# Big Time Sensuality: The Politics of Pleasure

*Erotic Culture, Artificial Intelligence & the Future of Human Intimacy*

- **Date:** 4- 5 November 2026
- **Publication opportunity:** conference proceedings, journal special issue, online publication
- **Conference language:** English
- **Target audience:** PhD students, early career researchers, artists, media theorists, marketing professionals

## DESCRIPTION

Europe is entering a new cultural phase. According to Eurostat's 2026 report on 2025 data, more than 63% of young people aged 16–24 in the EU use generative AI. What was recently experimental is now embedded in everyday life.

At the same time, European policy analyses (ROK) indicate that 98% of deepfake content is sexual in nature, and a 2023 German national study shows that 16.6% of Gen Z respondents report experience with VR pornography. AI companions, conversational systems that offering affirmation, dialogue, and emotional support are increasingly becoming part of how young people experience connection and intimacy.

These are not sensational headlines. These are signals of change.

Love and eroticism have always been shaped by their historical context, from classical philosophy to modern visual culture.

Today, however, intimacy is increasingly mediated by algorithms, platforms, and immersive technologies. The question is no longer simply what eroticism or pornography "are," but how they are being reinterpreted by a generation whose formative experiences are mostly digital.

This conference creates space for emerging scholars to critically rethink inherited frameworks across philosophy, art, media studies, marketing, gender studies, and related fields. Rather than offering fixed definitions, it invites reflection on how digital life reshapes authorship, embodiment, desire, ethics, and public responsibility.

This is not about moral judgment.It is about understanding a cultural transformation as it unfolds and asking how freedom, creativity, and responsibility can coexist in the age of AI.

*Please send a detailed abstract in English of 350–500 words and a short biography to **samek.lukas@vskk.cz**. Proposals should be submitted no later than on **May 31, 2026**. The abstracts do not have to be strictly limited to the topics mentioned below; we accept papers more broadly related to the topic.*

## ABOUT ORGANIZER

**Prague School of Creative Communication (PSCC)**, a faculty of **Vysoká škola kreativní komunikace (VŠKK)**, provides fully English-taught programmes in creative marketing, visual arts, and creative writing within a vibrant international environment. At PSCC, we closely observe how rapid technological development shapes the creative industries and influences the everyday lives of students. While new technologies offer unprecedented opportunities, they also raise questions about identity, relationships, and the future of human interaction.

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# PANEL 1
## Sensuality and Visual Art in the Age of AI

**Intro Questions:**

- How is artificial intelligence transforming the representation of sensuality and the human body in visual culture?

- Can AI-generated sensual imagery be considered authentic artistic expression?
- How does AI reshape authorship, originality, and artistic agency in erotic or sensual art?

- What ethical questions arise from AI's ability to generate intimate or sexualized visual content?

- Does AI expand creative freedom, or does it risk standardizing desire and aesthetic norms?

# PANEL 2
## Erotic Literature Now: Transgressing Boundaries

**Intro Questions:**

- How is contemporary erotic literature redefining traditional boundaries of genre, identity, and desire?

- In what ways do current authors challenge cultural taboos or historical literary conventions?

- How do digital platforms and new media formats influence the production and reception of erotic narratives?

- Can erotic literature still function as a space for social or political critique?

- How are shifting cultural norms influencing the language and storytelling of desire?

# PANEL 3
## Erotic Capital and Contemporary Marketing

**Intro Questions:**

- How is erotic capital defined and utilized within contemporary branding and marketing strategies?

- Where is the boundary between empowerment, aesthetic appeal, and commodification of sexuality?

- How does digital culture and social media influence the commercialization of sensuality and desirability?

- Are audiences becoming more critical or more receptive to eroticized brand communication?

- How do brands balance authenticity, ethics, and effectiveness when working with erotic or sensual imagery?

# PANEL 4
## Sensuality and Visual Art in the Age of AI

**Intro Questions:**

- How is contemporary digital sexual content-including AI-generated and immersive formats-reshaping perceptions of intimacy, relationships, and sexual identity?

- What psychological and emotional effects may arise from increasingly personalized, algorithm-driven intimate content?

- In what ways might digital representations of sexuality influence expectations around consent, reproductive health, and interpersonal responsibility?

- What ethical responsibilities do platforms, creators, educators, and policymakers bear in preventing harm and protecting vulnerable users?

- How should societies balance individual freedom of expression with public health considerations, age protection, and appropriate regulatory frameworks?

- How do generational differences shape the interpretation, normalization, and critique of digitally mediated sexuality?