ArtHist.net

The (ab)use of AI generated images (Fribourg, 8 May 25)

University of Fribourg (CH), May 08, 2025

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Artificial intelligence is revolutionizing the way images are created, distributed, and perceived. From photorealistic visuals to abstract artistic creations, AI-generated images blur the lines between reality and fabrication, raising pressing questions about authenticity, copyright, and ethical use. This conference will bring together experts to examine the opportunities and risks associated with AI-generated imagery, particularly in journalism, media, and creative industries.

One key focus will be the legal and ethical challenges surrounding AI-generated images. In light of the pending lawsuits and early court decisions, the discussion will explore whether human authorship should remain a requirement for copyright protection and how AI training datasets, often built on existing works, impact the rights of original creators.

Another major issue is the role of AI in journalism and news reporting. AI-generated images are increasingly used to illustrate articles, raising concerns about source verification, audience trust, and misinformation. How can newsrooms ensure that AI-generated visuals do not mislead readers? Can readers distinguish between photorealistic and illustrative AI-generated images? And how do manipulated visuals affect journalism?

A panel discussion will examine the role of images in the digital democracy, how AI-generated images contribute to shaping public perception and the artistic and creative implications of synthetic visuals. Furthermore, the panel will discuss whether current legal frameworks are equipped to handle the flood of AI-generated content and focus on the evolving regulatory landscape in Switzerland.

At a time when AI-generated images become more prevalent across media and creative industries, this conference will offer a critical discussion on how to navigate their use responsibly. Join us for an in-depth exploration of the challenges and possibilities of AI-generated imagery.

Salle de cinéma, MIS 2029, Université de Fribourg
Avenue de l'Europe 20
1700 Fribourg

PROGRAM

13:45
Welcome of the participants

14:15 - 14:30
Opening Remarks
Prof. JACQUES DUBEY, Dean of the Law Faculty, University of Fribourg

14:30 - 14:50

Generative visual AI & Swiss journalism

Dr. SERAINA TARNUTZER, Postdoctoral researcher, Institute of Digital Communication and Media Innovation (IDCMI), University of Fribourg & FH Graubünden

14:50 - 15:10

AI generated art – legal certainties and uncertainties

Dr. ANNE LAURE BANDLE, Partner, Borel & Barbey, Lecturer, University of Fribourg

15:10 - 15:30

Dialogue TARNUTZER & BANDLE, followed by questions from the audience

15:30 - 16:00 Coffee break

16:00 - 17:00

Panel discussion

Chair: Prof. JULIA GELSHORN, Professor of the History of Modern and Contemporary Art, University of Fribourg, with:

Dr. NICOLAS GALLEY, Director of Studies, EMAMS, University of Zurich, Lecturer, University of Fribourg

Prof. EMMANUEL ALLOA, Professor of Aesthetics and Philosophy of Art, University of Fribourg

PIERRE-ADRIAN IRLE, Executive director, Le Temps

SABRINA KONRAD, Attorney-at-law, Deputy Head Copyright Services, Swiss Federal Institute of Intellectual Property

17:00

Closing remarks and apéro

Please register online: www.sf-fs.ch/de/veranstaltungen

The participation fees are

- for students and doctoral students: free of charge

(please send a copy of your student ID to: info@sf-fs.ch)

- for members of the UniFr: CHF 20.–

- for members of SF-FS and Art Law Foundation: CHF 100.–

- for non-members: CHF 150.–

You can become a member (www.sf-fs.ch/de/mitgliedschaft) and pay less immediately.

Reference:

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