

Artist Talk by **BORIS ELDAGSEN**:  
**“THIS IS NOT ART”**



Internationally acclaimed artist Boris Eldagsen talks about his new exhibition "This is Not Art" (opening also in Trondheim during the Meta.Morf Biennale for Art and Technology the evening before), about the difference between human-made and AI-generated art, and the future or collaborative creativity.

Berlin-based German artist **Boris Eldagsen** (\*1970) studied photography and visual arts at the Art Academy of Mainz, conceptual art and intermedia at the Academy of Fine Arts, Prague and fine art the Sarojini Naidu School of Arts & Communication Hyderabad, India. In addition, he studied philosophy at the Universities of Cologne and Mainz. As one of the first, he began offering workshops on AI-generated images at the end of 2022 and has since taught hundreds of art directors, designers, photographers, artists, image editors, and professors the essential AI knowledge. He is currently teaching "AI for Creatives" at LABASAD – Barcelona School for Art & Design. Boris is one of the few internationally recognized experts in AI-generated images and videos and is a regular guest at panel discussions and events such as TEDx, re:publica, Handelsblatt Centillion Summit, Medientage München, FAZ AI Conference, World AI Conference Shanghai and C2 Montréal. His refusal of the Sony World Photo Awards in April 2023 kicked-off a global debate about the relationship between photography and AI-generated images ("promptography"). He was "*The man who lifted the lid on Pandora's box*" (The Age) and his image "PSEUDOMNESIA | The Electrician" became "*The picture that stopped the world*" (The Guardian) and a symbol for a new aera.

**Friday 10.04.2026 | 15:00–16:00 | AKRINN L402**