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MAY 08, 2009



14:27

[Magic and the Brain: Teller Reveals the Neuroscience of Illusion](#)

Highlights and Sticky Notes:



"Tricks work only because magicians know, at an intuitive level, how we look at the world," says Macknik, lead author of the paper. "Even when we know we're going to be tricked, we still can't see it, which suggests that magicians are fooling the mind at a very deep level." By reverse-engineering these deceptions, Macknik hopes to illuminate the mental loopholes that make us see a woman get sawed in half or a rabbit appear out of thin air even when we know such stuff is impossible. "Magicians were taking advantage of these cognitive illusions long before any scientist identified them," Martinez-Conde says.

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