



Swiss Camera Museum – Vevey  
*Murmurs. A seeing machine that uses (and subverts) AI*

*Murmurs*  
*A seeing machine that uses (and subverts) AI*

*By Mathieu Bernard-Reymond*

Exhibition from 18 March to 16 August 2026

Press kit

Available for download at [www.cameramuseum.ch](http://www.cameramuseum.ch)

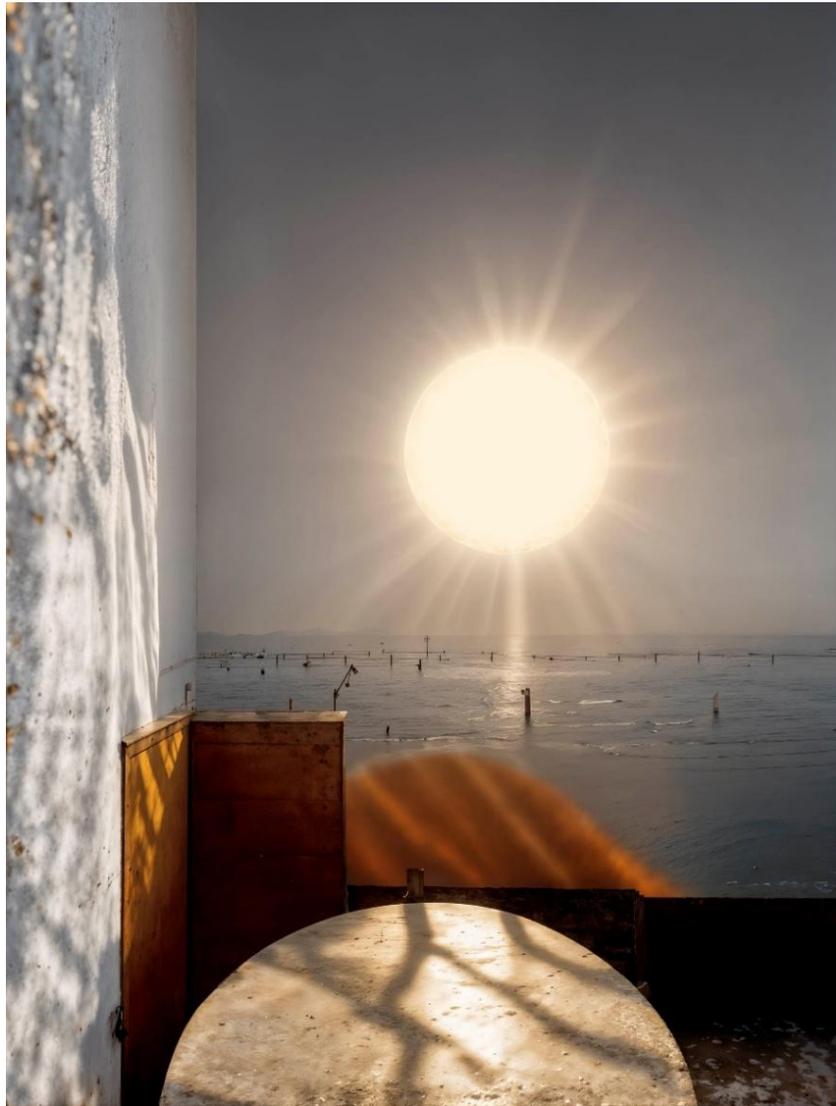


© Mathieu Bernard-Reymond, *Tu vois des choses dans l'espace vide* (You see things in empty space), 2025



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© Mathieu Bernard-Reymond, *Grand soleil* (Bright Sun), 2025



*Murmurs*

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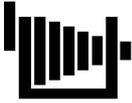
18 March-16 August 2026

How can we ensure AI is a tool for photography and not the other way around? To find out, French-Swiss photographer and artist Mathieu Bernard-Reymond designed a unique camera, in collaboration with the Swiss design studio Mouvement Studio, developed especially for the Swiss Camera Museum. The device features an AI system capable of listening to and processing what the photographer says when taking the shot, without needing to be connected to the internet. This new breed of apparatus blends the picture captured through the lens with the one dreamed up on the basis of the words spoken. The result is a whole new kind of dialogue between the photographer and the camera, reshaping the intimate process of taking pictures and interrogating our relationship with AI. Rather than casting artificial intelligence as wholly invisible, the device itself, the technology it uses and the images it produces invite us to consider AI as a tangible extension of the history of photographic art and technique.

(Short text, approx. 1000 characters)



Camera v2, from the series *Les murmures* (Murmurs), 2026  
Mathieu Bernard-Reymond, design: Mouvement Studio



## **Murmurs exhibition: introduction**

Are artificial intelligence and photography complementary fields of artistic creation, or anything but? This exhibition offers a rare peek behind the scenes at artistic and technological experimentation, inviting visitors to consider or rethink the role of art amid contemporary changes in images and the way we see them.

The Swiss Camera Museum in Vevey asked French-Swiss photographer and artist Mathieu Bernard-Reymond to investigate potential interactions between the traditional techniques involved in taking a photograph (aiming, framing and recording) and the possibilities opened up by AI for enriching rather than eliminating them. The emergence of systems capable of generating images from nothing more than text-based descriptions raises multiple questions – and concerns – about the impact of generative AI on the practice of photography. By placing language at the heart of the creation of images (which may now have no relation whatsoever to any real-world scene), AI is ushering in a new era and redefining the basic premises of artistic and visual creation.

To investigate these new challenges, Mathieu designed a unique camera, in collaboration with the Swiss design studio Mouvement Studio, with embedded AI that enables it to listen to what the photographer says when taking the photo and record, process and alter the picture accordingly. As well as preserving the procedure of taking a picture, this allows the photographer to ‘murmur’ their inner aspirations for what the scene in question should look like to the device. Doing so creates a new kind of relationship between the camera and the photographer, challenging the idea that AI has to be a dehumanising technology. Rather than casting artificial intelligence as wholly invisible, the device itself, the technology it uses and the images it produces invite us to consider AI as a tangible extension of the history of photographic art and technique.

*Murmurs* also interrogates the nature of the creative process in an age of generative technology: how can artists work ‘alongside’ a machine and its language whilst simultaneously ‘subverting’ its programming by hijacking or rejecting its automated responses? Eschewing both fascination and condemnation, the project takes an open-minded stance, highlighting the issues, limits, resistance and potential this type of technology is now bringing to the fore.

The exhibition is supported by the Friends of the Swiss Camera Museum, the Canton de Vaud, the Givel Foundation, the Loterie Romande and Pro Helvetia - Swiss Arts Council.



## Mathieu Bernard-Reymond: biography

Mathieu Bernard-Reymond is a French-Swiss photographer born in Gap, France, in 1976.

After reading literature, politics and art history, Mathieu Bernard-Reymond turned to photography, studying at the Vevey Professional Teaching Centre (CEPV) in Switzerland. Since then he has explored new forms of imaging that combine poetic sensitivity and experimentation with digital technology.

His work questions and transforms landscapes, architecture and information, which he sees as another pliable material forming part of constantly evolving visual language. His work combines generative technology and data manipulation to produce pictures that push the boundaries of traditional photography to open up new perspectives.

Alongside his artistic work, Mathieu teaches digital technology at CEPV Vevey, sharing his expertise and interest in image innovation.

His works have been awarded several prestigious awards, including the HSBC Prize (2003), awards at the Rencontres d'Arles (2005) and Paris Photo (2006) festivals and the Arcimboldo Award for digital photography (2009). Some of his works have been preserved in the Nicéphore Niépce museum (France), Photo Elysée (Switzerland), the French Contemporary Art Archive and the Lausanne Contemporary Art Archive.

## Prior work: commentary by Mathieu Bernard-Reymond

*Murmurs* is a natural extension of exploratory work I began three years ago. Since 2022, when models that could generate images from text prompts first appeared, I've been trying to approach this new technology from a poetic, human standpoint. The disasters portrayed in *Weather*, the faded, melancholy moments of intimacy featured in *I think I've forgotten this before* and the mysterious images in the series *D'après Ramuz* (After Ramuz) are my attempts to get to grips with these new artistic methods, where the artist's limited control and the imperfect results form part and parcel of their artistic potential. What I've learned from these tools has informed, confirmed and extended what I've learned in twenty years' worth of photography: for me, the appeal of technology lies not in its alleged progress but in its potential to surprise us with what its imperfections can deliver, to the extent that the challenge becomes that of organising this chaos just enough to reveal its potential. The series of photographs produced for this project might be expected to be similar in style to their predecessors but also markedly different given how IA tools are increasingly geared to producing realistic pictures. However, what actually stands out here is not detachment from the artificial aspects of AI but the opposite, by leveraging its intrinsic characteristics.



## Key dates

### **“From ‘Shirley cards’ to AI: racial bias in photography”**

Saturday 21 March 2026, 2-3.30pm

This workshop will allow participants to explore AI bias in image generation. It is being held as part of the Action Week against Racism, in partnership with the Department of Social Cohesion.

*Open to all / free of charge / registration:*  
<https://www.vevey.ch/SACR>

### **“The seeing machine like you’ve never seen it before”**

Workshop by Mathieu Bernard-Reymond

Saturday 28 March 2026, 1-3pm and 3-5pm

During this workshop, Mathieu Bernard-Reymond will be revealing all the hidden details of the camera he devised for this project. He will be helping participants create an image of their own to take home.

*Ages 12 and up / CHF 20 / registration required*

### **Guided tours by Mathieu Bernard-Reymond**

Thursday 30 April 2026, 6.30pm, Saturday 2 May and 6 June, 2pm

Visit the exhibition *Murmurs* with photographer Mathieu Bernard-Reymond as he presents his work and his unique camera and tells the story of the project, its design, and the different questions that arose during its development.

*Open to all / free of charge / no registration required*

### **Riviera Museum Night**

Saturday 30 May 2026, 5pm-11pm

The museum is celebrating the Riviera Museum Night with *La Flèche du Temps* (Time’s Arrow), a video by Mathieu Bernard-Reymond, and guided visits of the *Murmurs* exhibition.

*Open to all / free of charge / no registration required*

### **“Computational Museology”**

Talk in English by Sarah Kenderdine, lecturer at the Swiss Federal Technology Institute of Lausanne (EPFL) (simultaneous translation into French available)

Thursday 4 June 2026, 6.30pm, followed by an aperitif

Computational museology is a system bringing together artificial intelligence and data management, ontology and visualisation, and the general public with the world of knowledge through in-person participation. The approach aims to link all forms of culture and materiality: artefacts, knowledge systems, representation and participation. The talk will focus on a series of works by the *Laboratoire de muséologie expérimentale (eM+)* (Laboratory for Experimental Museology). Over and above digital objects, the works offer a new type of experience combining museological expertise and emerging technologies.

*Open to all / free of charge / no registration required*



### Guided tours of the permanent and temporary exhibitions

Sunday 5 Avril / 3 May / 7 June / 5 July /  
2 August 2026, 2pm

Learn all about the history of photography and visit the exhibition *Murmurs* in the company of a museum guide!

*Open to all / free of charge / duration 1 hour / no registration required*

*Guided tours for groups can be arranged from Tuesday to Friday (booking required).*

### Photogram workshop

Develop a photograph yourself. You'll be able to take the resulting photogram home from the workshop as a souvenir!

*Ages 7 and up / CHF 7 (plus admission fee) / duration 45 min. / 1-5 participants. / weekends and school holidays / registration required*

### Black and white print workshop

Come with developed black and white negatives (135 mm or 120mm formats only) and learn how to make your own prints.

*Ages 10 and up / CHF 12 (plus admission fee) / duration 2 hours / 1-5 participants / weekends and school holidays / registration required*

### Le Club

This course alternates between practical workshops and assignments to be carried out using camera equipment loaned by the museum. It includes work on digital and analogue image processing, as well as advice and discussion. Le Club is an excellent way in to the contemporary practice of photography.

*Ages 10-16 / CHF 200 for 11 classes / Classes last 1.5 hours / Wednesday afternoons / registration required*

### Birthdays

There are two ways of celebrating a birthday at the museum! *The Photo Lab* or *The Magic of the Lantern*.

For more details, visit [www.cameramuseum.ch/en/visit/](http://www.cameramuseum.ch/en/visit/)

### School groups

For more details of activities for school groups, visit [www.cameramuseum.ch/en/visit/school/](http://www.cameramuseum.ch/en/visit/school/)

### Laterna magica

For younger visitors, *Laterna magica* uses a restored large-format magic lantern to bring back all the magic of slide projection before the age of cinema.

Classes: 1P (reception) and up / registration required

### Let kids be your guides

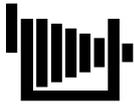
Children have one hour in which to learn about the history of photography and its techniques – and how to become museum guides for their own families. At the end of the visit, they receive a guide certificate allowing them to show their families and friends around the museum, at a reduced rate for all group members.

Classes: 5-8P / registration required

### Photography trip to Lavaux

Become a photojournalist for a day in an idyllic setting during a day out that starts at the Swiss Camera Museum before moving on to the heart of the terraced vineyards of Lavaux.

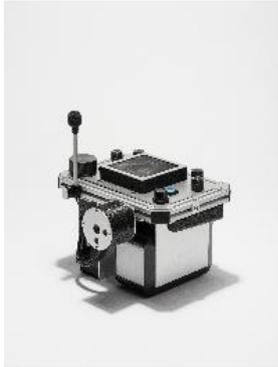
Classes: 5P and up / registration required



## Press photos

Photos can be downloaded from [www.cameramuseum.ch](http://www.cameramuseum.ch)

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Camera v2, from the series *Les Murmures* (Murmurs), 2026  
Mathieu Bernard-Reymond, design: Mouvement Studio



© Mathieu Bernard-Reymond, *Grand soleil* (Bright Sun), 2025



Lanterne magique (Lanterna magica), from the series  
*Les Murmures* (Murmurs), 2026  
Mathieu Bernard-Reymond, design: Mouvement Studio



© Mathieu Bernard-Reymond,  
*Les images se défont comme des châteaux de sable*  
(Images falling apart like sand castles), 2025



© Mathieu Bernard-Reymond,  
*Tu vois des choses dans l'espace vide*  
(You see things in empty space), 2025



© Mathieu Bernard-Reymond,  
*Et tout le reste ce sont des miroirs aussi*  
(And everything else is mirrors too), 2025



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### Media contact

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### Practical information

The museum is open from Tuesdays to Sundays, 11am-5.30pm and on bank holiday Mondays.

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