
HYPNO FLOWER

AN AUDIOVISUAL EXPLORATION OF ATTENTION



CONTEMPORARY SOCIETY IS CHARACTERISED BY INCREASING SPEED, STIMULATION AND COGNITIVE DEMANDS. THE CONSTANT FLOW OF INFORMATION AND THE DIFFICULTY OF MAINTAINING FOCUS WITHIN AN ENVIRONMENT OF CONTINUOUS CHANGE MAKE ATTENTION AN INCREASINGLY RELEVANT DIMENSION OF INDIVIDUAL AND COLLECTIVE WELLBEING. THIS CONTEXT RAISES A BROADER QUESTION ABOUT OUR RELATIONSHIP WITH ATTENTION AND ABOUT THE POSSIBILITIES OF CULTIVATING IT AS A FUNDAMENTAL HUMAN CAPACITY. HYPNO FLOWER EMERGED FROM THE IDEA THAT ATTENTION CAN BE DELIBERATELY EXPLORED AND CULTIVATED THROUGH EXPERIENCE. AT THE CENTRE OF THE PROJECT IS THE PRACTICE OF SUSTAINED OBSERVATION: REMAINING WITH AN EXTERNAL PERCEPTUAL OBJECT WHILE BECOMING INCREASINGLY AWARE OF INTERNAL SENSATIONS, THOUGHTS AND STATES. THIS RELATIONSHIP BETWEEN EXTERNAL AND INTERNAL OBSERVATION LIES AT THE HEART OF CONTEMPLATIVE PRACTICES SUCH AS MEDITATION AND PROVIDES A STARTING POINT FOR UNDERSTANDING ATTENTION AS A DIMENSION OF CONSCIOUSNESS

FROM THIS PERSPECTIVE, SUSTAINED ATTENTION MAY CREATE CONDITIONS FOR RELAXATION, MENTAL CLARITY AND GREATER AWARENESS OF SUBJECTIVE EXPERIENCE. REMAINING WITH A PERCEPTUAL SITUATION OVER TIME CAN ALSO CREATE SPACE FOR THOUGHTS TO UNFOLD, ASSOCIATIONS TO EMERGE AND EXPERIENCE TO BECOME MORE CONSCIOUSLY OBSERVED. THESE POSSIBILITIES MOTIVATED THE SEARCH FOR AUDIOVISUAL FORMS CAPABLE OF SUPPORTING PROLONGED ENGAGEMENT WITHOUT RELYING ON CONTINUOUS NOVELTY OR RAPID CHANGES OF STIMULUS. THE PROJECT DEVELOPED AT THE INTERSECTION OF NEUROSCIENTIFIC RESEARCH, AUDIOVISUAL STUDIES, ARTISTIC CREATION AND PHILOSOPHICAL REFLECTION. IT LED TO THE DEVELOPMENT OF AN EARLY AUDIOVISUAL PROTOTYPE AND ITS PSYCHOPHYSIOLOGICAL EXPLORATION, FOLLOWED BY AN EXTENDED PROCESS OF ARTISTIC EXPERIMENTATION AND THEORETICAL DEVELOPMENT. THROUGH THIS PROCESS, HYPNO FLOWER GRADUALLY EVOLVED FROM AN INITIAL IDEA INTO AN ONGOING CREATIVE RESEARCH PROJECT EXPLORING ATTENTION, PERCEPTION AND CONSCIOUS EXPERIENCE

HYPNO FLOWER IS AN EVOLVING CREATIVE CONCEPT CENTRED ON THE EXPLORATION OF SUSTAINED ATTENTION THROUGH SENSORY EXPERIENCE. IT EMERGED FROM A PROCESS THAT BROUGHT TOGETHER SCIENTIFIC RESEARCH, AUDIOVISUAL CREATION AND PHILOSOPHICAL REFLECTION AND CONTINUES TO DEVELOP THROUGH ARTISTIC PRACTICE. THE CONCEPT EXPLORES HOW SENSORY EXPERIENCES CAN BE DELIBERATELY STRUCTURED TO INVITE ATTENTION TO SETTLE, DEEPEN AND REMAIN ENGAGED OVER TIME. AT ITS CORE, HYPNO FLOWER IS CONCERNED WITH THE RELATIONSHIP BETWEEN ATTENTION AND PERCEPTION. IT EXPLORES WHAT HAPPENS WHEN A SENSORY EXPERIENCE IS GIVEN ENOUGH CONTINUITY FOR OBSERVATION TO BECOME SUSTAINED AND FOR SUBTLE CHANGES IN THE PERCEPTUAL FIELD TO BECOME NOTICEABLE. THIS CREATES A SPACE IN WHICH ATTENTION CAN MOVE BETWEEN EXTERNAL OBSERVATION AND INTERNAL EXPERIENCE WHILE REMAINING CONNECTED TO THE PRESENT MOMENT. THE CONCEPT IS INTENTIONALLY OPEN TO DIFFERENT MEDIA AND FORMS OF EXPRESSION. IT CAN TAKE SHAPE THROUGH MOVING IMAGE, SOUND, INSTALLATION, PROJECTION, LIVE PERFORMANCE OR IMMERSIVE ENVIRONMENTS, AMONG OTHER POSSIBILITIES. EACH MEDIUM CAN OFFER DIFFERENT WAYS OF ENGAGING ATTENTION AND SHAPING SENSORY EXPERIENCE WHILE CONTRIBUTING TO THE ONGOING DEVELOPMENT OF THE PROJECT. HYPNO FLOWER IS THEREFORE CONCEIVED AS A LIVING ARTISTIC FRAMEWORK RATHER THAN A FIXED BODY OF WORK. EACH MATERIALISATION CAN EXPLORE A DIFFERENT ASPECT OF THE RELATIONSHIP BETWEEN ATTENTION, PERCEPTION, TIME, SPACE AND SENSORY EXPERIENCE. NEW WORKS MAY INTRODUCE DIFFERENT FORMAL LANGUAGES, TECHNOLOGIES AND MODES OF INTERACTION, ALLOWING THE CONCEPT TO EVOLVE THROUGH EACH NEW ENCOUNTER. THE CONCEPT PROVIDES A DIRECTION FOR THE CREATION OF NEW EXPERIENCES WHILE EACH EXPERIENCE EXPANDS THE POSSIBILITIES OF THE CONCEPT ITSELF. THE FIRST AUDIOVISUAL MATERIALISATION IS A TWO-MINUTE EXPLORATORY WORK THAT INTRODUCES THE SENSORY LANGUAGE OF HYPNO FLOWER THROUGH A PROGRESSIVE JOURNEY ACROSS THE VISIBLE COLOUR SPECTRUM. A FLOWER GRADUALLY CHANGES COLOUR WHILE SEVEN DIFFERENT MELODIES ARE INTRODUCED, EACH CORRESPONDING TO ONE OF THE SEVEN COLOURS. THIS FIRST WORK ESTABLISHES AN INITIAL RELATIONSHIP BETWEEN COLOUR, SOUND, TRANSFORMATION AND CONTINUITY AND PROVIDES A STARTING POINT FOR FURTHER DEVELOPMENT ACROSS DIFFERENT MEDIA AND PERCEPTUAL CONTEXTS

HYPNO FLOWER IS GROUNDED IN RESEARCH ON ATTENTION, PERCEPTION, MULTISENSORY INTEGRATION AND SENSORY REGULATION. THESE FIELDS PROVIDE A SCIENTIFIC FRAMEWORK FOR EXPLORING HOW THE CHARACTERISTICS OF AN AUDIOVISUAL ENVIRONMENT MAY INFLUENCE THE WAY SENSORY INFORMATION IS PROCESSED AND ATTENTION IS MAINTAINED OVER TIME.

SELECTION

ATTENTION INVOLVES THE SELECTIVE ALLOCATION OF COGNITIVE RESOURCES TO INFORMATION WITHIN THE ENVIRONMENT. SUSTAINED ATTENTION REFERS TO THE CAPACITY TO REMAIN ENGAGED WITH A STIMULUS OR ACTIVITY OVER AN EXTENDED PERIOD. ITS DYNAMICS DEPEND ON BOTH INDIVIDUAL FACTORS AND CHARACTERISTICS OF THE SURROUNDING SENSORY ENVIRONMENT. FOR HYPNO FLOWER, THIS PROVIDES A FOUNDATION FOR EXAMINING HOW DURATION, REPETITION, STABILITY AND GRADUAL CHANGE MAY CONTRIBUTE TO PROLONGED ENGAGEMENT WITH AN AUDIOVISUAL EXPERIENCE. THE PROJECT FOCUSES ON THE TEMPORAL CONDITIONS THAT ALLOW A PERCEPTUAL SITUATION TO REMAIN PRESENT WHILE ATTENTION CONTINUES TO DEVELOP WITHIN IT.

PREDICTION

PERCEPTION INVOLVES THE CONTINUOUS PROCESSING AND INTERPRETATION OF INCOMING SENSORY INFORMATION. PREVIOUS SENSORY EXPERIENCE, REGULARITIES WITHIN THE ENVIRONMENT AND EXPECTATIONS ABOUT WHAT WILL HAPPEN NEXT ALL PARTICIPATE IN THIS PROCESS. AUDIOVISUAL ENVIRONMENTS CONTAINING REPETITION AND GRADUAL TRANSFORMATION PROVIDE A STRUCTURED FLOW OF SENSORY INFORMATION. THEIR REGULARITIES CAN BECOME INCREASINGLY FAMILIAR OVER TIME, WHILE SUBTLE CHANGES MAINTAIN AN EVOLVING PERCEPTUAL SITUATION. THIS RELATIONSHIP BETWEEN STABILITY AND CHANGE PROVIDES AN IMPORTANT SCIENTIFIC BACKGROUND FOR THE DEVELOPMENT OF HYPNO FLOWER.

INTEGRATION

AUDIOVISUAL PERCEPTION INVOLVES THE INTERACTION OF INFORMATION ARRIVING THROUGH DIFFERENT SENSORY MODALITIES. VISUAL AND AUDITORY INFORMATION CAN BE INTEGRATED INTO A COHERENT PERCEPTUAL EXPERIENCE, WITH TEMPORAL RELATIONSHIPS, SPATIAL ORGANISATION AND SIMILARITIES BETWEEN SENSORY CHARACTERISTICS CONTRIBUTING TO THIS INTEGRATION. HYPNO FLOWER IS STRUCTURED AROUND THIS INTERACTION. THE VISUAL AND AUDITORY DIMENSIONS REMAIN CONTINUOUSLY PRESENT AND SHARE A GRADUAL TEMPORAL DEVELOPMENT. COLOUR TRANSFORMATION, REPETITION, RESONANCE AND SPATIAL DISTRIBUTION THEREFORE PARTICIPATE TOGETHER IN THE CONSTRUCTION OF THE EXPERIENCE.

REGULATION

RESEARCH INTO MUSIC, SENSORY ENVIRONMENTS AND NON-PHARMACOLOGICAL APPROACHES TO RELAXATION SUGGESTS THAT DESIGNED SENSORY EXPERIENCES CAN INFLUENCE PSYCHOLOGICAL AND PHYSIOLOGICAL STATES. THESE FINDINGS PROVIDE A BROADER SCIENTIFIC CONTEXT FOR INVESTIGATING AUDIOVISUAL EXPERIENCES AS POTENTIAL TOOLS FOR SUPPORTING CALM, ENGAGEMENT AND MENTAL REGULATION. THIS PERSPECTIVE INFORMED THE INITIAL MOTIVATION BEHIND HYPNO FLOWER AND LED TO THE EXPLORATION OF AUDIOVISUAL CONDITIONS ASSOCIATED WITH SUSTAINED ATTENTION AND SENSORY IMMERSION. THE PROJECT SUBSEQUENTLY DEVELOPED TOWARDS A BROADER INVESTIGATION OF HOW DURATION, CONTINUITY, TRANSFORMATION AND CORRESPONDENCE CAN SHAPE THE EXPERIENCE OF A STABLE AUDIOVISUAL SITUATION EVOLVING OVER TIME

TOGETHER, THESE SCIENTIFIC PERSPECTIVES ESTABLISH THE FOUNDATION FROM WHICH HYPNO FLOWER APPROACHES AUDIOVISUAL EXPERIENCE AS A PERCEPTUAL AND EMBODIED PHENOMENON.

FOUNDATION	DECISION	EXPRESSION
SUSTAIN	MAINTAINING A STABLE PERCEPTUAL ANCHOR	CENTRED FLOWER ISOLATED AGAINST A DEFOCUSED BACKGROUND
FOCUS	REDUCING COMPETING VISUAL INFORMATION	SIMPLIFIED COMPOSITION WITH THE FLOWER AS THE PRIMARY OBJECT
ISOLATION	SEPARATING THE ATTENTIONAL TARGET FROM ITS CONTEXT	SHARP FLOWER AGAINST A SOFT, DEFOCUSED BACKGROUND
MOTION	INTRODUCING CONTINUOUS BUT NON-DISRUPTIVE MOVEMENT	HANDHELD CAMERA MOVEMENT COMBINED WITH SLOW MOTION
CHANGE	INTRODUCING CHANGE WITHOUT BREAKING PERCEPTUAL CONTINUITY	GRADUAL TRANSITION THROUGH THE VISIBLE COLOUR SPECTRUM
LAYERS	CREATING A LAYERED AND CONTINUOUS SOUND ENVIRONMENT	LOW-MID PAD WITH BINAURAL PANNING + MID-HIGH HANDPAN
LINK	CONNECTING VISUAL AND AUDITORY INFORMATION	EACH COLOUR ASSOCIATED WITH A CORRESPONDING MELODIC SEQUENCE
TIME	PROVIDING SUFFICIENT TIME FOR PERCEPTUAL ENGAGEMENT	DEFINED EXPOSURE DURATION AND CONTROLLED PACING

THE EMPIRICAL COMPONENT OF THE PROJECT CONSISTED OF A PSYCHOPHYSIOLOGICAL PILOT STUDY DESIGNED TO EXPLORE HOW AN EARLY AUDIOVISUAL PROTOTYPE WAS ACCOMPANIED BY CHANGES IN AUTONOMIC ACTIVITY. THE STUDY WAS CONDUCTED AT THE INSTITUTE OF NEUROSCIENCES OF HOSPITAL CLÍNIC DE BARCELONA USING WEARABLE BIOMETRIC MEASUREMENT WITH AN EMPATICA DEVICE. A WITHIN-SUBJECT REPEATED-MEASURES DESIGN WAS USED, ALLOWING EACH PARTICIPANT TO SERVE AS THEIR OWN REFERENCE ACROSS THREE CONSECUTIVE EXPERIMENTAL PHASES: AN INITIAL FIVE-MINUTE BASELINE, A FIVE-MINUTE EXPOSURE TO THE AUDIOVISUAL PROTOTYPE, AND A FIVE-MINUTE POST-BASELINE PERIOD. THE FINAL SAMPLE COMPRISED 22 PARTICIPANTS BETWEEN 22 AND 55 YEARS OF AGE. ELECTRODERMAL ACTIVITY (EDA), HEART RATE (HR), HEART RATE VARIABILITY (HRV) AND RESPIRATORY RATE WERE CONTINUOUSLY RECORDED THROUGHOUT THE PROTOCOL AND SUBSEQUENTLY AGGREGATED INTO ONE-MINUTE INTERVALS FOR ANALYSIS. THE RESULTS REVEALED A SIGNIFICANT CHANGE IN EDA ACROSS THE EXPERIMENTAL PHASES, WITH THE SIGNAL SHOWING A PROGRESSIVE INCREASE THROUGHOUT THE SESSION AND REMAINING ELEVATED DURING THE POST-BASELINE PERIOD.

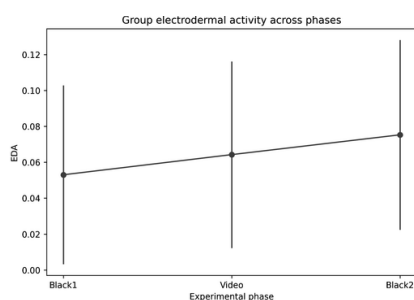


FIGURE 1 - MEAN EVOLUTION OF ELECTRODERMAL ACTIVITY (EDA) ACROSS EXPERIMENTAL PHASES.

EDA WAS THEREFORE THE PHYSIOLOGICAL MEASURE THAT SHOWED THE CLEAREST TEMPORAL VARIATION WITHIN THE SET OF RECORDED VARIABLES. HR, HRV AND RESPIRATORY RATE DISPLAYED COMPARATIVELY STABLE PATTERNS AND DID NOT SHOW STATISTICALLY SIGNIFICANT DIFFERENCES BETWEEN THE EXPERIMENTAL PHASES. THE TEMPORAL PROFILE OF EDA IS PARTICULARLY RELEVANT TO THE INTERPRETATION OF THE STUDY

THE INCREASE WAS ALREADY DETECTABLE DURING THE INITIAL BASELINE, PRECEDING EXPOSURE TO THE AUDIOVISUAL STIMULUS. THE OBSERVED RESPONSE THEREFORE REFLECTS THE PHYSIOLOGICAL DYNAMICS OF THE EXPERIMENTAL SESSION AS A WHOLE AND CANNOT BE ATTRIBUTED EXCLUSIVELY TO THE AUDIOVISUAL PROTOTYPE. FACTORS SUCH AS ADAPTATION TO THE EXPERIMENTAL ENVIRONMENT, ANTICIPATION, NOVELTY AND ORIENTATION TOWARDS THE TASK MAY HAVE CONTRIBUTED TO THE PROGRESSIVE INCREASE IN SYMPATHETIC ACTIVITY

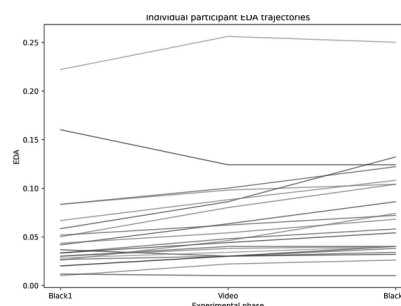


FIGURE 2 - INDIVIDUAL ELECTRODERMAL ACTIVITY (EDA) TRAJECTORIES BY PARTICIPANT.

AT THE SAME TIME, THE PERSISTENCE OF ELEVATED EDA DURING THE POST-BASELINE PERIOD INDICATES THAT THE PHYSIOLOGICAL RESPONSE CONTINUED BEYOND THE DIRECT EXPOSURE PERIOD. THE FIVE-MINUTE DURATION OF THE AUDIOVISUAL STIMULUS MAY ALSO HAVE INFLUENCED THE OBSERVED PATTERN, AS A LONGER EXPOSURE COULD ALLOW THE INITIAL RESPONSE ASSOCIATED WITH NOVELTY TO EVOLVE TOWARDS A DIFFERENT PHYSIOLOGICAL STATE. THE STUDY WAS EXPLORATORY AND WAS NOT DESIGNED TO ESTABLISH A SPECIFIC PSYCHOLOGICAL MECHANISM OR A THERAPEUTIC EFFECT. ITS PRIMARY CONTRIBUTION LIES IN DEMONSTRATING THE FEASIBILITY OF EXAMINING AUDIOVISUAL EXPERIENCES THROUGH CONTINUOUS WEARABLE PSYCHOPHYSIOLOGICAL MEASUREMENT AND IN IDENTIFYING EDA AS A PARTICULARLY INFORMATIVE VARIABLE FOR FURTHER INVESTIGATION. THE FINDINGS PROVIDED AN EMPIRICAL BASIS FOR THE SUBSEQUENT DEVELOPMENT OF HYPNO FLOWER AND FOR FURTHER EXPLORATION OF THE RELATIONSHIP BETWEEN AUDIOVISUAL DESIGN, SUSTAINED ATTENTION AND PHYSIOLOGICAL RESPONSE.

THE THEORY OF AUDIOVISUAL PERMANENCE EMERGED FROM THE ANALYSIS OF HYPNO FLOWER AND FROM A BROADER PROCESS OF AUDIOVISUAL RESEARCH DEVELOPED DURING THE MASTER'S DEGREE IN FILM STUDIES AT ESCAC. THE WORK BROUGHT TOGETHER CREATIVE EXPERIMENTATION AND THEORETICAL REFLECTION AROUND DURATION, PERCEPTION AND AUDIOVISUAL EXPERIENCE. THE ANALYSIS OF THE RESULTING PIECE REVEALED THAT DIFFERENT FORMAL DECISIONS CONVERGED AROUND A COMMON PERCEPTUAL CONDITION: THE MAINTENANCE OF A RECOGNISABLE AUDIOVISUAL SITUATION WHILE CHANGES PROGRESSIVELY TAKE PLACE WITHIN IT

DURATION · CONTINUITY · TRANSFORMATION · CORRESPONDENCE

DURATION ESTABLISHES THE TEMPORAL FOUNDATION OF PERMANENCE BY ALLOWING AN AUDIOVISUAL SITUATION TO REMAIN PRESENT FOR AN EXTENDED PERIOD AND GIVING SUFFICIENT TIME FOR ITS INTERNAL RELATIONSHIPS TO BECOME PERCEPTUALLY RELEVANT. PROLONGED DURATION ALLOWS THE VIEWER TO BECOME FAMILIAR WITH THE SITUATION AND TO REMAIN WITHIN THE SAME AUDIOVISUAL ENVIRONMENT WHILE ATTENTION DEVELOPS THROUGH CONTINUED EXPOSURE RATHER THAN THROUGH SUCCESSIVE CHANGES OF STIMULUS.

CONTINUITY MAINTAINS THE IDENTITY OF THE AUDIOVISUAL SITUATION THROUGHOUT ITS TEMPORAL DEVELOPMENT BY PRESERVING A STABLE PERCEPTUAL FRAMEWORK IN WHICH ITS DIFFERENT ELEMENTS REMAIN CONNECTED. THE CONTINUITY OF IMAGE SOUND COMPOSITION AND TEMPORAL STRUCTURE ALLOWS THE EXPERIENCE TO UNFOLD AS A UNIFIED SITUATION AND PROVIDES A CONSISTENT ENVIRONMENT IN WHICH GRADUAL CHANGES CAN BE PERCEIVED WITHOUT DISRUPTING THE OVERALL PERCEPTUAL RELATIONSHIP ESTABLISHED WITH THE WORK.

TRANSFORMATION INTRODUCES PROGRESSIVE CHANGE WITHIN THE AUDIOVISUAL SITUATION BY ALLOWING ITS VISUAL AND AUDITORY PROPERTIES TO EVOLVE GRADUALLY AND CONTINUOUSLY WHILE ITS FUNDAMENTAL IDENTITY REMAINS RECOGNISABLE. CHANGES IN COLOUR SOUND INTENSITY OR OTHER PERCEPTUAL QUALITIES GENERATE MOVEMENT WITHIN AN OTHERWISE STABLE ENVIRONMENT AND CREATE AN EXPERIENCE IN WHICH PERMANENCE AND EVOLUTION COEXIST THROUGHOUT THE DEVELOPMENT OF THE WORK.

CORRESPONDENCE CREATES RELATIONSHIPS BETWEEN THE DIFFERENT SENSORY AND FORMAL DIMENSIONS OF THE WORK BY ESTABLISHING CONNECTIONS BETWEEN IMAGE, SOUND AND TEMPORAL DEVELOPMENT. THESE RELATIONSHIPS CONTRIBUTE TO THE COHERENCE OF THE AUDIOVISUAL EXPERIENCE BY ALLOWING CHANGES OCCURRING WITHIN DIFFERENT DIMENSIONS TO PARTICIPATE IN A SHARED TEMPORAL AND PERCEPTUAL STRUCTURE AND BY REINFORCING THE SENSE THAT THEY BELONG TO THE SAME EVOLVING SITUATION.

SCIENCE

FURTHER INVESTIGATING THE RELATIONSHIP BETWEEN AUDIOVISUAL DESIGN AND SUSTAINED ATTENTION THROUGH BEHAVIOURAL, PSYCHOPHYSIOLOGICAL AND POTENTIALLY NEUROPHYSIOLOGICAL METHODS SUCH AS EEG

HEALTH

EXPLORING THE POTENTIAL OF DELIBERATELY DESIGNED AUDIOVISUAL EXPERIENCES IN CONTEXTS RELATED TO RELAXATION, WELLBEING AND MENTAL HEALTH THROUGH FURTHER APPLIED MEDICAL RESEARCH

ART

EXPANDING THE AUDIOVISUAL LANGUAGE DEVELOPED THROUGH HYPNO FLOWER INTO NEW INTERACTIVE WORKS, LIVE PERFORMANCES, SPATIAL SOUND INSTALLATIONS, IMMERSIVE ENVIRONMENTS AND AUDIOVISUAL EXPOSITIONS

PHILOSOPHY

FURTHER EXAMINING THE RELATIONSHIP BETWEEN ATTENTION, PERCEPTION, CONSCIOUSNESS AND SUBJECTIVE EXPERIENCE THROUGH AUDIOVISUAL PRACTICE, PHILOSOPHICAL REFLECTION AND CONTEMPLATIVE EXPLORATION.

HYPNO FLOWER MARKS THE BEGINNING OF A BROADER EXPLORATION INTO THE RELATIONSHIP BETWEEN AUDIOVISUAL EXPERIENCE AND SUSTAINED ATTENTION. THE RESEARCH WILL CONTINUE TO DEVELOP ACROSS SCIENTIFIC, ARTISTIC, HEALTH AND PHILOSOPHICAL CONTEXTS, ALLOWING THE QUESTIONS EMERGING FROM THE PROJECT TO BE EXPLORED THROUGH DIFFERENT METHODS AND FORMS OF PRACTICE. FUTURE WORK WILL COMBINE AUDIOVISUAL EXPERIMENTATION WITH EMPIRICAL RESEARCH WHILE EXTENDING THE LANGUAGE OF AUDIOVISUAL PERMANENCE INTO NEW PERCEPTUAL AND IMMERSIVE ENVIRONMENTS. THESE DEVELOPMENTS WILL ALSO OPEN FURTHER QUESTIONS ABOUT THE RELATIONSHIP BETWEEN ATTENTION, PERCEPTION, CONSCIOUSNESS AND SUBJECTIVE EXPERIENCE. EACH NEW STAGE OF THE PROJECT WILL PROVIDE AN OPPORTUNITY TO REFINE THE THEORETICAL FRAMEWORK, EXPAND ITS ARTISTIC POSSIBILITIES AND EXPLORE NEW WAYS OF UNDERSTANDING SUSTAINED ATTENTION THROUGH AUDIOVISUAL EXPERIENCE

