

**Max-Wertheimer Minerva Center for  
Cognitive Processes and Human Performance**  
Head of Center: Prof. Ruth Kimchi ראש המרכז פרופ' רות קמחי

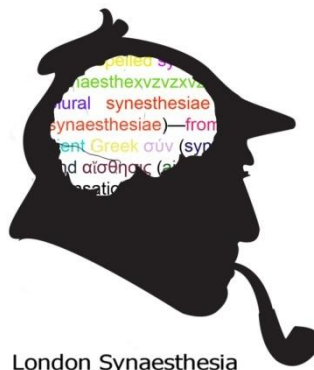
אנו שמחים לארח את

**Dr. Noam Sagiv  
Brunel University, West London**

***Synaesthesia – a window into perception, consciousness and cognition***

We constantly receive information from different sensory modalities and must combine it in order to understand objects and events around us. Hence, there is little wonder that substantial cross-modal interactions go on in the human brain. What is more surprising is that in a minority of individuals such interactions occur when a stimulus is presented in only one sensory modality. This is the case in synaesthesia, a condition previously thought to be rather rare and often conceptualised as an abnormality (e.g., breakdown of modularity). I will describe a number of recent studies suggesting that synaesthesia does in fact share much in common with normal perception and often taps into universal cognitive and neural mechanisms. I will consider the problems of spatial attention and binding, spatial representations of numeric concepts, grapheme personification, as well as interactions of vision and taste.

<http://people.brunel.ac.uk/~hsstnns/>



**ההרצאה תתקיים ביום ד' ה- 8 בדצמבר 2010, בשעה 12:00**  
בחדר ההרצאות במעמק"ה, הבניין הרב תכליתי, אוניברסיטת חיפה.

**נשמח לראותכם בין אורחינו**

המעוניינים באישור כניסה לרכב לאוניברסיטה - אנא שלחו מייל בהקדם לרינת גיל:

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