

Forum:[Hack Forums](#)

Thread: [Rust Developer Embraces AI As A "Tool"](#)

Stanley - February 24, 2026, 8:35 am

Rust Developer Embraces AI As A "Tool"

The issue of AI in game development remains thorny, but Alistair McFarlane--the COO and company director of Rust developer Facepunch--doesn't see it as a detriment to in the industry. Instead, he embraces it as "another tool" that's "for the better, not the worse." "[AI is] powerful, it's efficient, and at the end of the day, it's just another tool, one that helps people move faster and focus on the creative stuff," McFarlane told Sky News. "Sure, it's disruptive, no question about that. Every major shift in tech is. But used properly, AI doesn't replace creativity, it amplifies it. It removes busywork, speeds up iteration, and gives teams more space to experiment." Last year, the 2025 CESA Video Game Industry Report shared the results of a survey that revealed over 50% of Japanese video game developers use AI in some way. Nintendo's Shigeru Miyamoto has said that the company won't rush into AI, while Sony's approach to AI emphasizes it as a support tool rather than an attempt to replace human creativity. Continue Reading at GameSpot

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