



Italy

Topic:
Intellectual Property

Achievement:
Resilience through
Intellectual
Property Innovative
Practices

Sector:
Visual Arts

An IP storyteller through illustrations: Lorenzo Ceccotti

From book covers to film adaptations, Italian artist Lorenzo Ceccotti demonstrates how mastering intellectual property (IP) can turn creativity into opportunity. His work on Paolo Giordano's novel *Tasmania* illustrates how strategic licensing, awareness of contracts, and vigilance over AI clauses enable artists to safeguard and expand their vision across cultures and industries.

Challenge

Balancing creative freedom with legal and commercial realities from IP rights division to international licensing can be burdensome without sufficient IP literacy. In addition, the rise of AI introduces new challenges, from ethical concerns to the risk of IP rights exploitation.

Solution

Strengthening IP literacy and adopting a clear, flexible licensing strategy helps in balancing creative freedom with commercial structure. By maintaining territorial rights and negotiating transparent contracts, Lorenzo Ceccotti ensured that collaboration did not compromise ownership. At the same time, his advocacy for ethical AI use and explicit consent clauses safeguards creators against emerging forms of IP exploitation.

Impact

Through informed IP management and active advocacy, Lorenzo Ceccotti turned awareness into empowerment. His approach shows how knowledge of rights, transparent contracts, and ethical standards can protect creativity while enabling international collaboration. By championing fair AI practices and responsible licensing, he demonstrates that strong IP literacy is not only a safeguard but a pathway to sustainable creative freedom.

Milestones & Learnings

Licensed IP rights (copyright) of Tasmania book cover by territory, maintaining creative control.

Negotiated fair fees adapted to publisher size and market reach; and collaborated on design localisation for the Japanese edition.

Built sustainable income from licensing and royalties of his original IP.

Became an active advocate for fair AI regulation in creative industries from the experiences gained.

Key Takeaways

- Clear intellectual property (IP) rights allocation enables collaboration and mutual benefit between artists and publishers.
- A solid IP licensing approach safeguards your creative work in the market and makes your revenue streams sustainable.
- Awareness of AI-related clauses is vital for protecting IP rights in the digital age.
- Strong IP literacy empowers artists to negotiate confidently and sustain long-term careers.

Learn more about Lorenzo Ceccotti's works on his [official website](#).