

IMSoGB

Italian Medical Society of Great Britain
open to all Anglo-Italian graduates meeting
at the Italian Cultural Institute of London

presents

Semir Zeki

What is a visual shock

at the Italian Cultural Institute

Friday, 2nd July 2010, 6.15 pm



Professor Semir Zeki leads the Laboratory of Neurobiology at the University College of London (www.vislab.ucl.ac.uk). He developed the field of Neuroesthetics and authored over 150 papers and several books, including: *Splendours and Miseries of the Brain* (2008), *A Vision of the Brain* (1993), *Inner Vision: an exploration of art and the brain* (1999) [which was also translated into Italian] and *La Quête de l'essentiel*, which he co-authored with the French painter Balthus. We are keen to ask him whether people's enjoyment of Italian art comes from nature or nurture...

This event is under the much appreciated auspices of

Italian Cultural Institute Director

Carlo Presenti

Italian Embassy Science Attaché

Salvator Roberto Amendolia