

# BAI/NOT: Intermediación e Inteligencia Artificial, Nuevas Ontologías Tecnológicas: Entender la Incertidumbre desde la Cultura y la Mediación



This course will be held from a techno-optimistic perspective, based on the changes that Artificial Intelligence is generating and will generate in our environment, from the re-intermediation of jobs and the creative use of technology.

**16.Sep 2025**

**Cod. K12-25**

**Mod.:**

Face-to-face

**Edition**

2025

**Activity type**

Summer course

**Date**

16.Sep 2025

**Location**

Bizkaia Aretoa-UPV/EHU

## Languages

Spanish Basque

## Academic Validity

10 hours

## Organising Committee



## **Description**

The noise that exists around Artificial Intelligence, the huge number of conferences and seminars on the subject, and the uncertainty that generates in some jobs, leads us, in this Summer Course, to re-think what we understand by this term and how culture and the humanities can help us to manage possible futures.

This course will be held from a techno-optimistic perspective, based on the changes that Artificial Intelligence is generating and will generate in our environment, from the re-intermediation of jobs and the creative use of technology.

There are multiple case studies that analyse through indicators the social value of culture and its purpose in periods of uncertainty. The different crises have reflected the precariousness of a large part of the cultural sub-sectors; however, it has been corroborated as well the capacity of these disciplines to improve people's quality of life and mitigate direct and indirect impacts in the post-crisis. BAI/NOT's role is to observe this interconnection, to analyse, interpret and use it in an organised way, and to highlight the role of culture in this scenario.

## **Objectives**

Identify the tools and methodologies that cultural mediation can provide to face the challenges that AI poses to us as society.

# Program

**16-09-2025**

|               |                                                                                                                                                                                                                                                                                                                                             |
|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 09:00 - 09:15 | Presentation by the Director of the activity<br><b>Álvaro Fierro Sedano</b>   UPV/EHU - Profesor                                                                                                                                                                                                                                            |
| 09:15 - 11:30 | Round table: “¿Nos gobernará un algoritmo o un algortimo? Entender la Incertidumbre desde la Cultura y la Mediación”<br><b>Antonio Casado da Rocha</b>   UPV/EHU - Profesor y moderador                                                                                                                                                     |
| 09:15 - 12:00 | Round table: “¿Nos gobernará un algoritmo o un algortimo? Entender la Incertidumbre desde la Cultura y la Mediación”<br><b>Irati Berasategi Aspuru</b>   Las Perrera - Filósofa y física<br><b>Joseba Lopezortega</b>   Zinebi - Director de Zinebi<br><b>Bertha Bermudez Pascual</b>                                                       |
| 11:30 - 12:00 | Break                                                                                                                                                                                                                                                                                                                                       |
| 12:00 - 14:30 | Round table: “BAI/NOT: Bitartekariak eta Adimen Artifiziala. Nuevas Ontologías Tecnológicas. Entender la Incertidumbre desde la Cultura y la Mediación”<br><b>Larraitx Fagundez Osa</b>   Kontu Lab - Profesora y moderadora<br><b>Jorge Navarro</b>   Biznaga - Músico<br><b>Maria Ptqk</b>   Freelance - Curadora<br><b>Jazmin Beirak</b> |
| 14:00 - 14:30 | Closing session<br><b>Jose Luis Agreda</b>   Director de Arte de Robot Dreams                                                                                                                                                                                                                                                               |

## Directed by



### Álvaro Fierro

EHU

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Álvaro Fierro es Doctor en Economía por la Universidad del País Vasco/ Euskal Herriko Unibertsitatea; ha realizado una estancia de investigación en la Universidad de Leicester (Reino Unido) y su formación académica y profesional está centrada en la Economía Aplicada y la Cultura. En el ámbito profesional, es fundador de la empresa Cultumetria y es Profesor en la Universidad del País Vasco en la Facultad de Economía y Empresa. Asimismo, es profesor visitante en la Universidad Complutense de Madrid.

## Teachers



### **Jose Luis Agreda**

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José Luis Ágreda was born in Seville in 1971. He is an illustrator and cartoonist and has been a regular contributor to the newspaper El País and the humour weekly El Jueves for over ten years. He has worked in advertising (Ogilvy, Draft, Mi Querido Watson...), press illustration (El País, Qué Leer, Fotogramas, Pasajes de Arquitectura...), book illustration (Temas de Hoy, Aguilar, Espasa, Santillana...), comics (El Jueves, Norma Editorial, Astiberri, Dibbuku, Image Comics...) and character design for animation (Neptuno Films, Siriol Productions, Iskra, Mad Television...). Art director in Robot Dreams, Viking Skool (Cartoon Saloon), and the multi-awarded film Buñuel en el Laberinto de las Tortugas. Illustration in magazines and books.



### **Jazmin Beirak**

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Director General of Cultural Rights at the Ministry of Culture. Author of 'Cultura ingobernable'. Former member of the Assembly of Madrid.



### **Irati Berasategi Aspuru**

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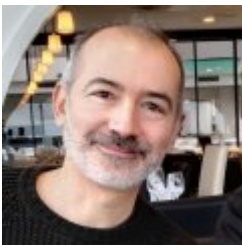
Fisikan Graduatua da eta Filosofia, Zientzia eta Balioak masterra egin du EHUn. Orduan hasi zen, ikuspegi filosofiko batetik, adimen artifizialaren eta kontzientzia artifizialaren arteko lotura ikertzen, eta honen garapenak eta ezarpenak dituen eraginak aztertu ditu baita. Ideia horien laburpen bat Elhuyar aldizkarian dago argitaratuta, "Adimen artifizialetik kontzientzia artifizialera" artikuluan. Oraindik ere, interes handia pizten dion gaia da eta zenbait mahai ingurutan parte hartu du teknologiaren garapena alderdi filosofiko batetik lantzerako gonbidatuz. Egun, irakaskuntza masterra egin ondoren, Bilboko La Perrera espazioa koordinatzen eta gazteei zuzendutako STEAM programak garatzen dihardu, teknologia modu zabalean landu eta azter dezaten gazteek. Gainera, Filosofiako Gradua hasi du UNEDen alderdi filosofikoaren eta teknologiaren inguruan ikertzen jarraitu ahal izateko.



### **Bertha Bermudez Pascual**

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After a career as a dancer with choreographers of the prestige of Maurice Bejart, William Forsythe, Nacho Duato, Rui Horta, Paul Solvin Norton, Gregory Colbert and Emio Greco| Pieter C. Scholten, Bermúdez directs her professional career towards the field of transmission, research and documentation of dance, coordinating and directing various mediation and study projects for the ICK Amsterdam Choreographic Center, Amsterdam Hoogschool, the Music and Arts Archive Performing arts from Navarra, Gipuzkoako Dantzagunea and Dantzaz. She collaborates closely with different European research groups focused on the analysis of dance, documentation and digital media and has worked, since 2016, in Dantzaz from the coordination of the Red Atalak project, in the development of projects and in the accompaniment of choreographers.



### **Antonio Casado da Rocha**

UPV/EHU

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Antonio Casado da Rocha is a researcher and professor of philosophy at the University of the Basque Country (UPV/EHU), where he currently leads the area of Responsible Research. He has served on the Clinical Ethics Committee of Donostia Hospital and received the Bioethics Research Award from the Víctor Grifols i Lucas Foundation. His career combines extensive interdisciplinary academic work with experience in university management and the promotion of the social impact of knowledge.



### **Larraitx Fagundez Osa**

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Larraitx Fagundez Osa has a degree in Social Anthropology and a master's degree in this field, both from the UPV. She has worked in the field of communication and culture. In her final degree and master's degree projects, she has focused on the changes that are taking place in the political imaginary and in socio-political participation, in each case from a particular point of view: the 'victims' movements, on borders and migrations, etc. She is currently working on a doctoral thesis with the Predok contract from the Basque Government to investigate the changes in the ways of understanding 'activism' and its reflection in the Basque cultural and artistic spheres.



## **Álvaro Fierro Sedano**

Cultumetría, Investigador

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Álvaro Fierro es Doctor en Economía por la Universidad del País Vasco/ Euskal Herriko Unibertsitatea; ha realizado una estancia de investigación en la Universidad de Leicester (Reino Unido) y su formación académica y profesional está centrada en la Economía Aplicada y la Cultura. En el ámbito profesional, es fundador de la empresa Cultumetría y es Profesor en la Universidad del País Vasco en la Facultad de Economía y Empresa. Asimismo, es profesor visitante en la Universidad Complutense de Madrid.



## **Joseba Lopezortega**

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Especialista en la creación e industria cultural, la comunicación y la estrategia empresarial, cuenta con una trayectoria profesional de más de tres décadas y especial interés y experiencia en audiovisuales y música. Actual director del festival Zinebi.



## **Jorge Navarro**

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Lyricist and composer of the Madrid punk band Biznaga, authors of five studio albums and a multitude of concerts.



Nacida en Bilbao en 1976. Doctora en investigación artística (UPV-EHU) y Premio Extraordinario de Doctorado, licenciada en Derecho y graduada en Ciencias Económicas, DEA en Derecho Internacional Público en Paris II-Sorbonne, Máster en Gestión cultural en la Universidad de Barcelona, DEA en Derecho de la Cultura en la Uned-Carlos III de Madrid. Trabaja en el sector cultural desde el año 2000. Desarrolla tareas de comisariado, dirección de proyectos y asesoramiento. Ha trabajado, entre otros, con Medialab Prado (Madrid), Azkuna Zentroa - Alhóndiga Bilbao, Fundación Daniel y Nina Carasso, CCCB - Centro de Cultura Contemporánea de Barcelona, Centro de Artes Visuales Jeu de Paume (París), La Gaité Lyrique (París), GenderArtNet (European Cultural Foundation), Donostia-San Sebastián 2016. Capital Europea de la Cultura, LABoral Centro de Arte y Creación Industrial (Gijón). Ha sido integrante del Consejo Vasco de la Cultura (2009-2012) y del comité científico del VI Encuentro Cultura y Ciudadanía (Ministerio de Cultura y Deporte). Ha comisariado las exposiciones «Soft Power» con Proyecto Amarika Proiektua (Vitoria-Gasteiz, 2009), «A propósito del Chthuluceno y sus especies compañeras» (Espace virtuel du Jeu de Paume, París, 2017).

# Registration fees

| FACE-TO-FACE                            | UNTIL 30-06-2025 | UNTIL 16-09-2025 |
|-----------------------------------------|------------------|------------------|
| <a href="#">jounq fee</a>               | 25,00 EUR        | 34,00 EUR        |
| General                                 | -                | 48,00 EUR        |
| <a href="#">Reduced fee regular</a>     | -                | 41,00 EUR        |
| <a href="#">Registration exemptions</a> | -                | 34,00 EUR        |

## **Place**

### **Bizkaia Aretoa-UPV/EHU**

Avenida Abandoibarra, 3. 48009- Bilbao

Bizkaia