

01 OCTOBER 2026

Digital Signs

Human and artificial intelligence for the arts and the creative industries of the third millennium

INTERNATIONAL SYMPOSIUM

CONFERENCE OVERVIEW

Starting from the sign as a foundational element of the creative act—its becoming meaning, writing, and structure—scholars from different disciplines, ranging from art history to design, from philosophy to mathematics, and from the natural sciences to astronomy, will explore AI as a creative tool and an interpretative support. From graphic arts to the creative industries, from the reconstruction and enhancement of cultural heritage to the forms and sounds of the universe, significant and compelling international case studies will be presented and discussed. Digital signs, therefore, become a space for comparison and dialogue among different fields of knowledge, fostering new research and educational perspectives.

PROGRAMME

TIME	
9:00-9:30	Opening Remarks and Institutional Welcome Anna Monreale (University of Pisa), Alessandro Tosi (University of Pisa), Veronica Neri (University of Pisa), Gabriele Goretti (University of Pisa), Andrea Baldini (Peking University)
9:30-12:00	Session I – Concepts and Perspectives <i>Round Table: AI, Creativity, and New Perspectives for the Arts and Cultural Heritage</i> <i>An interdisciplinary dialogue bringing together scholars from philosophy, art history, design, mathematics, cultural heritage, and the natural sciences to explore the role of artificial intelligence in contemporary creative practices and knowledge production.</i> Chair: Caterina Dastoli (University of Pisa), Mengy Cai (University of Pisa) Speakers: Alessandro Tosi (University of Pisa), Antonella Fresa (University of Pisa), Gabriele Goretti & Caterina Dastoli (University of Pisa), Veronica Neri & Daniella Iannini Lelarge (University of Pisa), Andrea Baldini (Peking University), Xiang Yong (Peking University), Peng Feng (Peking University)
12:00-14:00	Lunch break

TIME	
14:00-16:00	Session II – Practices and Applications <i>Round Table: AI in the Creative Industries and Cultural Innovation</i> <i>A dialogue among researchers, companies, cultural institutions, and technology developers exploring the practical applications of artificial intelligence across the creative and cultural sectors.</i> Chair: Gabriele Goretti (University of Pisa), Matteo Meacci (University of Pisa) Speakers: Savio Firmino (Furniture & Interior Design company), Daniele Fiesoli (Fashion company), Supermateria (Parametric Design & Digital Development for the Fashion Industry and product design)
16:00-16:15	Coffee Break
16:15-16:50	Session III – Future Directions <i>Round Table: Human and Artificial Intelligence for the Future of Creativity</i> <i>A moderated conversation bringing together all participants to reflect on emerging challenges, opportunities, and future collaborations between academia, industry, and cultural institutions.</i> Chair: Daniella Iannini Lelarge (University of Pisa) Speakers: Giovanni Federico Gronchi (University of Pisa), Alessandro Tosi (University of Pisa), Antonella Fresa (University of Pisa), Gabriele Goretti & Caterina Dastoli (University of Pisa), Veronica Neri & Daniella Iannini Lelarge (University of Pisa), Andrea Baldini (Peking University), Xiang Yong (Peking University), Peng Feng (Peking University), Vincenzo Napolano (Osservatorio Gravitazionale Europeo), Lorenzo Cantoni (Università della Svizzera Italiana), Savio Firmino (Furniture & Interior Design company), Daniele Fiesoli (Fashion company), Supermateria (Parametric Design & Digital Development for the Fashion Industry and product design)
16:50-17:00	Closing Remarks Giovanni Federico Gronchi (University of Pisa), Alessandro Tosi (University of Pisa), Gabriele Goretti (University of Pisa), Andrea Baldini (Peking University)

Organizing committee: Alessandro Tosi, Veronica Neri (University of Pisa), Andrea Baldini (Peking University), Gabriele Goretti (University of Pisa), Veronica Neri (University of Pisa), Daniella Iannini Lelarge (University of Pisa)

Scientific Committee: Andrea Baldini (Peking University), Lorenzo Cantoni (Università della Svizzera Italiana), Peng Feng (Peking University), Vincenzo Napolano (University of Pisa), Gabriele Goretti (University of Pisa), Giovanni Federico Gronchi (University of Pisa), Alessandra Guidi (University of Pisa), Xiang Yong (Peking University), Anna Monreale (University of Pisa), Alessandro Tosi (University of Pisa), Veronica Neri (University of Pisa)

The conference is promoted by the University of Pisa and the Department of Civilization and Forms of Knowledge, in collaboration with the School of Arts of Peking University, the Institute for Cultural Industries of Peking University, the UNESCO Chair on Creativity and Sustainable Development in Rural Areas of Peking University, the UNESCO Chair of the Università della Svizzera Italiana (Lugano), and the European Gravitational Observatory (EGO).