

# SF·72

in cooperation with

Schweizer Forum für  
Kommunikationsrecht

Forum Suisse pour le Droit  
de la Communication

**FDA** fondation  
pour le droit de l'art  
art law foundation

and

**UNI  
FR**  
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UNIVERSITÉ DE FRIBOURG  
UNIVERSITÄT FREIBURG



## The Artist's Name: Identity, Authorship and Legal Protection

20 May 2026, 14:00 – 18:00

salle de cinéma, MIS 2029, Université de Fribourg  
Avenue de l'Europe 20, 1700 Fribourg

# The Artist's Name: Identity, Authorship and Legal Protection

This conference explores the many dimensions of the artist's name – its historical emergence, conceptual significance, and legal protection in today's art world. Bringing together perspectives from art history, philosophy, and law, the programme examines how artistic identity is constructed, expressed, and safeguarded across time and disciplines.

From the earliest practices of signing works and asserting authorship to contemporary artistic engagements with branding and trademarks, the talks highlight the evolving role of the artist's name as both a marker of identity and a vehicle of value. The programme also broadens the perspective beyond the visual arts by addressing the artwork as an object of philosophical inquiry, exploring questions of identity, existence, and aesthetic experience in the context of music.

The legal dimension forms a central thread throughout the afternoon, addressing the increasing importance of the artist's name as an economic and reputational asset. Particular attention is given to the protection under copyright and trademark law, as well as to the practical challenges faced by artists and art professionals in navigating brand preservation in a globalised market.

By combining historical insight, theoretical reflection, and legal analysis, the conference offers a comprehensive and nuanced perspective on the significance of the artist's name in both cultural and legal contexts.

# PROGRAMME

**13.45 - 14.00**

**Welcome of the participants**

**14.00 - 14.15**

**Opening remarks**

Prof. JACQUES DUBEY, Dean of the Law Faculty, University of Fribourg

**14.15 - 14.45**

**The Signature as Claim: A Historical Perspective on Artists and Branding**

Dr. NICOLAS GALLEY, Director of Studies, EMAMS, University of Zurich & Lecturer, Department of Art History and Archeology, University of Fribourg

**14.45 - 15.30**

**Artists Incorporating Trademarks in Their Works**

Prof. NOAM ELCOTT, Associate Professor of Art History and Archaeology, Columbia University, New York

**Coffee break**

**16.00 - 16.30**

**The Artwork as Object: Identity, Existence, and Aesthetic Experience in Music**

Prof. EDWARD M. SWIDERSKI, Department of Philosophy, University of Fribourg

**16.30 - 16.50**

**Protecting the Artist's Name: Copyright, Trademarks and Beyond**

Dr. ANNE LAURE BANDLE, Attorney-at-law and lecturer, Law Faculty, University of Fribourg

**16.50 - 17.15**

**Artists and Trademarks: Navigating Brand Protection in the Art World**

Dr. KARIN LOREZ, Legal advisor and entrepreneur

**17.15**

**Closing remarks and apéro**

# REGISTRATION

Please register online: [www.sf-fs.ch/de/veranstaltungen](http://www.sf-fs.ch/de/veranstaltungen)

The **participation fees** are

- for members of the UniFr: CHF 20.–
- for members of SF-FS and Art Law Foundation: CHF 100.–
- for non-members: CHF 150.–
- for students and doctoral students: free of charge (please send a copy of your student ID to: [info@sf-fs.ch](mailto:info@sf-fs.ch))

You can become a member ([www.sf-fs.ch/de/mitgliedschaft](http://www.sf-fs.ch/de/mitgliedschaft)) and pay less immediately.

We look forward to your participation.

Artwork: Chat GPT, prompt and modifications A. Früh.

## SF•FS

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