Projective Processes and Neuroscience in Art and Design

Part of the Advances in Media, Entertainment, and the Arts Book Series

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Description:

Recent advances in neuroscience suggest that the human brain is particularly well-suited to design things: concepts, tools, languages and places. Current research even indicates that the human brain may indeed have evolved to be creative, to imagine new ideas, to put them into practice, and to critically analyze their results.

Projective Processes and Neuroscience in Art and Design provides a forum for discussion relating to the intersection of projective processes and cognitive neuroscience. This innovative publication offers a neuroscientific perspective on the roles and responsibilities of designers, artists, and architects, with relation to the products they design. Expands on current research in the areas of sensor-perception, cognition, creativity, and behavioral processes.

Readers:

This publication is designed for use by researchers, professionals, and graduate-level students working and studying the fields of design, art, architecture, neuroscience, and computer science.

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Topics Covered:

- Art and Design
- Artificial Intelligence
- Cognitive Processes
- Creativity
- Emotion
- Film Studies
- Neuroaesthetics

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Rachel Zuanon is the coordinator of the PhD and Master’s Design Program of the School of Art, Architecture, Design and Fashion at the University Anhembi Morumbi, Brazil. Researcher and professor in the same Design Program, she is also a designer and media artist. CEO of Zuanon Innovation by Design, a company dedicated to develop projects and interactive solutions to interactive digital and physical environments. Head of CNPq research group of design, creation, language and technology and Brazil leader in the research project “Tremors Time Interactive Convergent Project”, focused on the development of innovative wearable interfaces for games held in international cooperation with OCAD University (Toronto), Xenophile Media (Toronto) and Zuanon Innovation by Design (Brazil) and supported by ISTOP I FAPESP. Author of several scientific works, she had presented her research in ELA, Canada, China, Japan, Singapore, Taiwan, Germany, Greece, Portugal, Turkey, UK, Vienna, and many other places around the world. She is also an A-hoc Assessor for the most important Brazilian Agencies for scientific research support, as FAPESP and CAPES. She is dedicated to research in design of bio-wearable computers since 1998. In 2010, in PhD and Master’s Design Program, she founded and since then she coordinates the Sense Design Lab – a laboratory dedicated to support researches focused on Design and Neuroscience relationship. She was granted the privilege of displaying the “Neurobodygame - Co-evolving affective wearable computer #4” artwork as FILE PRIX LUX 2010 finalist at Sesi-SP Art Gallery Exhibition. In 2008, featured “BioBodyGame – Co-evolving affective wearable computer #3” artwork at Gameplay exhibition, held by Itau Cultural. In 2007, she won Rumos Artes Cibernética prize with Biocybernetic Relational Object - Co-evolving affective wearable computer #2. In 2006, she had the artwork “Co-evolving affective wearable computer” exhibited at Primeira Pessoa exhibition, held by Itau Cultural. In 2003, this very same research was granted an honorable mention from Rumos Itaú Pesquisa. She was a finalist for the Rumos Dance 2003 - Videodance award, granted by Itaú Cultural. She received the APCA award in 2000, granted by Sao Paulo Association of Art Critics. In 1999, she was a VITAE fellow in two residency programs at the American Dance Festival.