

# SCIENCE OF QUALITY Serie n°- 2

SCIENCE OF BEAUTY: MIND CHANGING IN MODERN LIFE SCIENCE AND LIVING ART .

To present science and the humanities of highest quality and relevance.



*“Transformations in the perceptions of time and space shape an new historical understanding of the world in order to amplify the level of scientific investigation of Bio-Quantum Physics”.*

EGOCREANET-OPEN NETWORK for NEW SCIENCE, is a pioneer to set up the "Information Energy Codification" concept in order to develop an evolutionary way to think about scientific and cultural renovation for improving the "SCIENCE of QUALITY" and enhancing a better life understanding in the context of the development of knowledge economy.(1)

The focus of the present paper is : < MIND CHANGING IN MODERN LIFE SCIENCE AND LIVING ART>, based on the relevant question : " we are sure of what we are seeing ? "

As a matter of facts, contemporary neurology understand that the eyes are to consider as external tools of brain . So that eye itself is not seeing an objective perspective of reality. In fact the fundamental cognitive enhancement of brain studies recognize that seeing is a property of the brain managing of light's signals, in biological transformation.

Furthermore the brain perception can be re-interpreted by a Bio-Quantum Physics (\*.Bio-Qu.Phys.) as a product of neuronal- system, capable to generate, in replying to the quantum particles of light, an external scenario describing the probable forecast of Body-Matter interactivity. So that what we see is not an objective reality, because the brain-perception bring into being a construction of an interactive imagine to anticipate and estimate the possible interrelated actions between our movement and the environment.

As a matter of fact the new concept of Bio-Qu.Phys. of bio-processing of imaging, visualized as an probable prevision of dynamic human performance in the environment, be capable of generate a fundamental cognitive enhancement in science and art. In fact the changes in the meaning of perception get a powerful impact on the evaluation of quality in everyday life. So that the sharing of those new ideas originates in Bio-Qu.Phys. of perception, will activate a vital strategy of survival deeply involving both, the contemporary science thinking and also the communication of feeling of the modern art. Therefore the Bio-Qu.Phys. research unlock a new understanding about how quantum particles of light can be processed in a biological vision-construction by the brain . As a consequence can be open an opportunity to a fruitful challenge about the reconciliation of micro and macro sciences through a better knowledge of synchronicities in space time transformations.(2)

Hence the Bio-Qu.Phys. allows to go beyond of the traditional splitting between science and humanities. Since during the past century they are considered as separate fields. This innovative cognitive process of entangled interactions, between quantum particles and brain signals, it is also suitable to re-evaluate the brain exercise of dreaming as an

active construction of vision in relation to get better intuition and creativity in contemporary science and art. Given that modern art and living science both are dealing with vision and cognition the changes in human visual system knowledge, it is becoming very relevant in relation to the expected impact on the "science of quality" for a better life. In particular it is becoming important to open a fundamental debate for understanding the intangible knowledge economy, were the virtual reality is becoming an effective expression of the global knowledge society. Minds are formed in the historical habitat of evolution of neuronal-plasticity of brain, so that the new idea of perception is working as an evolutionary construction of the brain, to begin a great debate about the evolutionary nature of mind-brain processes about the meaning of what we are seeing as a living creation of what we are bearing in the brain.

For that motive it is possible to add something news through the research proposed by the EGOCREANET-Open Network for New Science about the theme: "The Science of Quality of Life". This innovative investigation that can be identified as an entangled interaction between bio-quantum particles with the macro world, where it is becoming central the driving power of the "SCIENCE and ART of BEAUTY".

Until now contemporary science research remain mostly related to "quantitative" strategies of experimental measurement of results, and the line of investigation of beauty is quite only a fruit of art creativity.

In fact looking to the past, only in some period when art and science are not divorced, as well as in the early renaissance in Italy, it is becoming possible to put in evidence an antique chronological link with the new interdisciplinary integration without theoretical borders of "Science and Art of Beauty".

For instance Piero della Francesca (2) Between 1474 and 1482 he wrote a treatise, "De Prospectiva Pingendi" , ("On Perspective in Painting"),where the aesthetic of two-dimensional pictures was related with the static viewpoint of the artist expression , developed in a linear perspective (3) , and where the beauty comes out of the relative dimensions, between the apparent three-dimensional distance of the painting and the size of the frame of the picture, corresponding to the "Sectio Aurea " (Golden Section).

After the Italian renaissance science and art will be substantially broken up one from the other, and only some distant relations can be taken in consideration between the art studies: the ones about the relationships among

symmetry / un-symmetry of the beauty of forms, and at the same time such examination on symmetry and beauty. Those studies can find some conceptual links to the other thermodynamic research about order and disorder about the efficiency of an engine in mechanical science. More recently, only few scientists, try to discover the rules of attraction between chemical substances in terms of self-organization of collective response to changing auto-catalytic conditions to find the minimum of energy. For instance we can remember the studies of the Nobel Prize Ilya Prigogine on "Dissipative Structures"(4) that can be taken in relation to different modelling and folding techniques of molecules. Those modern science of non linear interactivity, make the first move to re-establish a relationship between molecular dynamics simulation and fractals fractal's algorithms in a way to meet again in contemporary era science and art .(6). In the end curiosity, I would remember that from 1970 the research of quantum mechanics of nucleus of the atoms employ, as an similarity, terms as beauty, charm, and strangeness , only to signify the various properties of the quarks. However the interdisciplinary integration "SCIENCE and ART of BEAUTY" attempts to reveal an entirely new idea , coming from the endeavour of bio-quantum physics in living organisms. This innovative approach would stimulate an wonderful dialog on understanding the biological mind/brain evolution in constructing imaging of beautiful attractiveness , that can be envisaged as an creative strategy of strengthening power of the information energy in order to make a great impact on the development of the contemporary Knowledge Based Bio-Economy (KBBE).(7) Finally EGOCREANET /ONNS would like to add something new to science of life and art of living integration . For this goal will be programmed an international Seminar on SCIENCE OF QUALITY & KNOWLEDGE ECONOMY, that will be held in Florence (the NOV.20/2007), c/o Vieusseux Foundation, Piazza Strozzi 1, Firenze (It). This event would become a satellite event of Science and Art for a better life of the European open forum Platform.(8)