

THE UC RIVERSIDE MELLON WORKSHOP on
SCIENCE AND THE ARTS
2008-2009 presents:

CREATING ILLUSION: VISION, PERCEPTION & 3-D
DONALD HOFFMAN, UCI

Ph.D. (MIT) professor of Cognitive Science, Computer Science, & Philosophy at the UC, Irvine.
Distinguished scientific award from the American Psychological Association,
Troland Research Award /US National Academy of Sciences; author `Visual Intelligence: How We Create What We See .

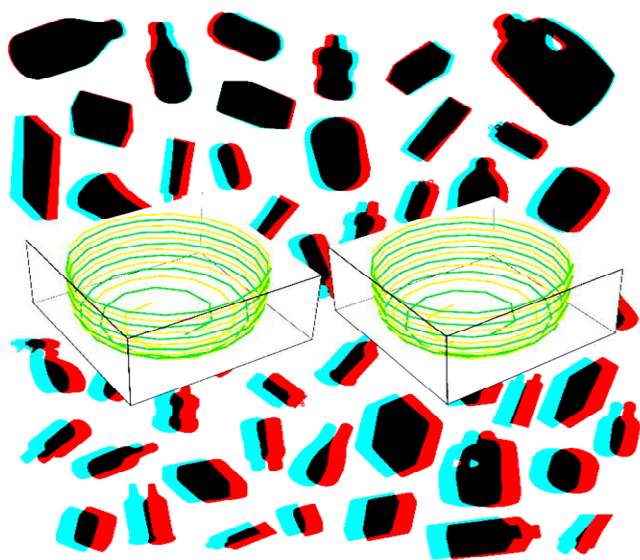
PERRY HOBBERMAN, USC

Associate Research Professor in the Interactive Media Division of the School of Cinematic Arts at USC
Center for Stereoscopic Imaging: lead researcher; installation and performance artist throughout USA and Europe.
Recipient of both Guggenheim and Rockefeller Foundations fellowships

TUESDAY, MAY 19th 1:00-3:00 PM

Hoffman: The Interface Theory of Perception

Hoberman: 3-D Depth Deception



A goal of perception is to estimate true properties of the world. A goal of categorization is to classify its structure. Aeons of evolution have shaped our senses to this end. These three assumptions motivate much work on human perception.

Hoffman and Hoberman will present a series of visual demonstrations and exercises that provide ample evidence that our everyday perceptions of the world are far more expedient than accurate. In fact, one could make the case that all visual experience is a kind of non-stop optical illusion. In particular, our perception of depth is a kind of makeshift assemblage of protocols, rules and habits that conspire to give us the sense of a direct and consistent experience of three-dimensional space. Stereoscopic 3D images are particularly useful for delving into the particulars of perception, due to the fact that each eye's image can be isolated and manipulated. The counter-intuitive nature of this new understanding of perception has important ramifications for art, design, narrative and experience.

HMNSS 1500 — 1:00-3:00 PM

join us for light lunch 12:30-1:00, and reception following
www.perryhoberman.com & www.cogsci.uci.edu/~ddhoff/
Questions? Please contact Brenda Varda at bvard001@student.ucr.edu
FREE AND OPEN TO UCR STUDENTS, FACULTY AND STAFF

Parking permits are available at the University Information Kiosk .