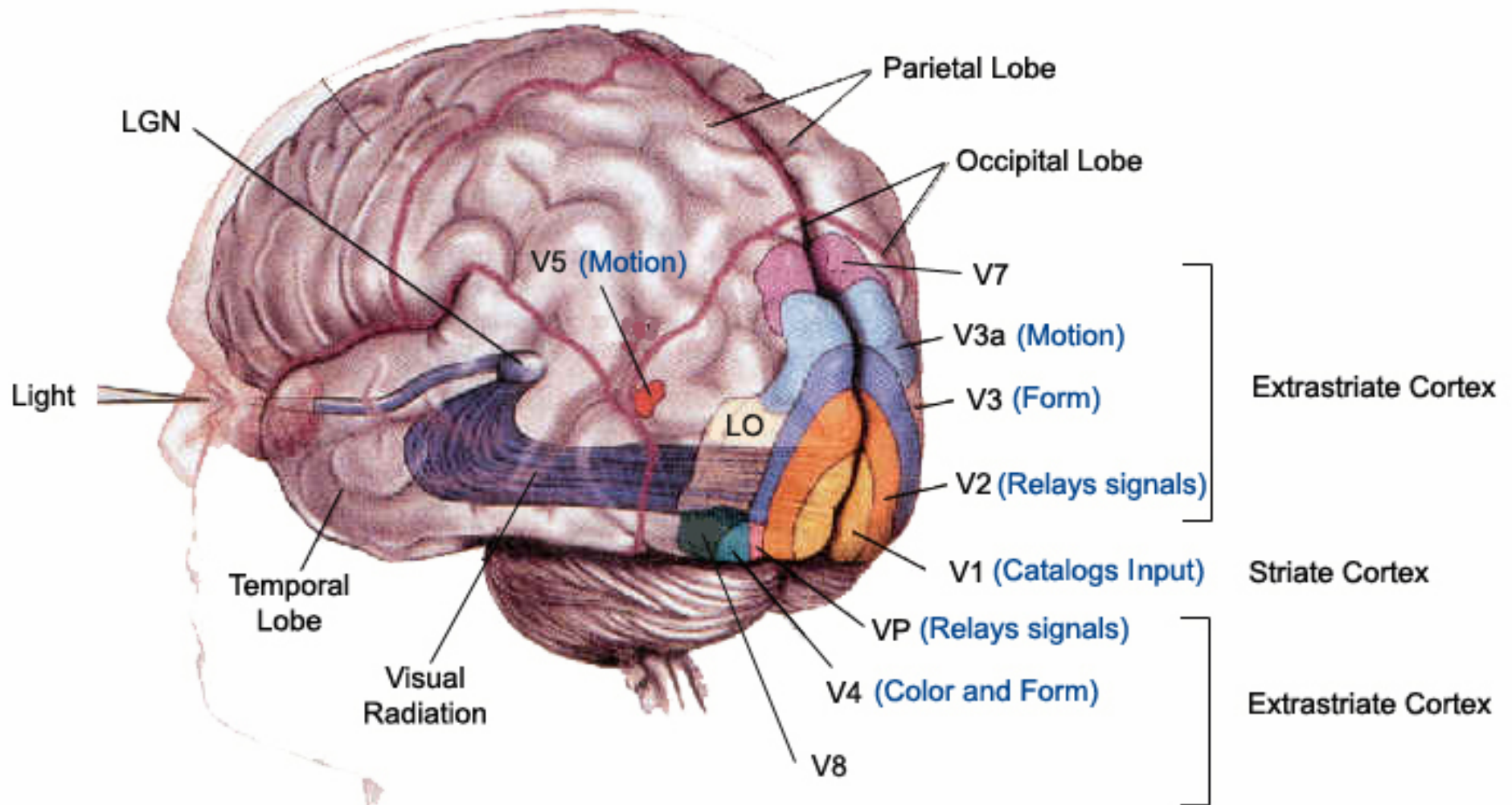


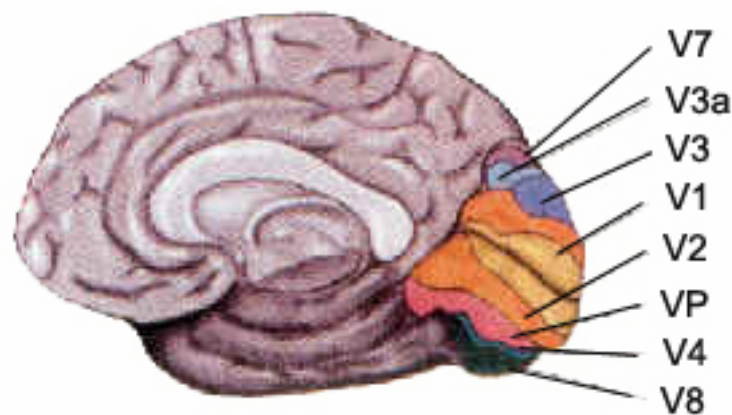
Playing with perception, an age-old human project.

To exploit flaws in our perception is to assume a critical position, separating the world from how we see it.

# Visual Cortices

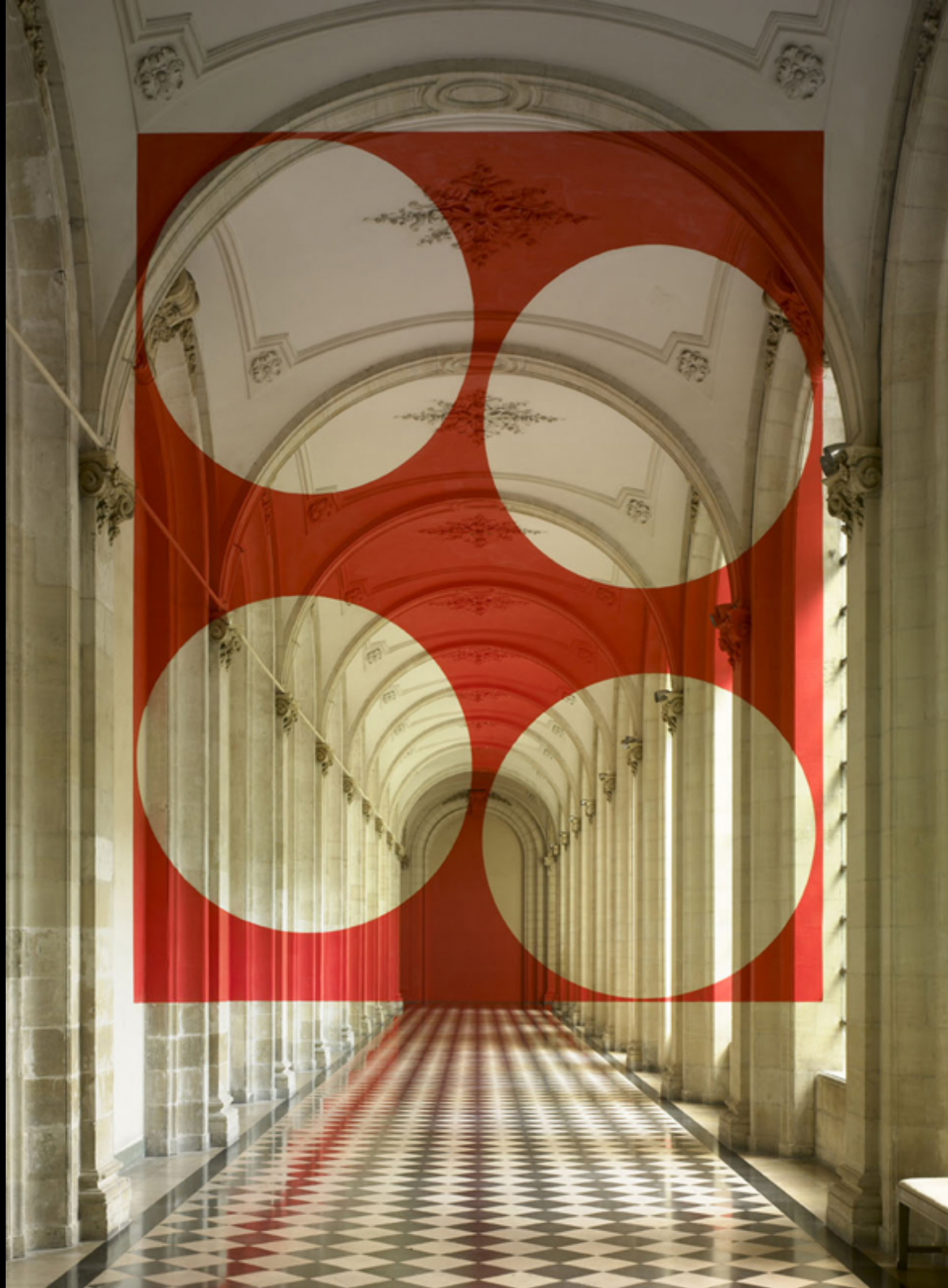


Sagittal Section



## Visual Cortex and cognition as site of exhibition:

- \* Perspectival Anamorphosis
- \* Trompe l'oeil
- \* Op Art
- \* Optical Illusion



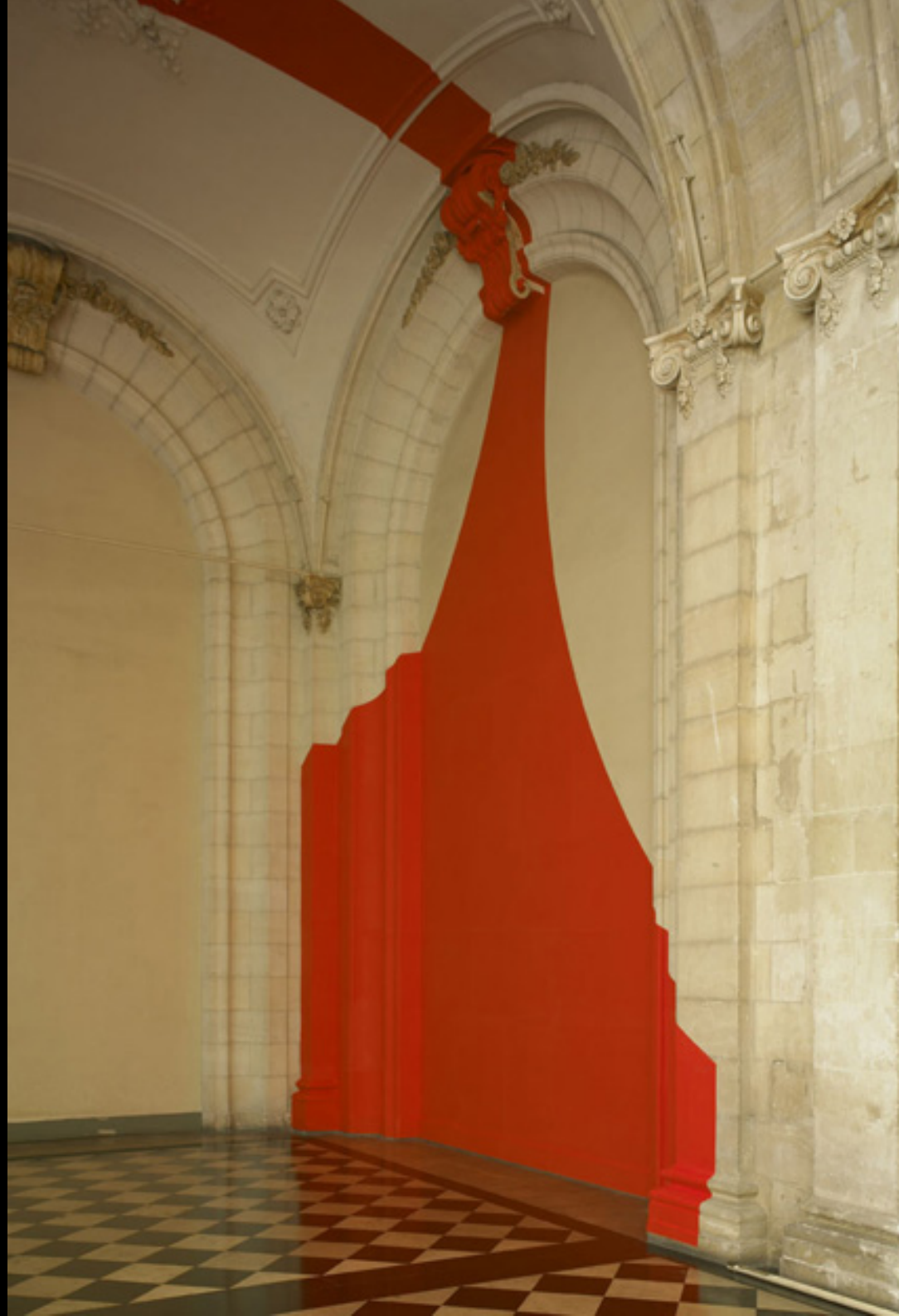
*Quatre disques  
dans le rectangle*

Felice Varini, 2007



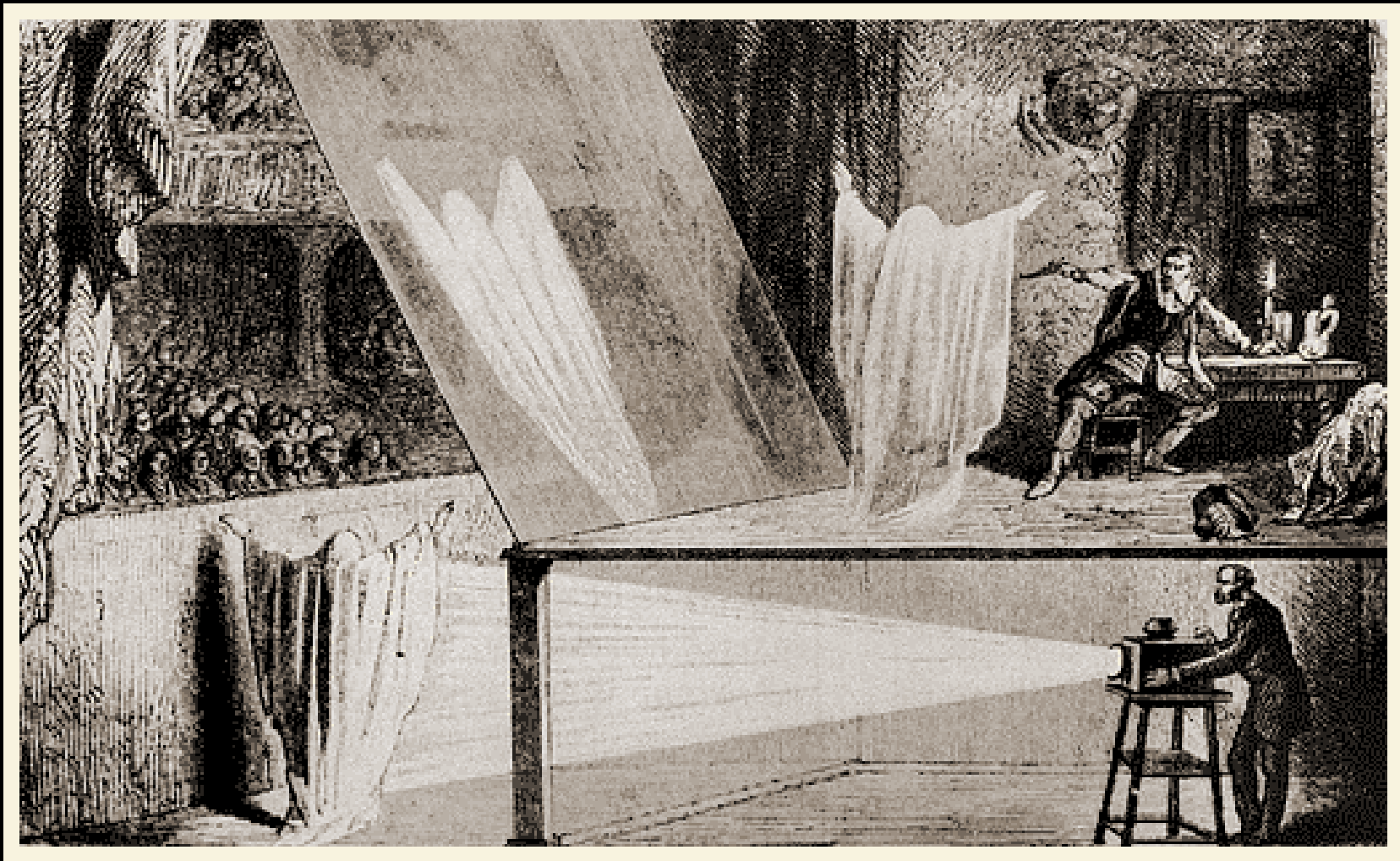
*Quatre disques  
dans le rectangle*

Felice Varini, 2007



*Quatre disques  
dans le rectangle*

Felice Varini, 2007



*Pepper's Ghost*



*Mind Your Step* – Erik Johansson, 2011



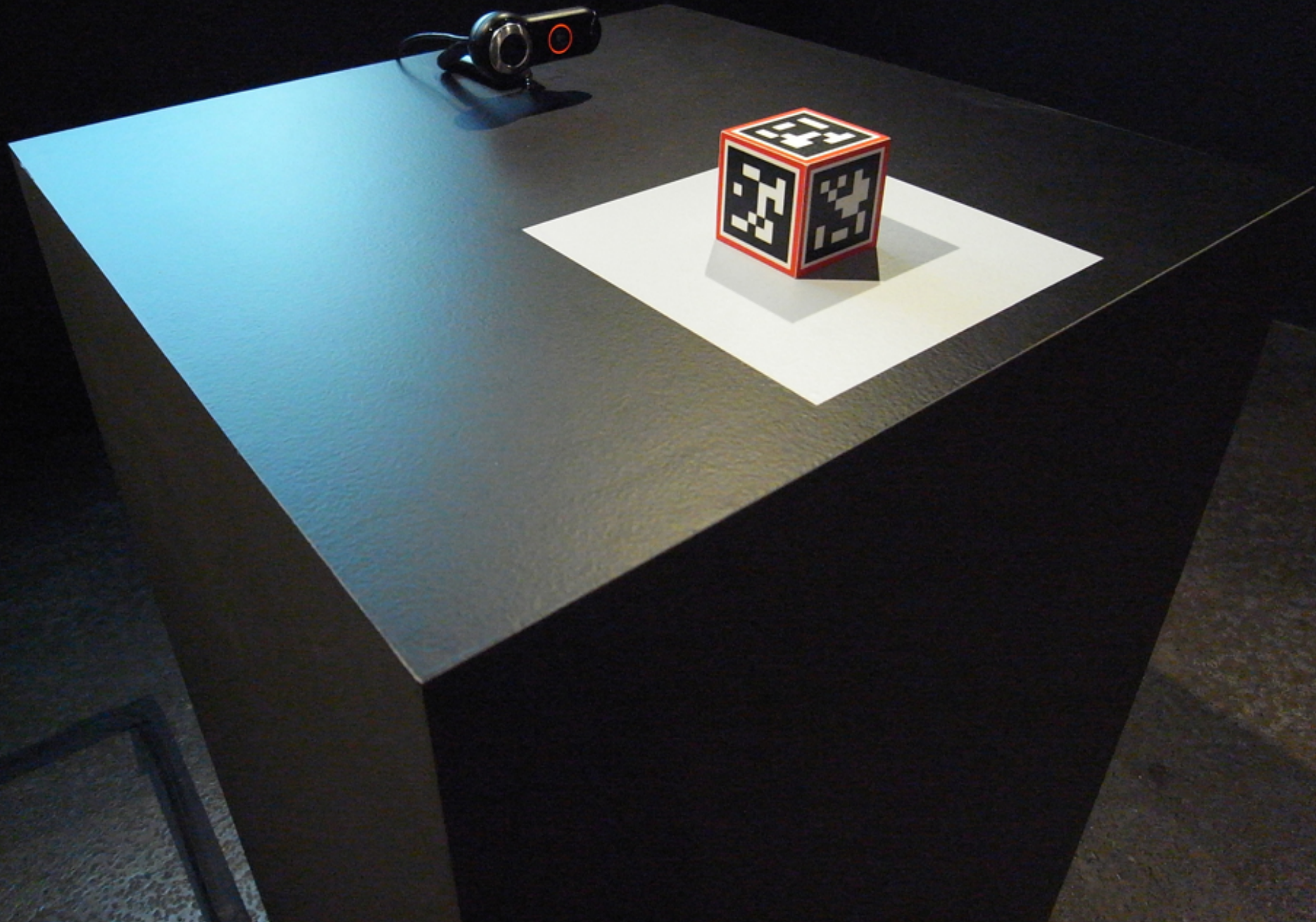


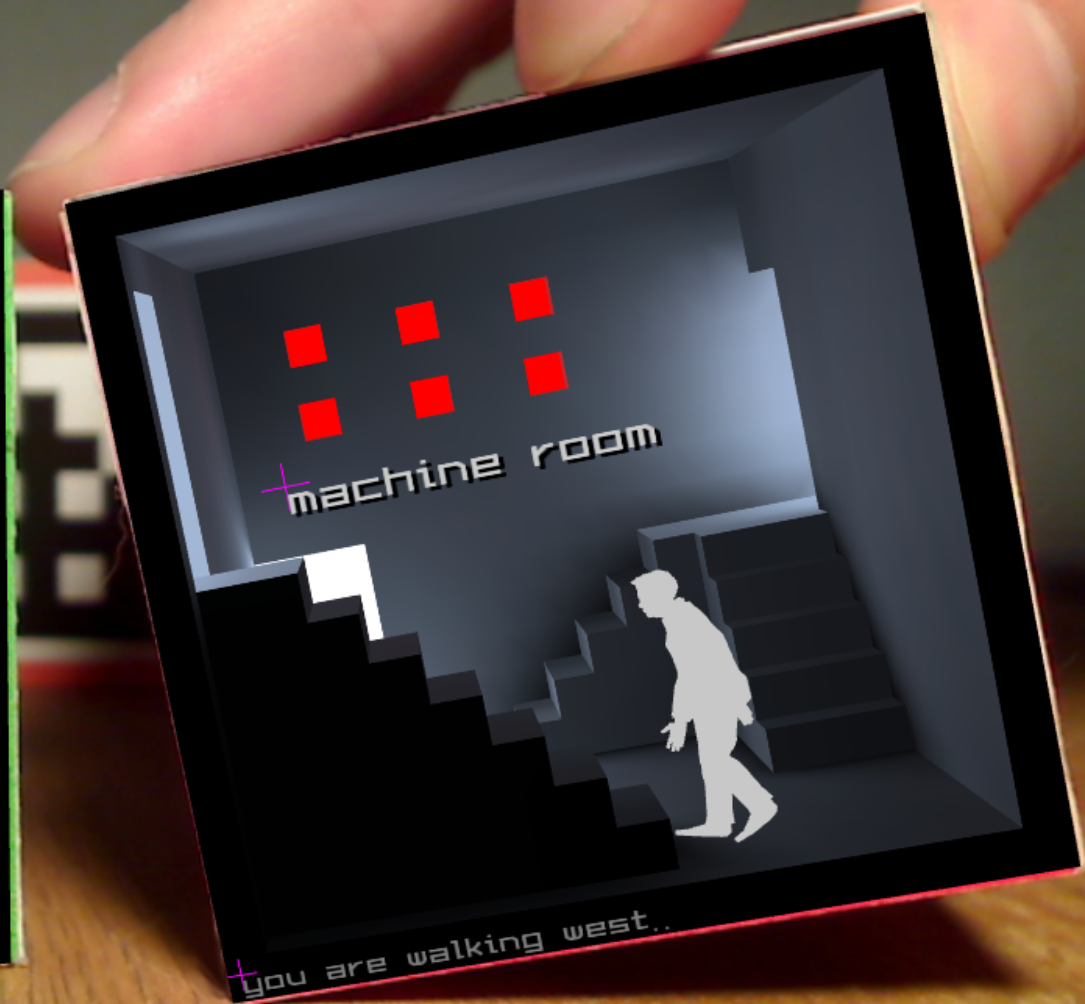


.. playing with believing

*AR = Augmented Reality*

*levelHead*, 2007-2008





AR, a replacement reality?

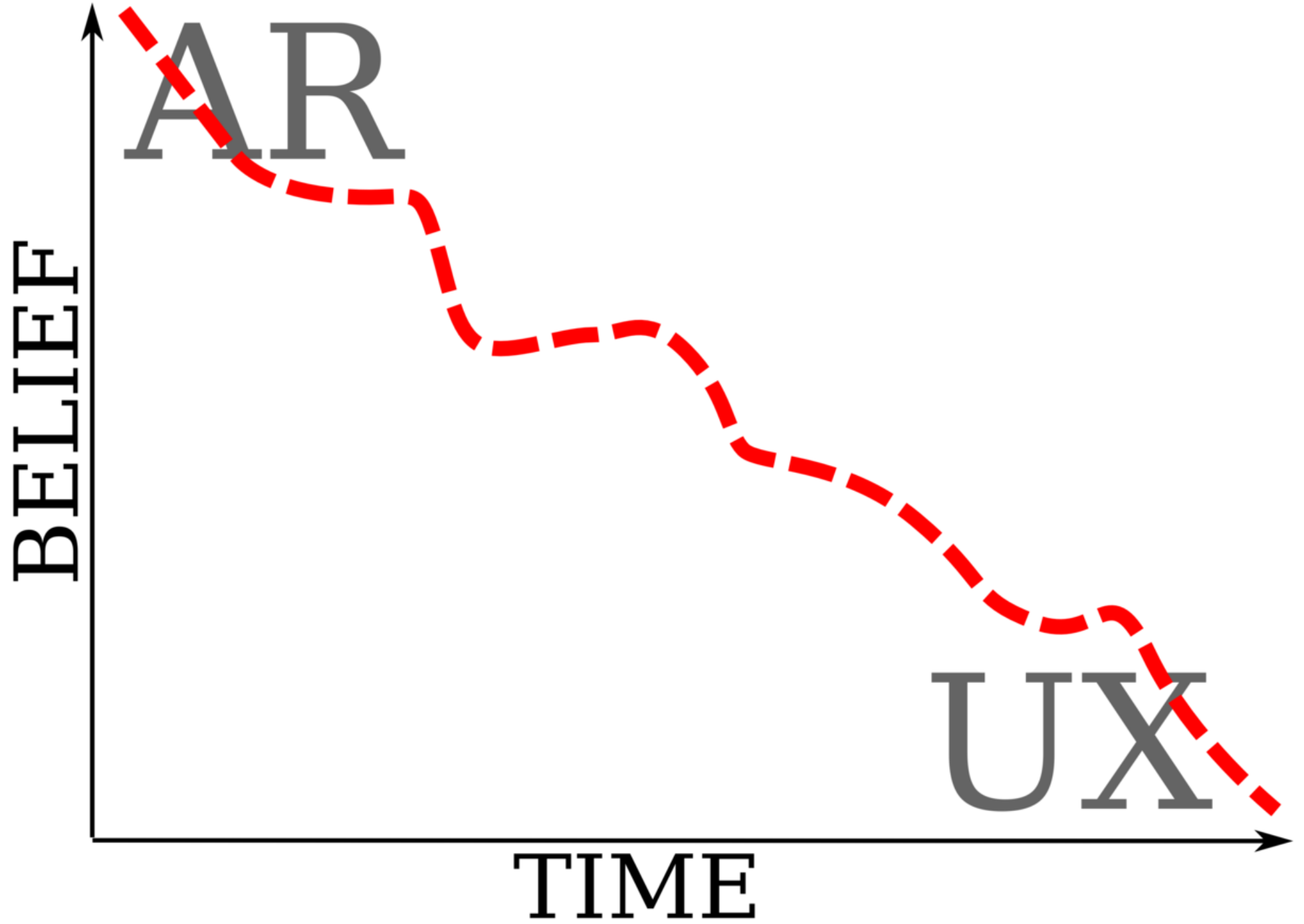


Traditional AR is a rarely experienced, rarely useful, occasionally engaging, screen experience.

The 'AR effect' -  
representing a *potential* within experience.

Don't mistake the *Medium for the Manipulation*

AR is a term soon to be obsolete.



My use of *Improved Reality* was to make a tactical separation with AR.

*The Artvertiser, 2008-2011*





your  
art  
here.

willemswerf

de Maas

→ Ring 6  
→ Ring 7

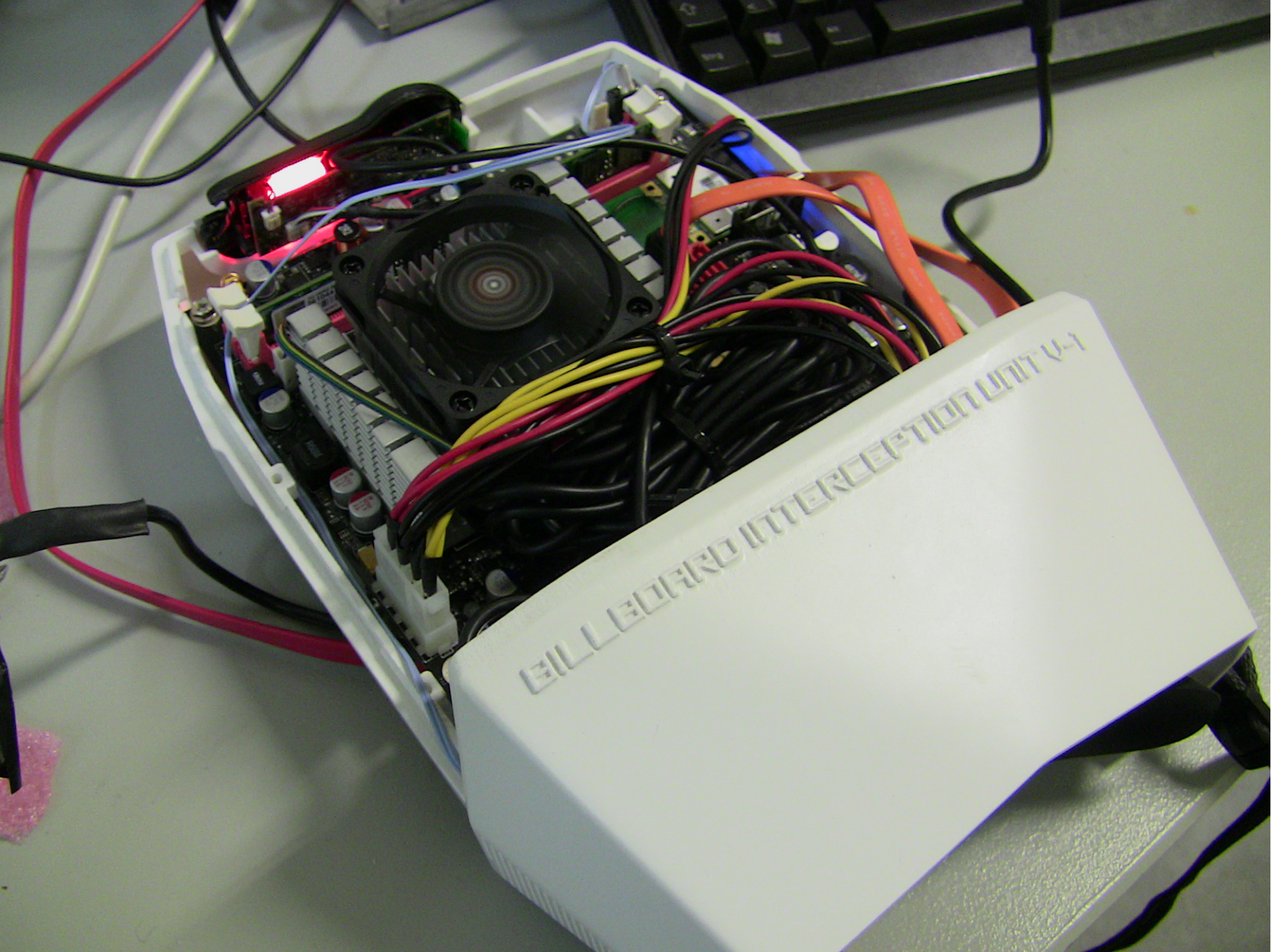
→ Havenkadehal  
→ De Waer  
→ Tropicon

Finest Fine

TE HUUR  
TE HUUR  
TE HUUR

WASSER  
WASSER

Making the un-negotiable, negotiable



KEYBOARD INTERCEPTION UNIT V-1







Maandag & Dinsdag:  
McChicken 2,-



Maandag & Dinsdag:  
**McChicken 2,-**

An advertisement for McDonald's McChicken. The ad is on a red background with a white diagonal line. On the left, a yellow background shows a chicken sandwich, a burrito with a chicken patty, and a box of chicken nuggets. On the right, a large McChicken sandwich is shown. The text 'Maandag & Dinsdag: McChicken 2,-' is at the top. A small McDonald's logo is at the bottom right of the ad.

Writeable cities

*Another way of knowing the familiar.*

Here however the improvement is negotiable, the participation voluntary..

*Newstweek*, Oliver and Vasiliev, 2011



1337



**Newstweek**



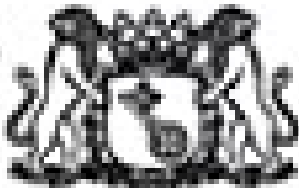
The browser-defined reality

the guardian



**ALJAZEERA**

CNN

ZEIT  ONLINE

**LATEST:** [Zambian opposition supporters in two mining towns riot over delays to election results](#)

## Greeks strike over new austerity



A 24-hour public transport strike hits Greece and a mass protest looms in Athens as anger mounts over a new raft of tough austerity measures.

[Hewitt: Greeks question suffering](#)

[Can Greece meet its targets?](#)

[Greek views: 'Sad faces'](#)

[Eurozone private sector shrinks](#)

### Watch/Listen



[Boat restaurant swept away in China](#)

[UK couple describe Amazon rescue](#)

Latest summary: [▶ Watch](#) [🔊 Listen](#)

**LIVE** [BBC World Service](#)

### Global shares drop on Fed warning

Global shares fall sharply after the Federal Reserve gives a stark warning about the state of the US economy.

[Why did Fed 'twist' in 1961?](#)

[Flanders: Twisting in the wind?](#)

### New images of falling satellite

An amateur astronomer has recorded images of the out-of-control UARS satellite as it tumbles in space ahead of its expected burn-up on Friday.



### Features & Analysis



#### State of fear?

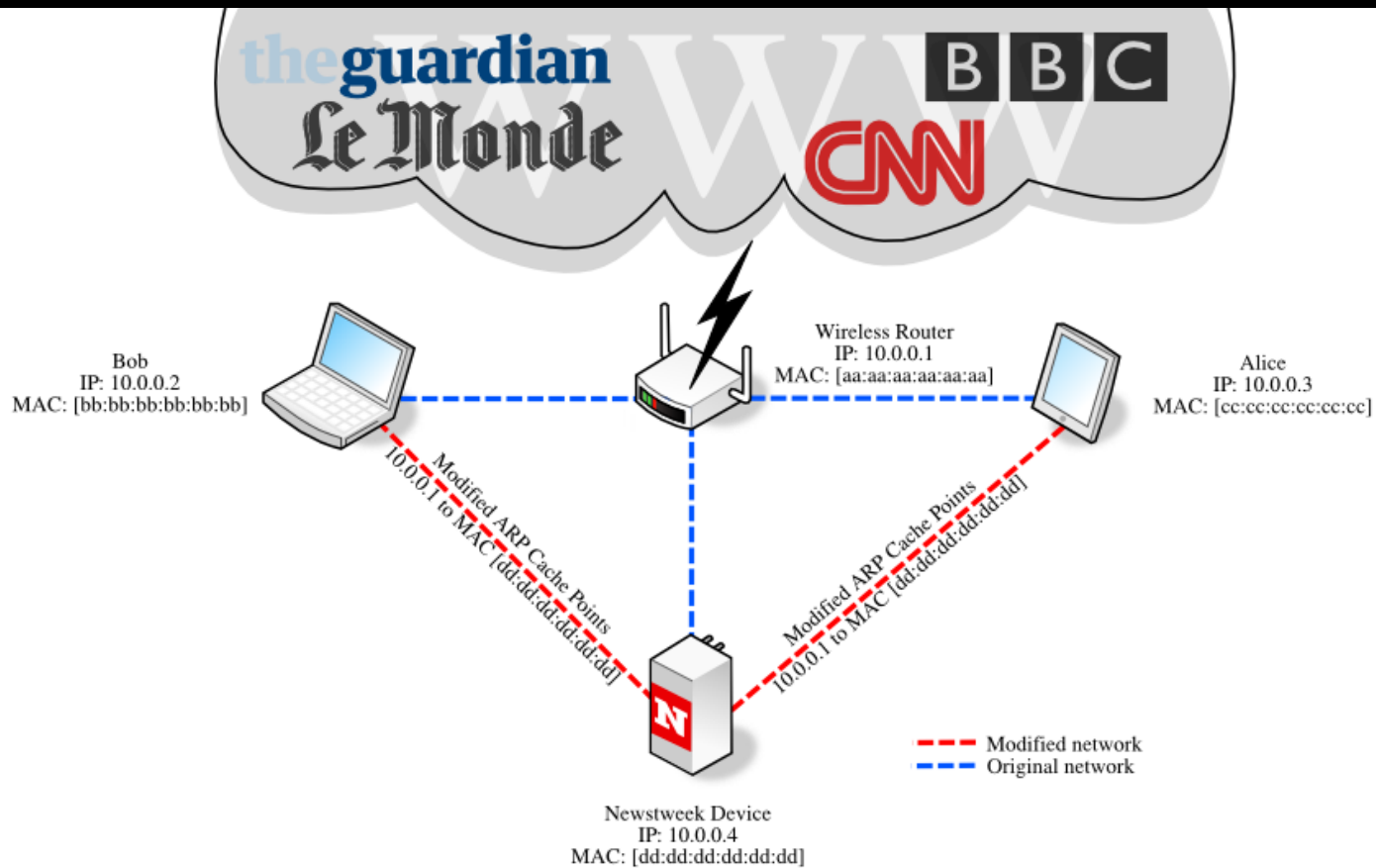
Israeli author says Palestine is seen as an existential threat



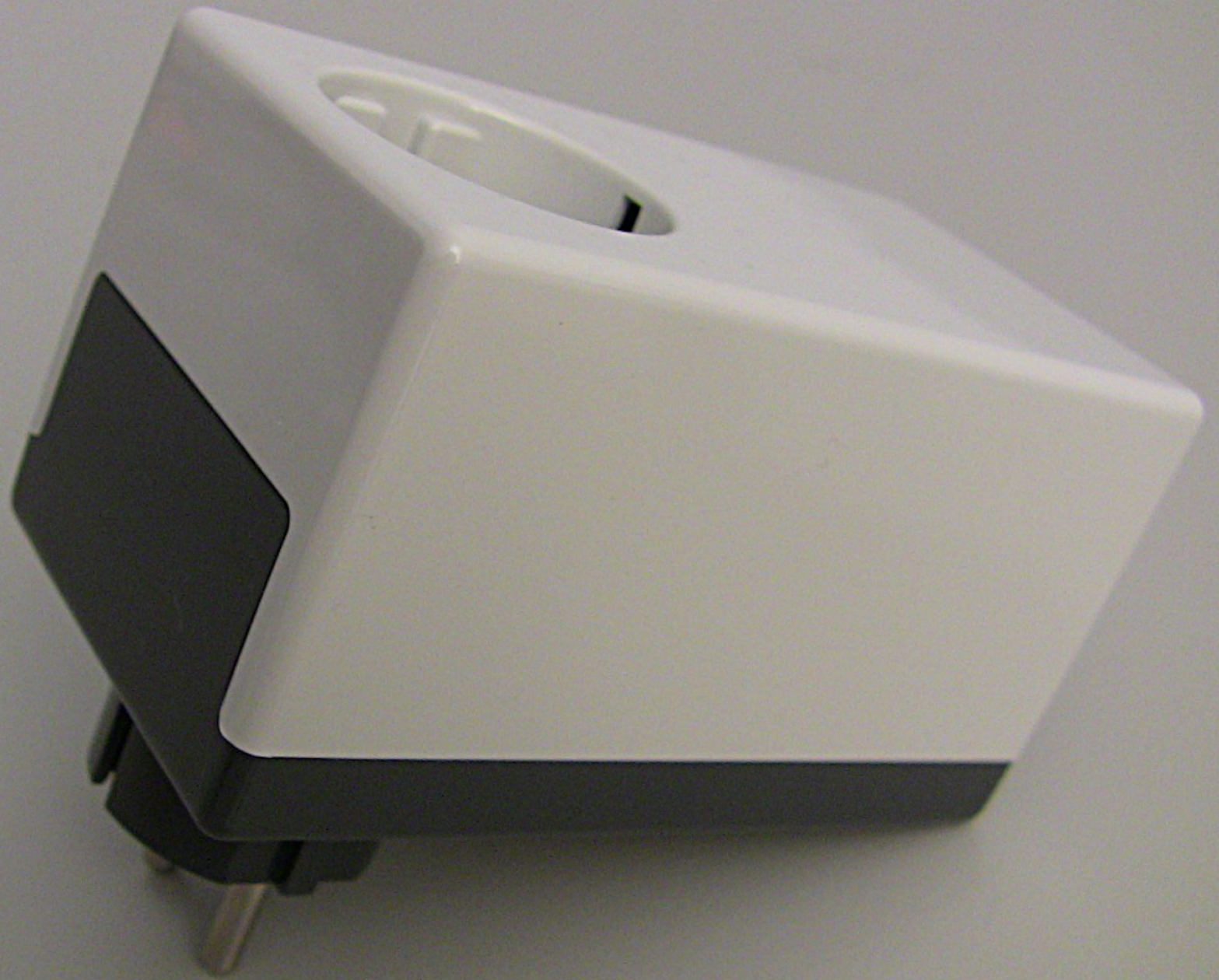
#### Front-line reporting

Can the essence of war be captured on film?

Every topology is a control structure.



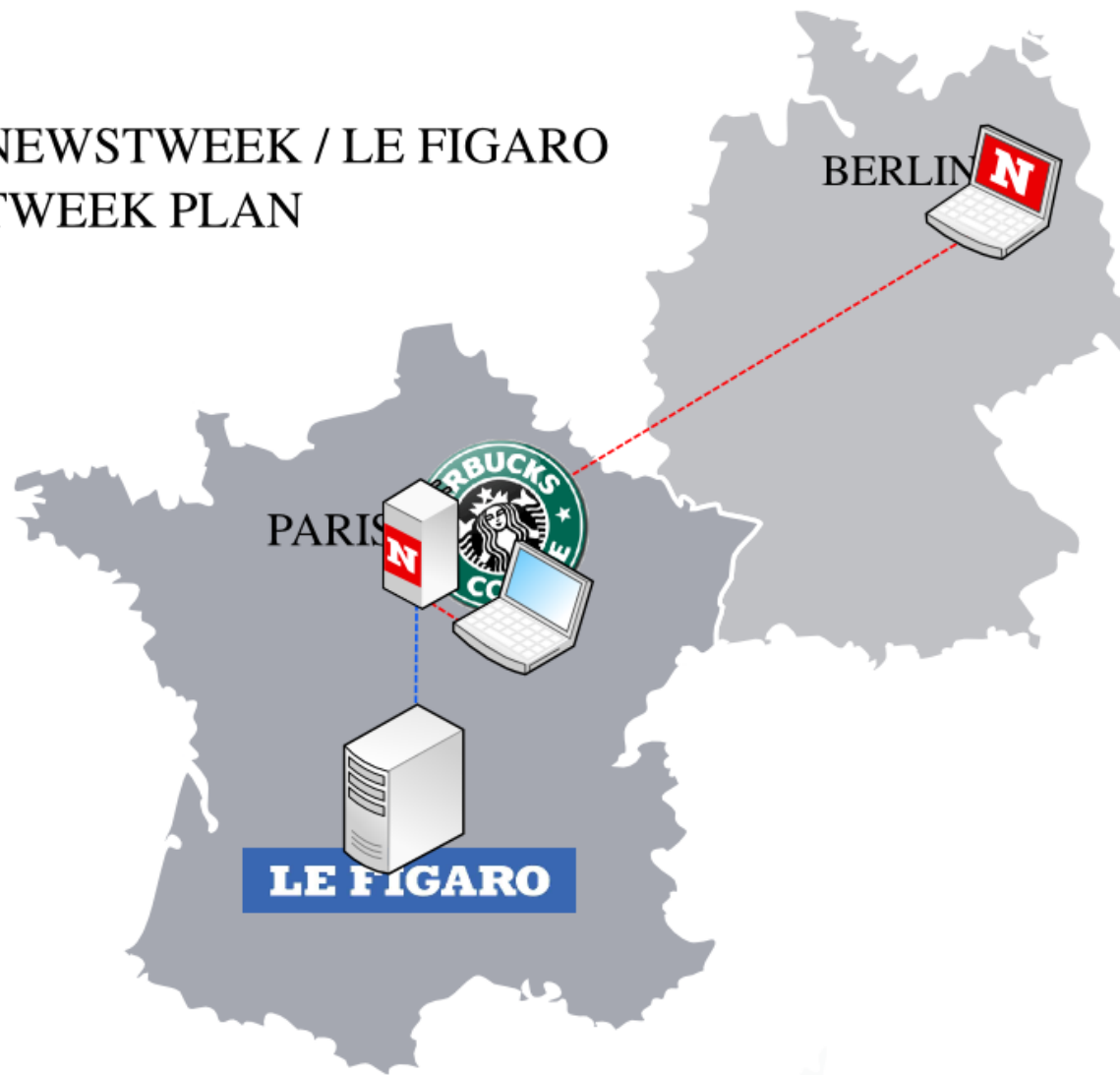
## NEWSTWEEK: NETWORK MODIFICATION DIAGRAM







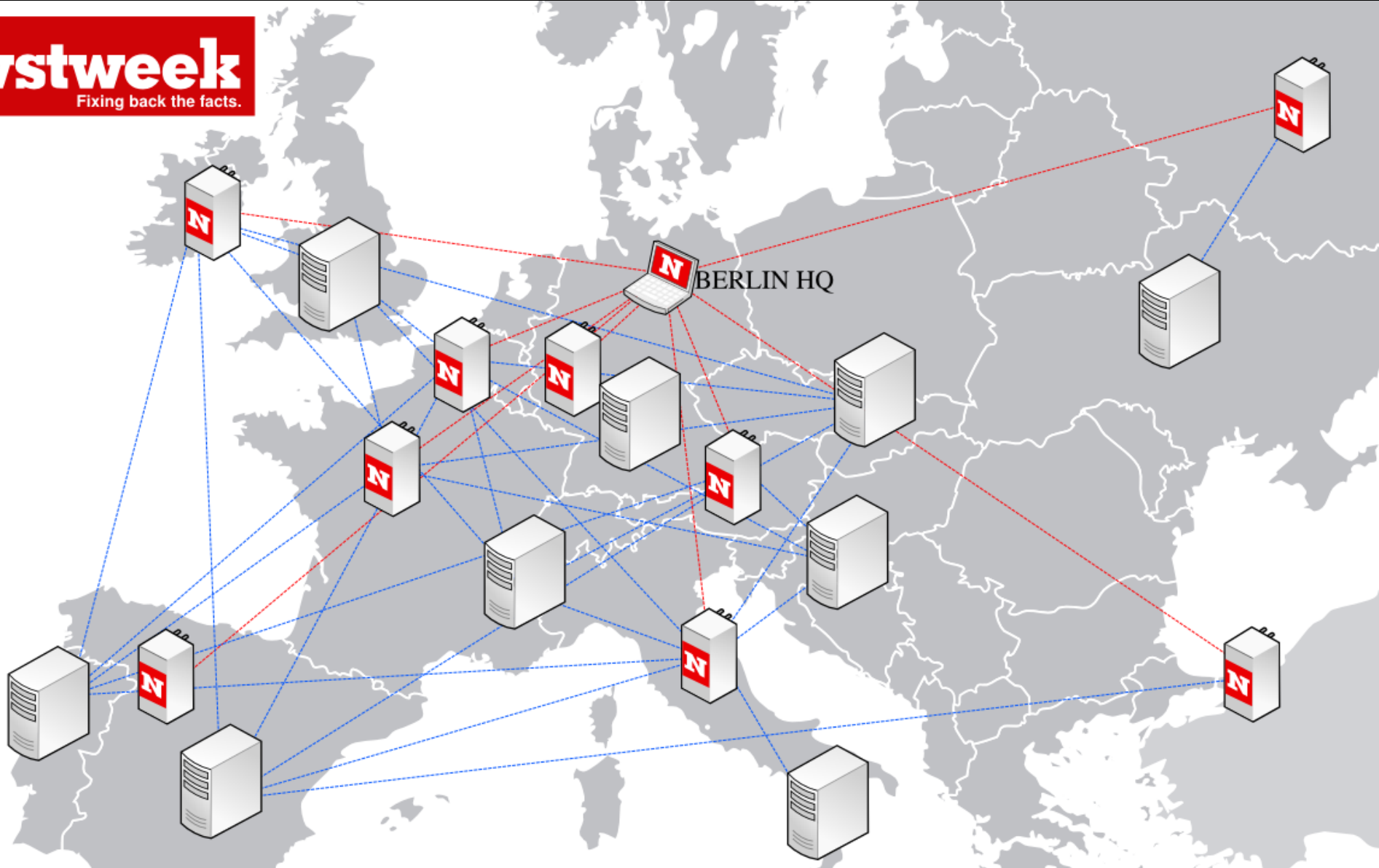
NEWSTWEEK / LE FIGARO  
TWEET PLAN



# Newstweek

Fixing back the facts.

news flow  
control net



Summarial Realities.