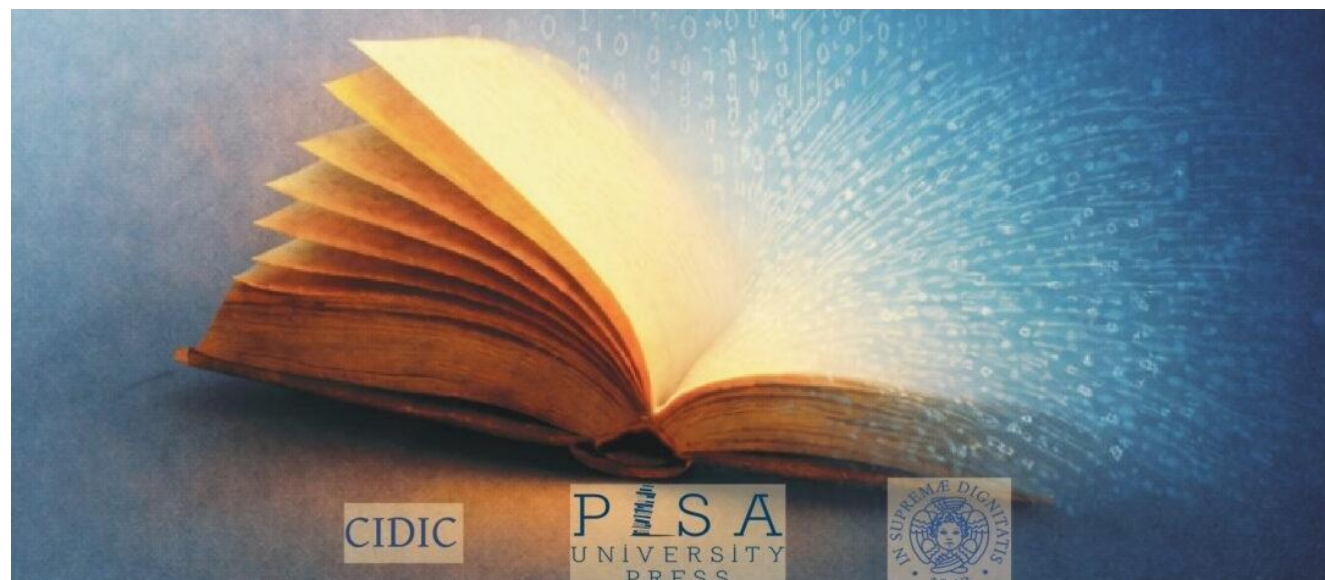




«Non si giudica un libro dalla copertina». Alcune riflessioni su editoria e IAG

Marco Menon



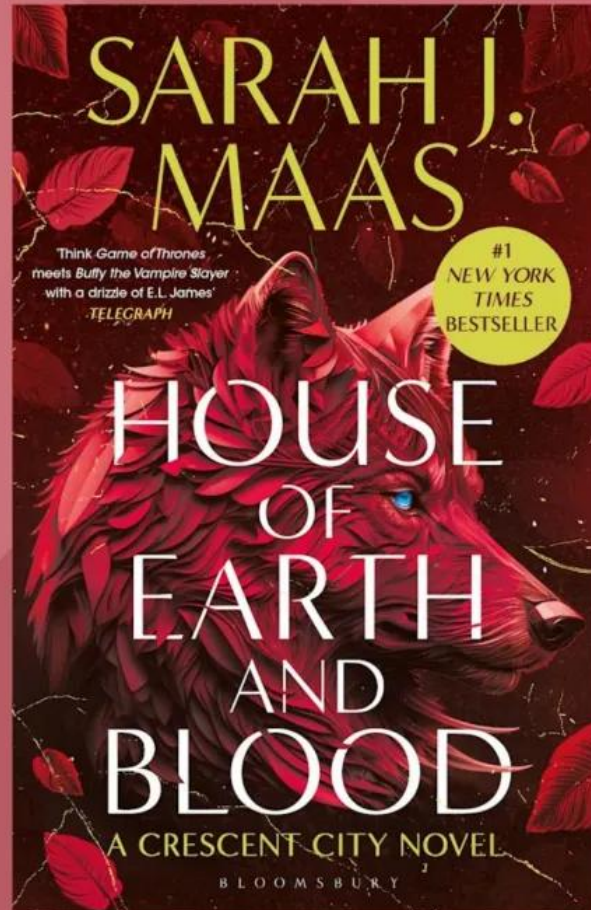
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Struttura della presentazione

- Ambito di indagine: il rapporto tra politica culturale e innovazione tecnologica
- Ipotesi: dal confronto emergono istanze prima implicite, che ora diventano oggetto di scelta strategica
- Oggetto particolare: l'utilizzo della genAI nella produzione delle illustrazioni delle copertine dei libri
- Caso di studio: la policy di Bloomsbury (2025) sull'utilizzo di genAI



La copertina di
*House of Earth
and Blood*, di
Sarah J. Maas
(Bloomsbury
2023)



Le reazioni

<https://www.theverge.com/2023/5/15/23724102/sarah-j-maas-ai-generated-book-cover-bloomsbury-house-of-earth-and-blood>

+ AI + NEWS + TECH

Not even NYT bestsellers are safe from AI cover art



The UK cover for House of Earth and Blood beside the original AI-generated stock image from [Aperture Vintage](#). Graphic: The Verge | Image: Adobe Stock / [Aperture Vintage](#) / Bloomsbury

/ An Adobe Stock image created by AI is apparently being used on the UK cover of the latest Sarah J. Maas novel.

by + [Jess Weatherbed](#)

May 15, 2023, 9:15 PM GMT+2



35

Comments

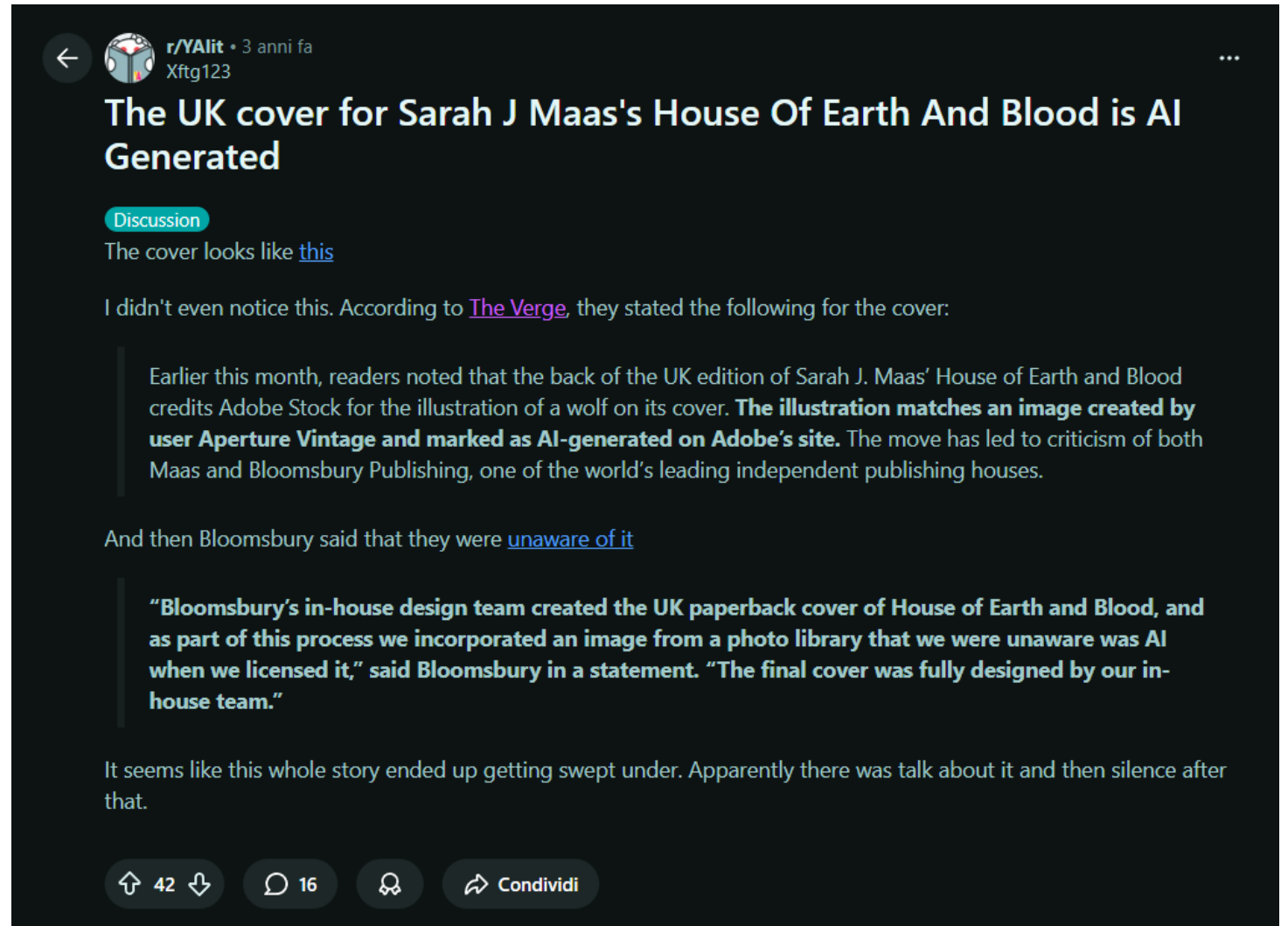
If you buy something from a Verge link, Vox Media may earn a commission. [See our ethics statement.](#)



+ [Jess Weatherbed](#) is a news writer focused on creative industries, computing, and internet culture. Jess started her career at TechRadar, covering news and hardware reviews.

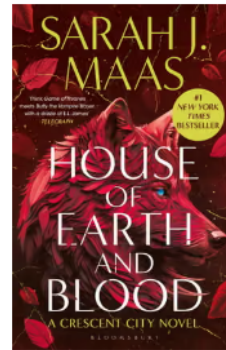
Le reazioni

https://www.reddit.com/r/YAlit/comments/141gicw/the_uk_cover_for_sarah_j_maass_house_of_earth_and_blood_is_ai_generated/



L'ammissione di Bloomsbury

<https://www.theguardian.com/books/2023/may/19/bloomsbury-admits-using-ai-generated-artwork-for-sarah-j-maas-novel>



📖 House of Earth and Blood by Sarah J Maas paperback cover.
Photograph: Bloomsbury

Publisher Bloomsbury has said it was unaware an image it used on the cover of a book by fantasy author Sarah J Maas was generated by artificial intelligence.

The paperback of Maas's House of Earth and Blood features a drawing of a wolf, which Bloomsbury had credited to Adobe Stock, a service that provides royalty-free images to subscribers.

But [the Verge reported](#) that the illustration of the wolf matches one created by a user on Adobe Stock called Aperture Vintage, who has marked the image as AI-generated.

A number of illustrators and fans have criticised the cover for using AI, but Bloomsbury has said it was unaware of the image's origin.

“Bloomsbury’s in-house design team created the UK paperback cover of House of Earth and Blood, and as part of this process we incorporated an image from a photo library that we were unaware was AI when we licensed it,” said Bloomsbury in a statement. “The final cover was fully designed by our in-house team.”

This is not the first time that a book cover from a major publishing house has used AI. In 2022, [sci-fi imprint Tor discovered that a cover it had created had used a licensed image created by AI](#), but decided to go ahead anyway “due to production constraints”.

And this month [Bradford literature festival apologised](#) “for the hurt caused” after artists criticised it for using AI-generated images on promotional material.

The word "Midjourney" is written in a white, sans-serif font on a solid black rectangular background.The text "DALL-E 3" is written in a large, white, sans-serif font on a solid black rectangular background.

Intelligenza artificiale generativa: diffusion model

Jiang et al. 2023: 364-65

“In the last 3 years [*that is, since 2020*], the use of GANs for image generation has been overtaken by diffusion models which take inspiration from fluid dynamics. These models work by repeatedly applying gaussian noise on an image (imitating the diffusion process of fluids or heat), and then denoising the result in equally many steps. In a departure from GANs’ implicit modeling, diffusion models return to using a reconstruction loss. The advent of Stable Diffusion and related models has resulted in a proliferation of commercial and non commercial image generation tools that use them. Stability AI’s Stable Diffusion and its commercial product Dream Studio, OpenAI’s DALL-E 2, and Midjourney are the most popular systems built on diffusion models [...] Midjourney used Stable Diffusion in past releases, Midjourney does not disclose underlying model information for its current releases.”



Il training dei sistemi genAI

WEB SCRAPING:

accesso e riproduzione di contenuti presenti nella rete, protetti da copyright e non

nel diritto UK, l'eccezione per Text and Data Mining tutela lo scraping solo per finalità di ricerca non commerciale; uso commerciale non è coperto da eccezione generale

Copia in archivio? Non proprio

nei *diffusion models* non vengono conservate copie recuperabili delle immagini (sono strutture matematiche apprese nello spazio latente)

il processo di training comporta comunque copie tecniche, anche temporanee – questo aspetto potrebbe essere giuridicamente rilevante

Copyright, Designs and Patents Act 1988 - UK

Section 9(3) CDPA

In the case of a literary, dramatic, musical or artistic work which is computer-generated, the author shall be taken to be the person by whom the arrangements necessary for the creation of the work are undertaken.

Section 16(1) CDPA

The owner of the copyright in a work has ... the exclusive right to do the following acts in the United Kingdom — (a) to copy the work

Section 29A(1) CDPA

The making of a copy of a work by a person who has lawful access to the work does not infringe copyright in the work provided that the copy is made in order that the person can carry out a computational analysis of anything recorded in the work for the sole purpose of research for a non-commercial purpose.

Getty Images v. Stability AI

<https://www.dentons.com/en/insights/articles/2025/november/5/ai-gains-stability-uk-court-finds-no-secondary>

November 5, 2025

Case: *Getty Images v. Stability AI* [2025] EWHC 2863 (Ch)

Decision: No secondary copyright infringement; trade mark infringement found, but on very limited basis

Key finding: The *Stable Diffusion* AI model is not an "infringing copy" under the Copyright, Designs and Patents Act 1988 (**CDPA**), since it does not store or reproduce Getty's photographs, and so the model's importation/possession does not infringe under sections 22 and 23 of the CDPA

In the English courts' first major contact with IP infringement in AI model training, secondary copyright infringement has *not* been found.

Sitting at the crossroads of AI innovation and IP protection, this was a case the tech and creative industries were watching with bated breath. The decision deals a significant blow to rights holders attempting to pin down AI developers who use their copyrighted works to train their models without consent, although as the primary infringement claim was dropped by Getty earlier on, the extent to which AI developers might be liable for training their models *within* the UK remains an open question.



La questione decisiva resta aperta

<https://www.osservatorio-ip.it/2025/12/05/getty-images-vs-stability-ai-lalta-corte-di-londra-in-tema-di-copyright-e-tutela-del-marchio-per-lia-generativa/>

Sentenza del 4 novembre 2025: Non c'è violazione perché il modello non conserva copia delle immagini di training; il training però **non** è stato giudicato; accuse ritirate per ragioni probatorie e giurisdizionali.

Una zona grigia

Secondo alcuni (cfr. Rosati 2025; Dornis & Stober 2025), training = violazione del copyright

Non varrebbe infatti l'eccezione per il Text & Data Mining (Section 29A(1) CDPA)



Using Artificial Intelligence (AI) Tools in your Work



At Bloomsbury, our mission is to publish books and digital resources of excellence and originality. Our approach is people-first, placing human creativity at the heart of what we do. Our purpose is to promote a culture of reading and learning to the widest possible audience.

We publish many different types of work for many different audiences across the consumer and academic publishing landscape. We know that many of our authors and illustrators will not wish to use AI tools in their work. At the same time, AI-based technologies are now widely available as assistive tools, and may offer helpful solutions in some contexts, particularly when used to support, rather than replace, human creativity. In recognition of this, we acknowledge the value that AI tools and technologies can bring to creative processes, while also remaining mindful of the risks they pose. These risks include bias and factual inaccuracy, provenance, and the potential loss of an author's or illustrator's intellectual property rights.

To that end, we have created our AI policy and the accompanying FAQs guidance to help our authors and illustrators navigate this rapidly developing space. The policy sets out clear parameters regarding how, and the extent to which, you may use AI tools in the ideation, creation and development of work submitted to Bloomsbury.

Please read the policy and the FAQs carefully. If you have any questions or concerns at all, please speak to your point of contact at Bloomsbury. Bloomsbury continues to monitor ongoing developments in this area closely and we will adjust or refine this policy as appropriate.

La policy di Bloomsbury (dicembre 2025)

<https://www.bloomsbury.com/us/connect/contact-us/ai-policy-for-authors-and-illustrators/>

Bloomsbury's AI Policy for Authors and Illustrators – A summary:

Using AI as an assistive tool:

- ✓ You may use AI tools for research and brainstorming
- ✓ You may use AI tools to assist in the editing of text and in the preparation of certain associated text items, provided you use a private AI system
- ✓ You may use AI tools to edit or enhance images, as long as the editing is carried out using Adobe Creative Cloud, and the images being edited are your own original work

Using AI as a generative tool:

- ✗ You may not submit any AI-generated content (including text, translations, or images) to Bloomsbury for publication
- ✗ You may not use AI tools to generate or create images or other illustrative materials

Privacy and disclosure:

- ✗ You may not input your work, or sections of your work, to any publicly accessible AI system
- ✓ You must disclose any use of AI tools – beyond the research and brainstorming stage – to your point of contact at Bloomsbury
- ✓ Ask your point of contact at Bloomsbury if unsure about any of the above.

documento

La policy di Bloomsbury (dicembre 2025)

<https://www.bloomsbury.com/us/connect/contact-us/ai-policy-for-authors-and-illustrators/>

AI come strumento di assistenza

Bloomsbury **accetta** l'utilizzo di AI

- in fase di ricerca e brainstorming; non è necessario comunicare tale utilizzo all'editore.
- In fase di editing, sia di testo sia di immagini **ORIGINALI**; e nella preparazione di abstract, parole chiave, indici **A PATTO CHE** si utilizzi un sistema privato.
 - Nel caso delle immagini, tutto il lavoro di editing su opere originali (anche di terzi) può essere condotto con strumenti AI solo all'interno dell'ambiente **Adobe Creative Cloud**

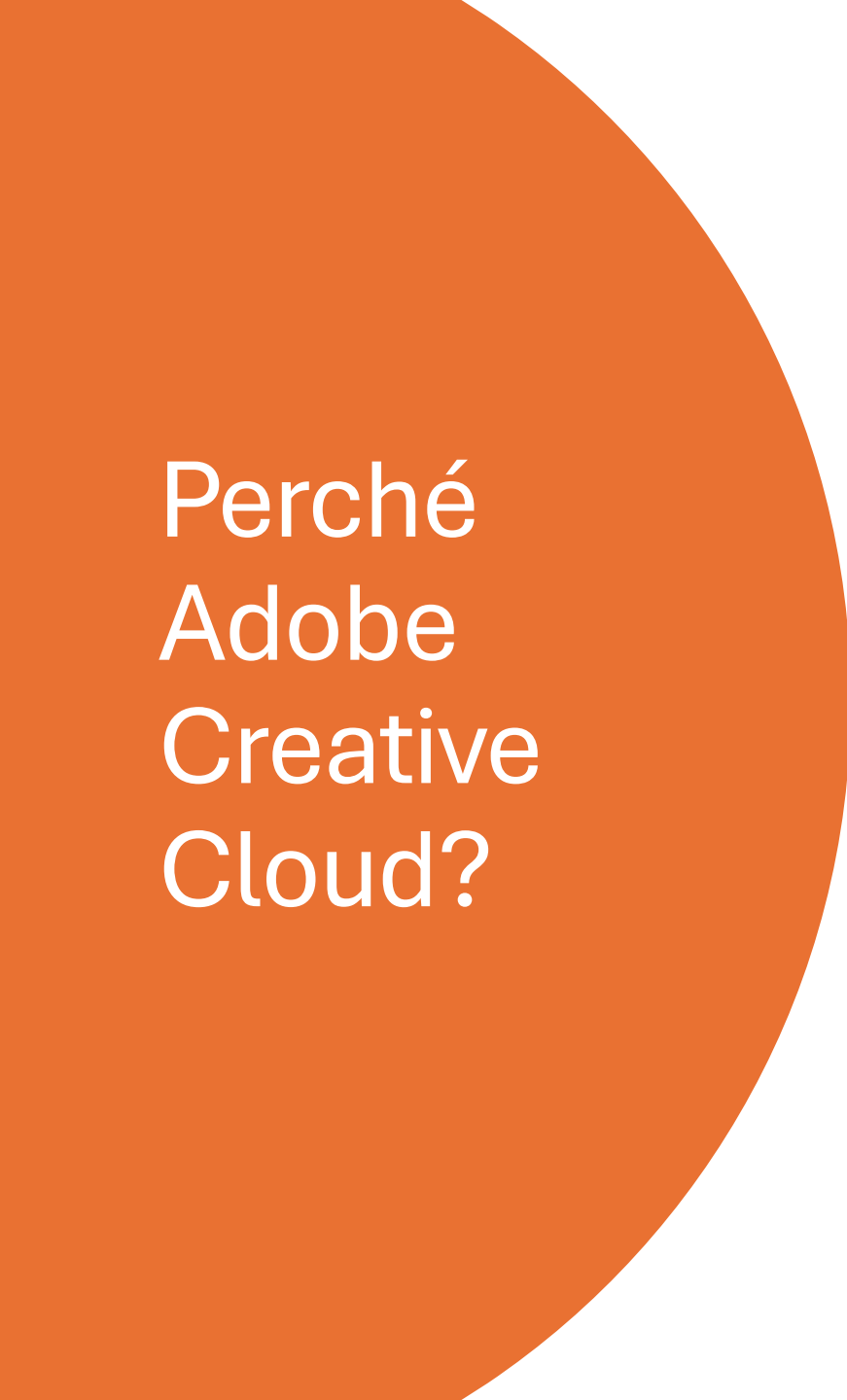
AI come strumento generativo

Bloomsbury **vieta** categoricamente

- Qualsiasi contenuto (testo e immagini) prodotto da genAI
- Non importa se tale contenuto viene successivamente modificato da un umano
- Lo stesso vale per **ogni** tipo di illustrazione (copertina o interne)

Sistemi privati VS sistemi pubblici

- Bloomsbury vieta qualsiasi utilizzo di sistemi AI pubblicamente accessibili (anche con abbonamento pro).
- Gli utilizzi concessi sono limitati esclusivamente a sistemi AI privati, cioè «fully owned or controlled by an organisation you are part of, and which your organisation has explicitly confirmed safeguards submitted user data and does not train its algorithm on user-submitted prompts and content.»

A large orange circle on the left side of the slide, partially cut off by the edge.

Perché Adobe Creative Cloud?

«Adobe provides specific and reliable guarantees for its Creative Cloud AI tools: the models are trained only on Adobe-owned or fairly licensed content, and none of the user's content is used for AI training or shared with any third party.»

Four blue curved lines of varying lengths, arranged in a diagonal pattern from the bottom right towards the center of the slide.

Una posizione conservatrice?

Principio di prudenza: approccio risk averse (zona grigia dal punto di vista legale)

Ma non si tratta solo di questo: la policy menziona questioni di «authorship, originality, integrity and professional standards.»

Alcune parole chiave

excellence –
originality – people-
first approach –
human creativity

bias – factual
inaccuracy –
provenance – loss of
intellectual property
rights



La difesa dell'ecosistema creativo

Jiang et al. 2023, 364: “While companies like Midjourney, Stability AI and Open AI who produce image generators are valued at billions of dollars and are raising hundreds of millions of dollars, their products are flooding the market with content that is being used to compete with and displace artists.”

Jiang et al. 2023, 366: “The proliferation of image generators poses a number of harms to artists, chief among them being economic loss due to corporations aiming to automate them away.”

Patto con i lettori

La policy “helps us [...] maintain the trust of our authors, illustrators and readers.”

Un atto di trasparenza (ci sono già prime forme di etichettatura: ***Organic Literature***, introdotto da Books By People <https://booksbypeople.org/>)

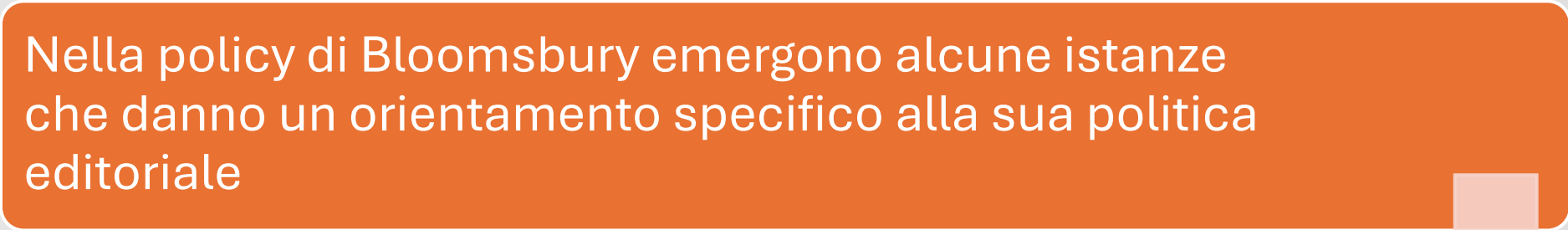


Questioni aperte

- La policy di Bloomsbury può essere sostenibile a lungo termine? le genAI potrebbero diventare onnipresenti e pervasive
 - Fino a che punto tiene la distinzione tra generazione illecita e brainstorming/ricerca lecita?
 - Questa policy non rappresenta, per assurdo, un limite per la creatività e lo sviluppo di una nuova estetica? Cfr. Trevor Paglen
-

Alcune conclusioni provvisorie

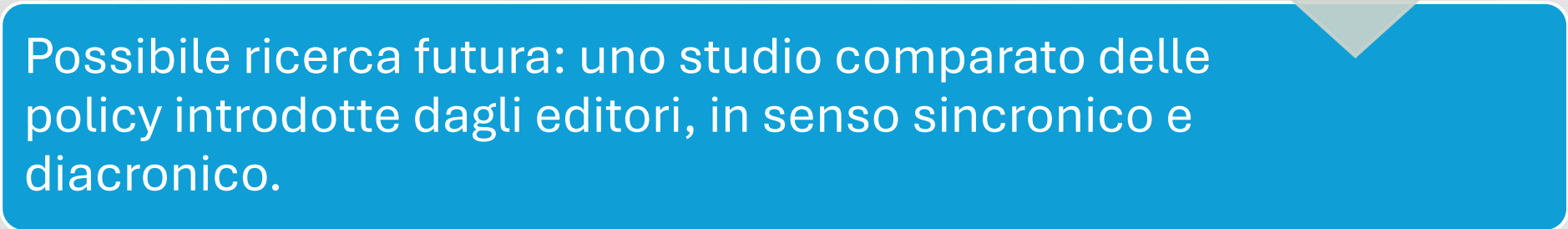
Nella policy di Bloomsbury emergono alcune istanze che danno un orientamento specifico alla sua politica editoriale

An orange rectangular box with rounded corners containing white text. A light orange arrow points downwards from the bottom right corner of the box.

Essa va oltre la questione del copyright, perché esclude categoricamente le immagini prodotte da AI; si tratta quindi di una vera e propria politica culturale

A green rectangular box with rounded corners containing white text. A light green arrow points downwards from the bottom right corner of the box.

Possibile ricerca futura: uno studio comparato delle policy introdotte dagli editori, in senso sincronico e diacronico.

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l'attenzione

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