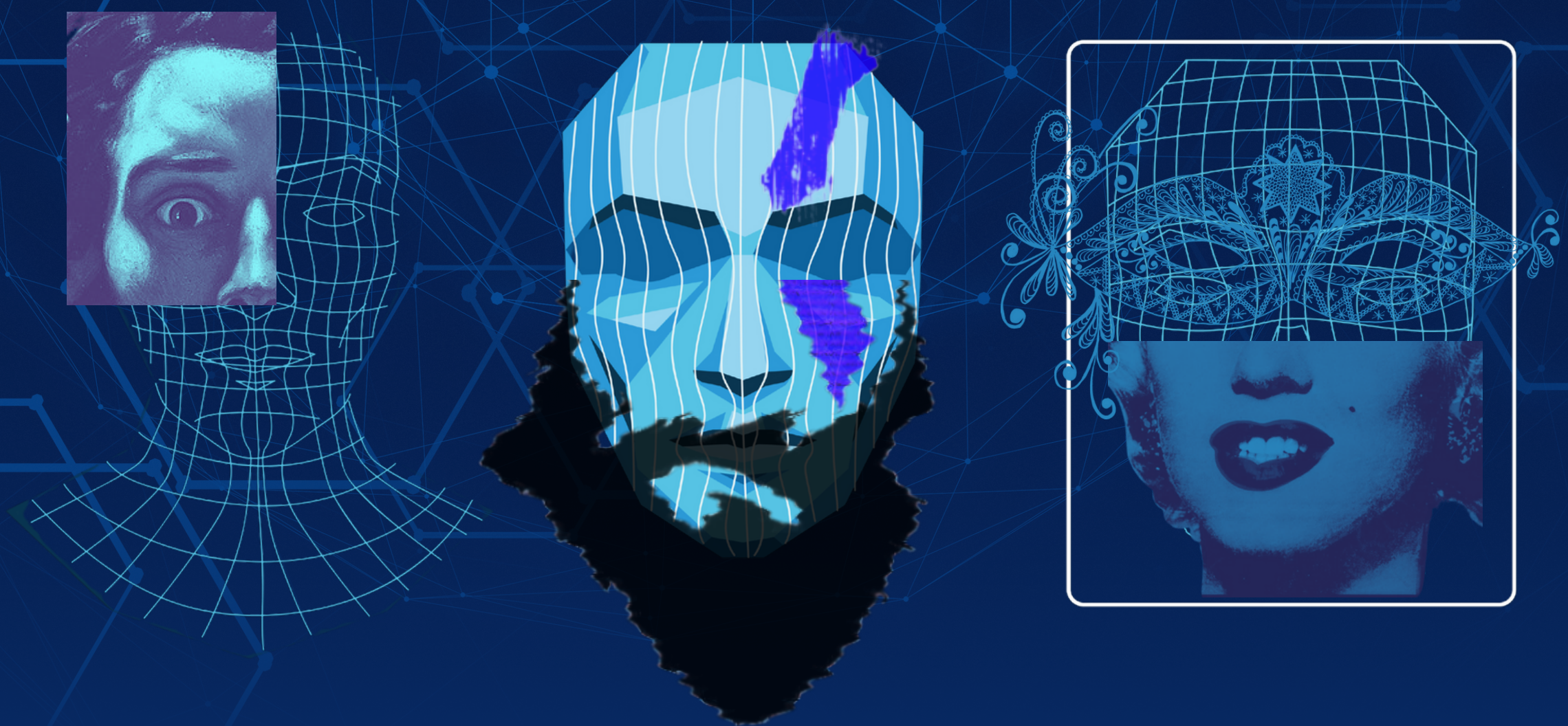# FACE IT!

THE NEW CHALLENGES OF COGNITIVE VISUAL SEMIOTICS

A FACETS Event
University of Liège, Place du XX-Aout 7, Salle de l'Horloge
25-27 January 2023

Org. Maria Giulia DONDERO, Massimo LEONE, Claudio PAOLUCCI
With the collaboration of Ralph DEKONINCK and Thierry LENAIN

A symposium devoted to the most advanced semiotic theories for the modelization of visual meaning, focusing on the transition between visual cognition, image generation, and multi-dimensional image processing. A series of lectures aimed at advancing the state of the art in the semiotics of visual signification and propose hypotheses to couple qualitative analysis and computer-assisted interpretation methods.

The symposium will focus on the human face as a pivotal element at the crossroad between cognitive patterns, representative traditions, and technological devices.

A tribute to open, interdisciplinary, and international semiotics, able to treasure established knowledge but also to renew it though daring attempts at hybridization and cross-fertilization. An open invitation to all visual semiotics friends, no matter what their school, to participate in a reconsideration of the discipline.

PROGRAM

Wednesday, January 25, 2023 Salle de l'Horloge

9:00-9:15 Opening Address by **Frédéric SCHOENAERS**, the Vice-President of the ULiège

9:15 – 10:00 **Maria Giulia DONDERO** (FNRS/University of Liège), **Massimo LEONE** (University of Turin, University of Shanghai, Fondazione Bruno Kessler, Cambridge University), **Claudio PAOLUCCI** (University of Bologna): **The New Faces of Intersectional Semiotics**

10:00 – 10:40 **George LEGRADY** (University of California at Santa Barbara): **Intersections of Visual Semiotics & Computational Design**

10:40-11:00 Coffee break

11:00 – 11:40 **Andrea PINOTTI** (University Statale de Milan): **Cyber-Theo AR & VR : on some theological roots of augmented and virtual technologies**

11:40-12:10 Discussion

12:10-14:00 Lunch break at Salle de l'Horloge

14:00 – 14:40 **Everardo REYES** (University Paris 8): **More than a Feeling: Relationships between Cognition and Digital Media**

14:40 – 15-10 **Gabriele MARINO** (University of Turin): **Smileys: The Semiotics of Stylized Faces**

15-10-15:30 Coffee break

15:30 – 16:10 **Giorgia AIELLO** (University of Bologna): **Why Con(text) Matters: A Social Semiotic Approach to Visual Meaning**

16:10 – 16:50 **Aldo GANGEMI** (University of Bologna): **Varieties of Multimodal Grounding in AI**

16:50-17:10 Discussion

17:30-19:00 Visit of Uhoda Collection I

19:30 Social Dinner

Thursday, January 26, 2023 Salle de l'Horloge

9:00 –
9:40   **Nuria RODRIGUEZ ORTEGA** (University of Malaga): **Transductive semiotics and ontology complexity in a post-linguistic and post-visual time**

9:40 –
10:10   **Anna SKARPELIS** (Social Science Center Berlin): **When is a Face? Data Augmentation, Partially Synthetic Data and their Moral and Ethical Consequences in Artificial Intelligence**

10:10-10:30   Coffee break

10:30 –
11:10   **Remo GRAMIGNA** (University of Turin): **Deep into 'Deepfakes': The Raise of Visual Manipulation in the Digital Era**

11:10 –
11:50   **Cristina VOTO** (University of Turin/ Vrije Universiteit Amsterdam): **Between Self-Perception and Automated Recognition: Archiving Non-Binarism on the Face**

11:50-12:20   Discussion

12:20-14:30   Lunch break at Salle de l'Horloge

14:00 –
14:40   **André HELBO** (Free University of Bruxelles): **Semiotics of Theatrical Faces**

14:40 –
15-20   **Antonis ILIOPOULOS** (University of Oxford): **The Prehistory of Visual Signification through the Case of Early Body Ornamentation**

15-20-15:50   Coffee break

15:50 –
16:30   **Gianmarco GIULIANA** (University of Turin): **Faces from Within: Semiotics of Subjectivity in Virtual Realities**

16:30 –
17:10   **Bruno SURACE** (University of Turin): **Text-to-Face: DALL-E, Midjourney, Stable Diffusion, and the Theoretical Problem of Imagination**

17:10-17:30   Discussion

17:30-19:00   Visit of Uhoda Collection II

19:30   Dinner

FACE IT! The New Challenges of Cognitive Visual Semiotics

Friday, January 27, 2023 Salle de l'Horloge

9:00 – 9:40 Jean-Marie KLINKENBERG (University of Liège): **Visual Rhetoric and Cognition**

9:40 – 10:10 Enzo D'ARMENIO (FNRS/University of Liège): **The Kinetic Thinking of Interactive Images. Playful and Creative Diagrams in *Zelda: Breath of the Wild***

10:10-10:30 Coffee break

10:30 – 11:10 Lia MORRA (Turin Polytechnic University) and Antonio SANTANGELO (University of Torino): **What artificial intelligence tells us about ourselves. Starting from the experience of Fresco and Facets**

11:10 – 11:50 Martina BACARO (University of Bologna): **Why Do Robots Have Faces? A Cognitive Semiotic Perspective on Human-Likeness in Robots**

11:50 – 12:30 Luigi LOBACCARO (University of Bologna): **Aliens, Robots, Imposters: Cognitive Semiotics of Faces in Capgras Delusion**

12:30-13:30 Final discussion with organizers, keynotes, and FACETS scientific board (Maria Giulia DONDERO, Harald KLINKE, Massimo LEONE, Everardo REYES GARCÍA, Nathalie ROELENS)