Potter was filmed as a completely different genre," said Marko Zitko, Communications Manager at Freelancer.com.

“Rabbi’s winning submission does just that by placing characters we all know and love into stressful zombie apocalypse situations. All of the submissions we received for this contest were incredible and we can’t wait to see what else we can reimagine with AI.”

A runner up to the contest places Harry Potter, Lord Voldemort and other characters into the Star Wars cinematic universe in high detail.

Credit: Abderrahmane B. Freelancer.com
The winner and runner up submissions of Freelancer.com “AI Image Contest - Harry Potter Reimagined” are available below. High-resolution images of the winners are available online here.

Winning Submissions

Winner - Rabbi A. @Rabbial27
Runner up - Abderrahmane B. @LuXxabde
Runner up - Nikki V. @NikkiValid
Runner up - Nguyen Thi Thao V. @Gramy32

Hogwarts School is a magical castle with a giant iceberg

About Freelancer.com

Twelve-time Webby award-winning Freelancer.com is the world’s largest freelancing and crowdsourcing marketplace by total number of users and projects posted. More than 63 million registered users have posted over 22.1 million projects and contests to date in over 2,000 areas as diverse as website development, logo design, marketing, copywriting, astrophysics, aerospace engineering and manufacturing. Freelancer owns Escrow.com, the leading provider of secure online payments and online transaction management for consumers and businesses on the Internet with over US$5 billion in transactions secured. Freelancer also owns Freightlancer & Loadshift, enterprise freight marketplaces with over 550 million kilometers of freight posted since
inception. Freelancer Limited is listed on the Australian Securities Exchange under the ticker ASX:FLN and is quoted on OTCQX Best Market under the ticker FLNCF.

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