

Hoffman, Barney & Foscari and Artificial Intelligence Ethical Manifesto

Hoffman, Barney & Foscari ensures that Artificial Intelligence is used consciously and ethically in every processing, creative, artistic, or productive activity. Such use is, above all, transparent, responsible, and respectful of fundamental human rights. In this regard, Hoffman, Barney & Foscari is committed to ensuring that every AI system used internally complies with current regulatory frameworks in the UK, Europe, and internationally, as well as adhering—with its historical, philosophical, and ethical perspective—to a potential, desirable transnational initiative aimed at creating a large collaborative “think tank” where physicists, intellectuals, creatives, computer scientists, mathematicians, artists, biologists, sociologists, linguists, anthropologists, and philosophers can work together.

Respect for the dignity and rights of artists and creatives, privacy, human oversight, fairness, intellectual honesty, anthropocentrism and the primacy of human thought and creativity are just some of the key principles and guidelines that form the theoretical and reputational capital of this company. In this sense, Hoffman, Barney & Foscari acts to foster both the evolution of humanity and the advancement of science, while resisting any homogenisation or instrumentalisation of creativity, the industrialisation of the Arts, and any technological or digital manipulation of knowledge and human diversity. Essentially, the Machine must always remain subordinate to Man, never the reverse.

Hoffman, Barney & Foscari asserts, without fear of contradiction, that it internally develops and creates its own contemporary database, along with artistic, intellectual, and creative matrices, for the education of Artificial Intelligence. Consequently, it systematically and mandatorily avoids fraudulently drawing upon global historical and knowledge databases, where such actions could jeopardise privacy, copyright, the stability of the company, and an ethically regulated industrial framework oriented towards the common good.

Hoffman, Barney & Foscari opposes the culture of erasure, revision, coercive reinterpretation, exploitation, and plagiarism of existing works, creatives, and artists. Any product or prototype branded by Hoffman, Barney & Foscari that emerges from a production process partially or entirely AI-driven will be publicly and commercially presented as such, always ensuring the originality of its genesis and preventing any form of exploitation, whether of human or natural resources.