

# THE LAST FACE

28-31  
OCTOBER  
2024

UTOPIAS AND DYSTOPIAS  
OF THE VISAGE AHEAD

PI: **MASSIMO LEONE**

FACE AESTHETICS IN CONTEMPORARY E-  
TECHNOLOGICAL SOCIETIES - ERC ID: 819649

EU FACE ADVANCED COMMUNICATION FOR ELDERLS  
TREASURING IN SOCIETY - ERC ID: 101100643

UNIVERSITY OF TURIN  
POLYTECHNIC UNIVERSITY OF TURIN  
BRUNO KESSLER FOUNDATION

HALL OF HONOR  
VALENTINO CASTLE  
TURIN



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# PROGRAM

## MONDAY 28 OCTOBER AFTERNOON/EVENING

- 14:30** Introduction  
**Massimo LEONE**  
University of Turin - Bruno Kessler Foundation
- CHAIR: Massimo LEONE**
- 15:00** Face Representation between Tradition and Algorithmic Generativity  
**Maria Giulia DONDERO**  
University of Liège - FNRS
- 15:30** Utopias and Dystopias of Eyes and Gaze to Come  
**Anne BEYAERT-GESLIN**  
University of Bordeaux
- 16:00** Discussion
- 16:30** Coffee Break
- CHAIR: Maria Giulia DONDERO**
- 17:00** Is Capitalism 'Eating' Your Face? Quixotism, Talking Heads, and Culture as Cannibal  
**Karin PETERS**  
University of Bonn
- 17:30** The Ur-Face: Modeling Identities in the Digital Era  
**Cristina VOTO**  
University of Turin
- 18:00** For a Semiotic AI: Bridging Computer Vision and Visual Semiotics for Computational Observation of Large Scale Facial Image Archives  
**Lia MORRA, Fabrizio LAMBERTI**  
Polytechnic University of Turin  
**Antonio SANTANGELO**  
University of Turin
- 18:30** Discussion
- 20:00** Dinner
- 21:30** Follow-up session of the first day



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# PROGRAM

## TUESDAY 29 OCTOBER MORNING/AFTERNOON

**CHAIR: Antonio SANTANGELO**

**9:00** The Psychology of Fake Faces  
(or: Would Pygmalion Fall in Love  
with a Digital Galatea?)  
**Marco VIOLA**  
Roma Tre University

**9:30** The Lost Face  
**Gabriele MARINO**  
University of Turin

**10:00** Liminal Faces: The Farewell Smile  
before the Exit Stage  
**Bruno SURACE**  
University of Turin

**10:30** Discussion

**11:00** Coffee Break

**CHAIR: Gabriele MARINO**

**11:30** Faith in Deepfakes: Verisimilitude and  
Falsification in Digital Face Manipulation  
**Remo GRAMIGNA**  
University of Turin

**12:00** Facing the Future of Identities in  
Digital Games and Virtual Worlds  
**Gianmarco Thierry GIULIANA**  
University of Turin

**12:30** Faces that Last: Exploring the Role of Agency in  
Mirror Self-Face Perception through the Lens of  
Psychopathology  
**Giovanni PENNISI**  
University of Turin

**13:00** Discussion

**13:30** Lunch

**15:00** Guided tour of the “Lombroso  
Museum”



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# PROGRAM

## TUESDAY 29 OCTOBER EVENING

- CHAIR: Marco VIOLA**
- 17:30** Digital Intimacy and Slimy Circuits  
**Nicola LIBERATI**  
Shanghai Jiao Tong University
- 18:00** Faces and Voices in Care: Ethics of Facial Recognition in Medicine  
**Maurizio BALISTRERI**  
University of Tuscia
- 18:30** The Digital Gaze: Surveillance, Privacy, and the Commodification of the Human Face  
**Steven UMBRELLO**  
University of Turin
- 19:00** Discussion
- 20:00** Dinner
- 21:30** Follow-up session of the second day



## WEDNESDAY 30 OCTOBER MORNING

- CHAIR: Cristina VOTO**
- 9:00** Consumos del rostro digital  
**Clotilde PEREZ**  
University of São Paulo
- 9:30** Filters and Selfies: Lessons I've Learned from my 12-Years Old Daughter  
**Lior LEVY**  
University of Haifa
- 10:00** Le visage de Beaubourg: The enunciative transformations of the Pompidou Center's Instagram profile (2018-2024)  
**Aluminé ROSSO**  
University of Liège - University of Lyon
- 10:30** Discussion
- 11:00** Coffee Break

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# PROGRAM

## WEDNESDAY 30 OCTOBER MORNING

**CHAIR:** Remo GRAMIGNA

**11:30** **Argonauts of Time: An Ethnography among the Silver Agers**  
Sara HEJAZI    Stefania YAPO  
University of Turin    Bruno Kessler Foundation

**12:00** **Methodologies of Semiotics and Design for/with the Silver Age**  
Silvia BARBOTTO and Laura BOFFI,  
University of Turin

**12:30** **EUFACETS: Reimagining Technology for the Elders**  
Daria ARKHIPOVA and Daniela GHIDOLI  
Bruno Kessler Foundation

**13:00** Discussion

**13:30** Lunch



## WEDNESDAY 30 OCTOBER AFTERNOON

**CHAIR:** Gianmarco GIULIANA

**15:30** **A Semiotic Perspective on Designing Digital Technologies: The Case of EUFACETS**  
Alfiero SANTARELLI  
DINOVA, Bologna  
Federico BELLENTANI  
University of Turin and DINOVA, Bologna

**16:00** **Faces of Change: New Sense Making Models for the Present and for the Future**  
Antonio SANTANGELO  
University of Turin

**16:30** **The Future of Face Concealment in Social Protest**  
Baal DELUPI  
CONICET / University of Córdoba, Argentina

**17:00** Discussion

**17:30** Coffee Break

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# PROGRAM

## WEDNESDAY 30 OCTOBER EVENING

**CHAIR: Giovanni PENNISI**

**18:00** **Disfigurement and Degeneration:  
Forms and Practices of Face Alteration**  
**Francesco PILUSO**  
University of Turin

**18:30** **Face, Affect, Cognition**  
**Claudio PAOLUCCI**  
University of Bologna

**19:00** **FACETS: The Backstage**  
**Roberto GAMBONI**  
University of Turin

**20:00** **Dinner**

**21:30** **Follow-up session of the third day**



## THURSDAY 31 OCTOBER MORNING

**CHAIR: Massimo LEONE**

**9:00** **Fast and Slow Faces as Gateways to the Study of  
Consciousness**  
**Axel CLEEREMANS**  
Université libre de Bruxelles

**9:30** **Avatāra**  
**Andrea PINOTTI**  
University of Milan

**10:00** **From Facets to E-Facts: The Facticity of Faces in E-Technological  
Societies**  
**Ruggero EUGENI**  
Catholic University of the Sacred Heart, Milan

**10:30** **Discussion**

**11:00** **Coffee Break**

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# PROGRAM

THURSDAY 31 OCTOBER MORNING

**CHAIR:** Cristina VOTO

11:30

**Transplanting Faces**  
Fay BOUND ALBERTI  
King's College London

12:00

**The Last Face**  
Massimo LEONE  
University of Turin

12:30

Final roundtable and farewell to FACETS



## CONTACT

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PARTICIPATION IS FREE

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