



## **Maja Vande Velde**

Graycon Consulting  
Belgium

**From Venus to virtual: the female body and the future of women in a world full of AI**

### **Abstract:**

The representation of women and our views and beliefs of beauty, has been shaped by art, media, and technology throughout history—from the voluptuous Venus figures in Rubens' paintings to the stylized ideals of photography and advertising in the modern era. With the rise of AI, we stand at another turning point: will this technology liberate female representation, or will it further reinforce limiting stereotypes? This talk provides a historical overview, starting with the Baroque beauty standards of Rubens, followed by the influence of photography and advertising on female imagery in the 20th and 21st centuries.

### **Biography**

**Maja Vande Velde**, studied Film, Theater, and Literary Sciences, and developed a strong interest in how art and culture confront people with their worldview and themselves. After a 15-year career in media and television, she transitioned into marketing. With the rise of AI, she now focuses on helping businesses navigate AI solutions that truly meet their needs. As an activist, she is dedicated to defending women's rights in AI and tech, critically examining the impact of algorithmic systems on gender equality and representation.