



### Wired Magazine: Magic & the Brain

Posted by Magic Tony at 4/29/2009 02:01:00 PM



The most recent issue of Wired magazine contains a story about Teller's collaboration with neuroscientists Stephen Macknik and Susana Martinez-Conde (previously mentioned here) on the recent *Nature Neuroscience Reviews* article entitled "Attention and Awareness in Stage Magic." The article also contains a full deconstruction of a Penn & Teller classic, "Looks Simple," wherein a series of normal-looking behaviors involved with lighting and smoking a cigarette are revealed to be anything but normal. It's a perfect demonstration of how so much of our perception is driven by automatic, implicit assumptions:



Labels: Magic, Psychology

2 comments:

Mike Hout said...

12:28 PM

I love them... we gotta get to Vegas at some point and see one of their shows!

Magic Tony said...

5:06 PM

Absolutely. Let's go this summer!

Post a Comment

Semi-daily news and gossip on the worlds of magic and psychology brought to you from Magic Tony's secret lair in ASU's Memory & Language Lab.

#### About Me



Magic Tony  
Magician, student of cognitive psychology, & skeptic living in Scottsdale, AZ.  
[View my complete profile](#)

#### Blogroll

- [Cognitive Daily](#)
- [Derren Brown Blog](#)
- [Mind Hacks](#)
- [Richard Wiseman's Quirkology](#)
- [Stranger Fruit](#)
- [Weird Things](#)

#### Blog Archive

- ▼ 2009 (43)
  - ▼ May (10)
    - [The Japanese Words Quiz](#)
    - [Bad Times for Magic](#)
    - [On Coincidental Thinking](#)
    - [Friday Magic Showcase: Penn & Teller Blast Off](#)
    - [Best Visual Illusion of the Year](#)
    - [Friday Magic Showcase: Marco Tempest](#)
    - [The Brain Orchestra](#)
    - [Electrical Stimulation of the Face](#)
    - [Danny Gans](#)
    - [Friday Magic Showcase: Kevin James](#)
  - ▶ April (15)
  - ▶ March (18)

#### Syndicate!

[Posts](#) ▼

[Comments](#) ▼

#### Twitter Updates

- You could be like us tonight, watching "The Flight of the Conchords" at the Dodge Theatre...if that's what you're into. about 22 hours ago
- Having a hard time getting motivated to write. Ugh. 1 day ago
- Please participate in the "Japanese Words Quiz" at <http://magictony.blogspot.com> 1 day ago
- @whansen8 I'm betting that jerk bird used some sort of slur. Probably called Lexi an offcudmen. <http://tinyurl.com/oln2fj> Jerk bird. 1 day ago
- @reedes Made a great observation here: <http://tinyurl.com/qjf345> We