

ORGANIZATION



Advanced Technology
in Health and Well-Being



UniSR

Università Vita-Salute
San Raffaele



I.R.C.C.S. Ospedale
San Raffaele

Gruppo San Donato



CENTRO EUROPEO
DI RICERCA DI STORIA E
TEORIA DELL'IMMAGINE

ICONE

CULTURAL AND INSTITUTIONAL PARTNERS



INSTITUT
EUROPIA
COMPRENDRE POUR AGIR

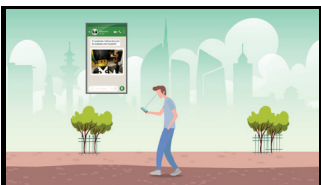
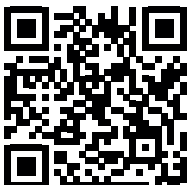


TECHNICAL PARTNERS



memoria

SCIENTIFIC BACKGROUND



MIA
Milan Image Art Fair

A NEUROAESTHETIC PHOTOGRAPHY MANIFESTO

The story is deeply buried in the viewer's brain, ephemeral light conditions suddenly reveal a Momentary lapse of chaos, the eye's fovea detects a kaleidoscope of details.

A unique, unstoppable and intimate cognitive process explodes in search of a sense in what we see, a meaning of it in our lives to be kept in custody for the future, to be shared with the world outside of us.

What is your revelation? A glimpse into a story that hooks up a piece of memory, or a desire? A meaningful pattern, that changes your visual perspectives, since?

Will you see the handful of details i do? Will its sequence feed your brain as mine? Will this volatile experience make a notable difference in the way you perceive and extract meaning.

From your reality in a minute, or in a month?

Alberto Sanna



Advanced Technology
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Author: Alberto Sanna - Curator: Francesca Pola

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San Raffaele Research Hospital
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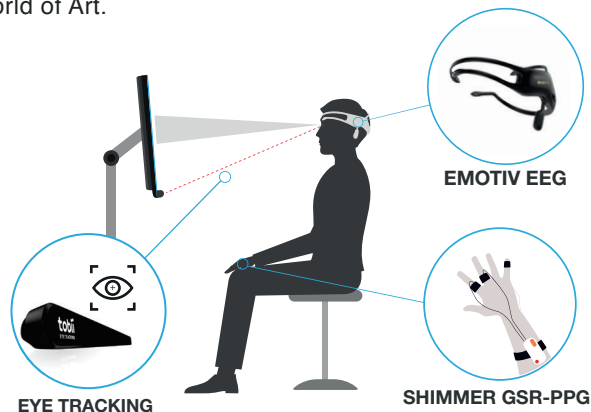
CONTACT: neffie@eservices4life.org
www.neffie.eu

N E F F I E
NEUROAESTHETIC PHOTOGRAPHY

NEFFIE

ART AND ARTIFICIAL INTELLIGENCE

NEFFIE, which stands for “Neuro-Aesthetic Photography”, is an interdisciplinary project aimed at exploring the opportunities offered by the application of **Artificial Intelligence** to the world of Art.



Specifically, the cognitive and emotional responses aroused by a **NEFFIE metapicture** are observed through specific biosensors and analyzed thanks to the bio-signals extracted from them. These bio-signals translate the electroencephalic activity (**EEG**), eye movement (**Eye tracking**), electrodermal activity (**EDA**), blood volume variation (**PPG**) and facial expression recognition (**FER**). The information acquired is then processed by an algorithm of Artificial Intelligence based on machine learning logic, which reconstructs the neurophysiological process of visualization of the stimulus, generating the Cognitive Photography (**COFFIE**) as a tangible representation of our emotional and cognitive responses to an image. Each **COFFIE** is indexed in an Ethereum blockchain ledger, associated to an **NFT** and interconnected to the others in the collective Metaverse of **ETT**.



NEFFIE

THE PLATFORM AND METAPICTURES



The photographs realized for **NEFFIE**, defined as “**metapictures**”, are absolutely unique and particular shots that capture that precise moment in which an ephemeral image is created on a reflecting and translucent medium, anticipating in full experiential transparency what can happen with the evolution of Augmented Reality. These images generate unexpected mechanisms of semantic aggregation, activating complex interpretative processes that stimulate the eye and the mind of the observer.



The metapictures are exhibited both in a physical and in a virtual gallery, as well as digitally available inside the **NEFFIE Technological Platform** for the experiential and experimental session. The Platform generates the Cognitive Photography, which is associated to an **NFT** and united in the collectiveness of the blockchain, becoming an archetype for uniqueness in individual creative experiences and a paradigm of authenticity in interpersonal relationships, contributing to the construction of a new culture based on the values of sharing and participation.

NEFFIE

THE METAVERSE

The first Metaverse was configured as a virtual wall of all the **NEFFIE** and **COFFIE** metapictures, generating what could be defined as a **Virtual Exhibition in real time**, with an explicit reference to the iconic performance of the Italian artist Franco Vaccari in his *Exhibition in real time n.4: Leave on the walls a photographic trace of your fleeting visit*, presented at the 1972 International Venice Art Biennale.



THE EVERYWHERE EXHIBITION

The new virtual environment designed by **ETT** allows an immersive enjoyment of **NEFFIE**'s digital artworks, enhanced by the possibility to interact in real time with other visitors through their avatars: up to 50 **avatars** can move freely among the artworks, communicating with each other via microphone and webcam activation. The Metaverse can be accessed via a link from your desktop, IOS or Android smartphone, or Virtual Reality visor. Designed as a real art exhibition, the Metaverse is a new way of accessing the artworld in the XXI century, opening up new interactive, inclusive and immersive creative horizons.

