

# The Seven Principles of Magic

I recently read an article titled [Magic and The Brain: Teller Reveals The Neuroscience of Illusion.](#)

*"Our brains don't see everything—the world is too big, too full of stimuli. So the brain takes shortcuts, constructing a picture of reality with relatively simple algorithms for what things are supposed to look like."*

In the following video Teller demonstrates how this is done:

**Penn and Teller Explain Sleight of Hand**

★★★★★



A couple of years ago, Teller joined a coterie of illusionists and tricksters recruited by [Stephen Macknik](#) and [Susana Martinez-Conde](#), researchers at the Barrow Neurological Institute in Phoenix, Arizona, to look at the neuroscience of magic. Last summer, [that work culminated](#) in an article for the journal *Nature Reviews Neuroscience* called "Attention and Awareness in Stage Magic." Teller was one of the coauthors, and its publication was a signal event in a field some researchers are calling *magicology*, the mining of stage illusions for insights into brain function. "Tricks work only because magicians know, at an intuitive level, how we look at the world," says Macknik, lead author of the paper.

We should take a close look at the things that shape our opinions and perception of the world. By understanding the complexities of our own life we can understand others.

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