DUDE.
So check this out:

Teller (from Penn & Teller) was published in NATURE. Not just nature, but Nature Reviews Neuroscience.

SCIENCE AND SOCIETY:
Attention and awareness in stage magic: turning tricks into research

Stephen L. Macknik, Mac King, James Randi, Apollo Robbins, Teller, John Thompson & Susana Martinez-Conde

Abstract
Just as vision scientists study visual art and illusions to elucidate the workings of the visual system, so too can cognitive scientists study cognitive illusions to elucidate the underpinnings of cognition. Magic shows are a manifestation of accomplished magic performers' deep intuition for and understanding of human attention and awareness. By studying magicians and their techniques, neuroscientists can learn powerful methods to manipulate attention and awareness in the laboratory. Such methods could be exploited to directly study the behavioural and neural basis of consciousness itself, for instance through the use of brain imaging and other neural recording techniques.

I want to read it. Bad. But Kent State is only to access this after a year delay. Anyone else out there in Live Journal land have access to this?

I so want to use Teller as one of my references. And a dissertation idea was born.....