

**The San Francisco Bay Chapter of the Society for Neuroscience
Mind Matters: Mapping the Human Mind through Neuroscience**

(February 25) – The San Francisco Bay Chapter of the Society for Neuroscience in collaboration with the UC San Francisco Department of Neurology and the Memory and Aging Center announce the exhibit Mind Matters: Mapping the Human Mind through Neuroscience, a cross-fertilization of the arts and the sciences. Mind Matters is a Neuro/Art exhibit that aims to cultivate, optimize, and sustain dialogue between artistic and scientific inquiry through collaborative exchanges. The pursuit of new connections, explorations and artistic presentations at the nexus of the arts and the sciences is at its heart.

Six Bay area artists worked hand-in-hand with six renowned neuroscientists to transform and combine the aesthetic, scientific and educational aspects of Neuroscience into tangible and visual experiences. Their unique visions will be showcased through a variety of multi-media and interactive exhibits.

The exhibits have been designed to help viewers understand and question the strong connections between contemporary art and neuroscience. By experiencing art through a scientific perspective, Mind Matters audience will be immersed in the fascinating worlds of art and images created by artists and scientists who are charting and exploring the inner continents that lie within our minds.

Who:	The San Francisco Bay Chapter of the Society for Neuroscience in collaboration with UC San Francisco Department of Neurology and the Memory and Aging Center
What:	Mind Matters a multidisciplinary art installation
Where:	The Atrium at the Sandler Neurosciences Center UC San Francisco Mission Bay Campus 675 Nelson Rising Lane
When:	March 10 through March 28 2014 Monday – Friday, 9:00 AM to 5:00 PM Friday March 14 - Meet the collaborators 2:00 to 5:00 PM
Website:	www.mind-matters.org
Curator/Producer	Esther Mallouh (415) 699-6800

Participating Neuroscientists:

James R. Doty, MD	The Center for Compassion and Altruism Research and Education - Founder and Director, Stanford University
Jay McLelland, PhD	Director, Center for Mind, Brain and Computation, Stanford University
Matthew D. Sacchet, PhD	PHD student in Neurosciences- Stanford University

Bevil R. Conway, PhD	Associate Professor of Neuroscience - Wellesley College
Peter Wais, Ph.D. / Gazzaley Lab	Cognitive Neuroscience Research Lab, UC San Francisco
Gautam Agarwal, PhD	Post Doctoral Fellow, UC Berkeley

Participating Bay Area Artists: [Naomie Kremer](#), [Tiffany Shlain](#), Nora Raggio, [Nick Lally](#), [JD Beltran](#) and [Scott Minneman](#), [Meredith Tromble](#)

Statement by James R. Doty - The Center for Compassion and Altruism Research and Education - Founder and Director, Stanford University

“Since time immemorial, art has been a means to communicate an experience and elicit an emotional response which not only has its origin in the brain but results in affects throughout the body. Compassion elicits those parts of the brain associated with pleasure and positive human connection resulting in a peripheral response of lowering the blood pressure, boosting the immune system and promoting creativity. Art, music and literature can be powerful mechanisms to elicit compassion. My Mind Matters collaboration has been a wonderful experience combining my interest in neuroscience and demonstrating how the brain responds to images of compassion and violence...one engages while the other results in withdrawal and fear.”

Statement by JayMcLelland - Director, Center for Mind, Brain and Computation- Stanford University, CA

“As scientist interested in understanding how mind emerges from brain, I have tended to rely on verbal and mathematical characterization of our ideas of the nature of mind. But our ways of knowing are ultimately more concrete than this -- language and mathematics can convey such concrete images, but they are not the only way to do this. This project provides an opportunity to explore alternative modes of communication about our understanding of mind and brain.”

Statement by Nick Lally – artist

“My artwork often investigates perceptual and cognitive phenomenon in an experimental and experiential way. Themes I have explored include shifting experiences of space as a result of computational media; the relationship between experience, memory, and storytelling in constructing histories; the perceptual effects of patterns; and cognitive shifts as computers become embedded in our everyday lives. In these projects, I deal with the results of cognitive processes, not the scientific processes of the brain that are explored in neuroscience. In the Mind Matters show, I am interested in the ways that neuroscience research and experiential art practices can work together and generate exciting new projects that contribute to both fields.”

Statement by Bevil Conway – Associate Professor of Neuroscience- Wellesley College, MA

“Many commentators have noted that we are in the Age of Neuroscience. One can't pick up a newspaper or magazine without a reference to the power of brain science. And yet, the remarkable possibilities afforded by contemporary and emerging neuroscientific techniques pose an enormous challenge to our collective ability to communicate discoveries to the public. It is especially rewarding to participate in art-science collaborations because they promote an essential dialog. The collaboration with the artist JD Beltran has been personally rewarding because I have had the opportunity as a scientist to learn about contemporary art practice from an extraordinarily talented woman.