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NEWS RELEASE

July 9, 2010

Barrow Vision Researchers Provide Content for Entire Special Issue of *Scientific American Mind*

Scientific American Mind has dedicated its entire issue to local vision researchers Susana Martinez-Conde, PhD, and Stephen Macknik, PhD., at Barrow Neurological Institute at St. Joseph's Hospital and Medical Center. All of the content for the 72-page prestigious magazine features visual illusions that have been researched by the Barrow scientists.

In the magazine, the scientists explain why studying illusions can help vision researchers in their work. Eye-popping articles and illustrations about visual illusions fill the publication.

"Visual illusions demonstrate the ways in which the brain can fail to re-create the physical world," says Dr. Martinez-Conde. By studying these failings, we can learn about the computational methods used by the brain to construct visual experience."

The duo have been writing a monthly article for ScientificAmerican.com for more than two years. One of their articles was the most viewed in the website's history. About 10 months ago, *Scientific American's* editor contacted them about doing an entire issue on illusion. Drs. Martinez-Conde and Macknik contributed 10 articles and 169 illustrations to the special edition.

The researchers have a bold and unusual scientific approach to understanding perceptual puzzles and recently have been working with several well-known Las Vegas magicians to help advance science's understanding of the relationship between vision and the brain.

Dr. Martinez-Conde runs the Laboratory of Visual Neuroscience, and Dr. Macknik runs the Laboratory of Behavioral Neurophysiology at Barrow.

— Barrow —

About Barrow: Barrow Neurological Institute of St. Joseph's Hospital and Medical Center in Phoenix, Arizona, is internationally recognized as a leader in neurological research and patient care and is consistently voted as among the top 10 hospitals for neurology and neurology in the United States. Barrow treats patients with a wide range of neurological conditions, including brain and spinal tumors, cerebrovascular conditions, and neuromuscular disorders. Barrow's clinicians and researchers are devoted to providing excellent patient care and finding better ways to treat neurological disorders.