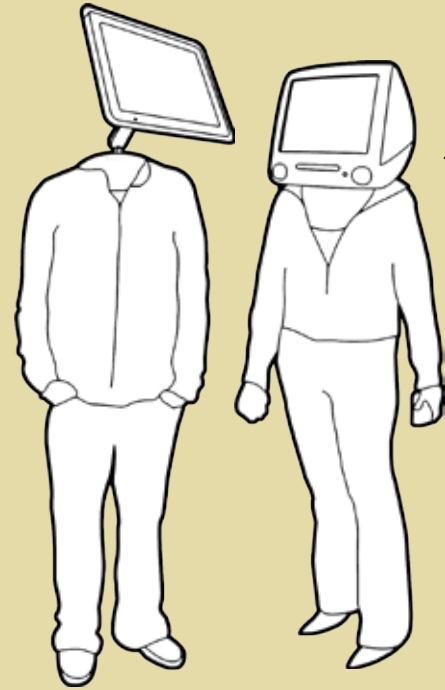


we are all
computers

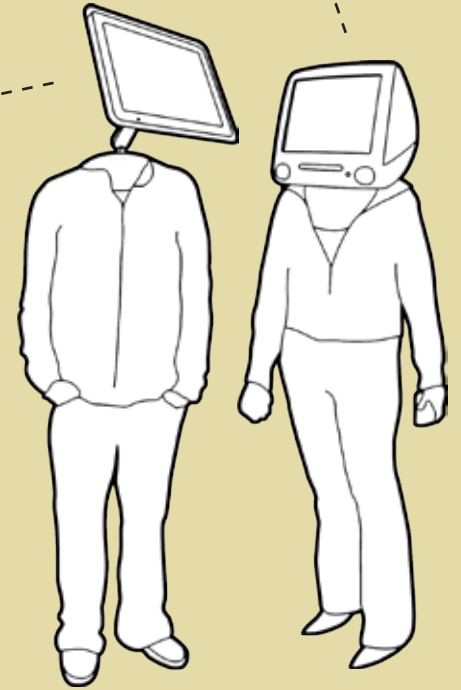
Did you know the brain is made up of around 100 Billion Neurons? That the equivalent of about 880 CPUs. Also, did you know that neurons work in a similar way to transistors? The brain is like a massive CPU. It even compresses what you see and learn like; just like Mp3s and Zip archives are compressed. It also has a quantifiable storage capacity.

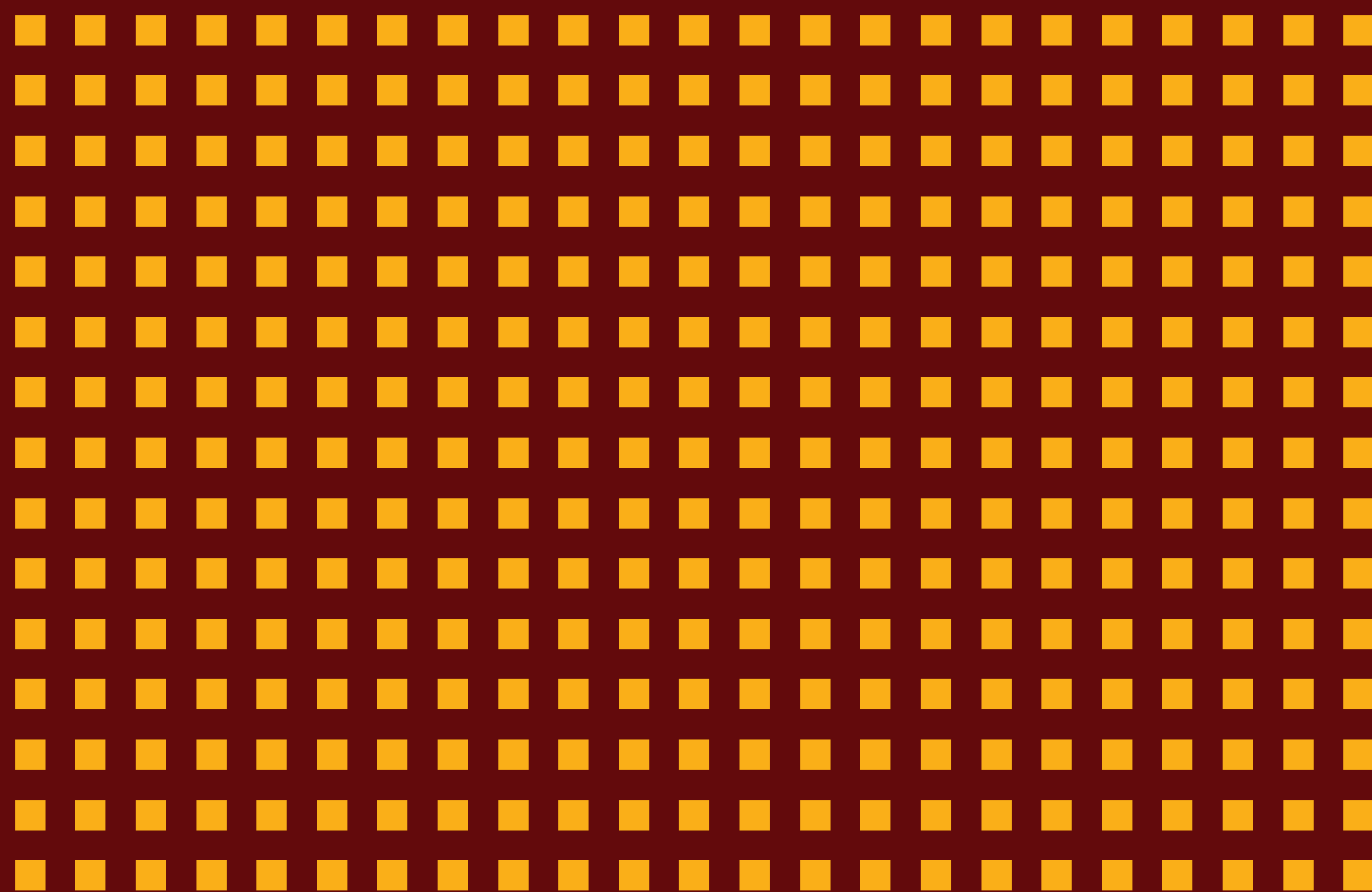


Hmm...

So we are all computers?

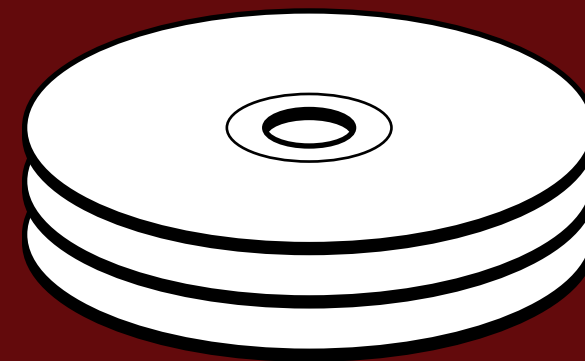
So I hear





For every square on the page there are
300 Thousand Million Bits of information
in your brain.

Brain Capacity = 1.14Tb = 23,000 Mp3s





← Maximum Length 10 meters →
~480 Mega bits / sec

Ever left the house

without your memory stick?
One day every student and professional in the world will be
able to use the memory capacity of their brain to store their files
and mp3s... possibly
Just imagine, all you would need is a cable to plug your brain into a
computer and access it like a hard drive.
What if you could edit your files in your head?





A Halloween party in Mill^{st.} Halls.
Stand in any room and you will be able to describe the room. You will be able to say that there is a red balloon in the corner, there are pictures on the wall and you will know what drinks are on the small round coffee table. You will also know who was in the room and what they were wearing.
You'll know everything, you are there and it's relevant...
Says your brain.

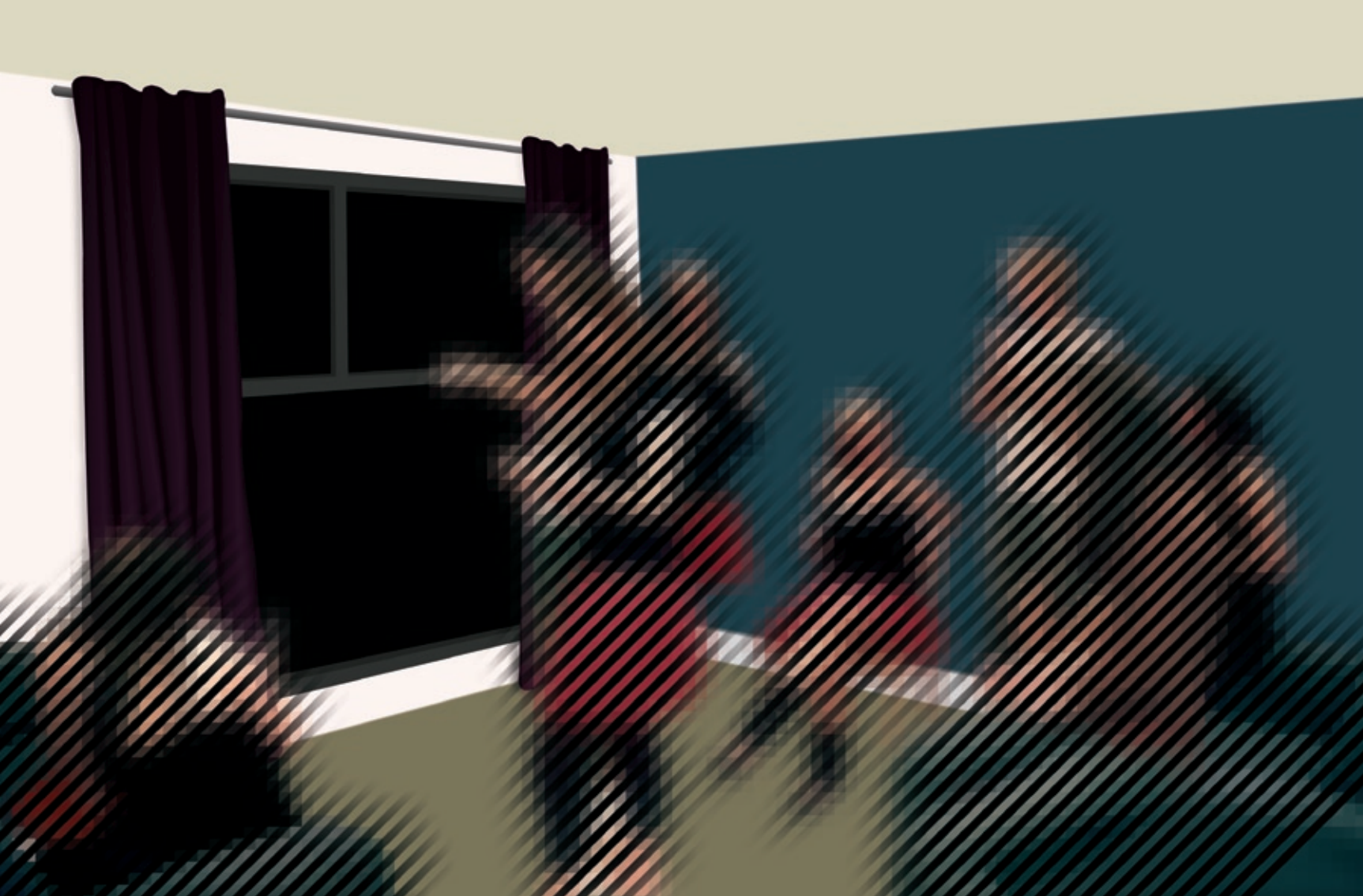


Step outside the room.

What does your mind's eye see now?

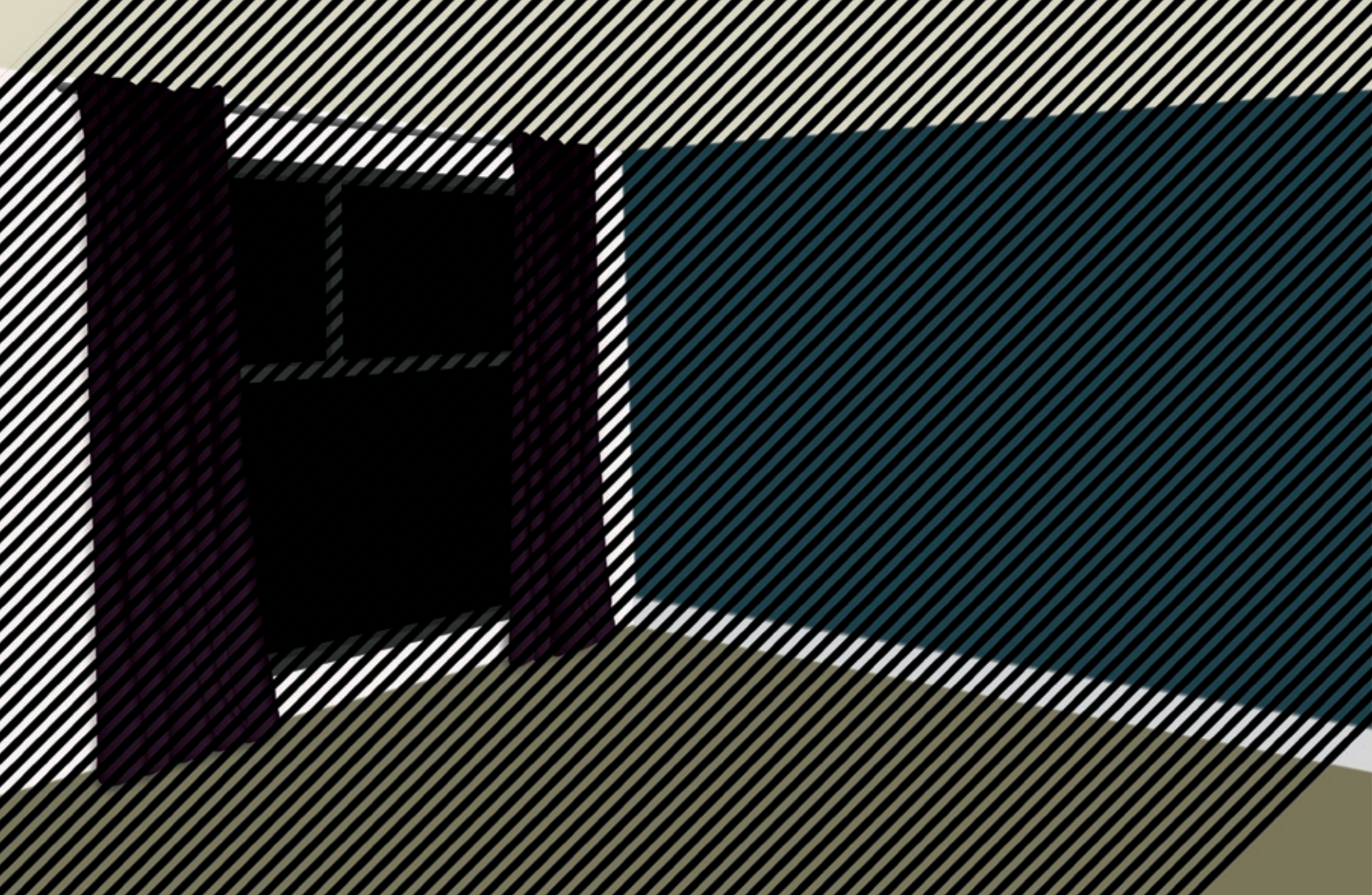
You know who's in the room; you can still hear them. You also know pretty much where they are in the room, unless they've started moving around. You might remember that all most of the girls were wearing ballerina costumes. You helped make them earlier in the day. You also helped put up the pictures but you can't know who or what they were of. Even if you could say what a few of them were about, you certainly couldn't remember the order. You know there was a party, there were balloons on the floor, but I doubt you remember where they were or even that there was a road sign in the corner or there was a coffee table. I forgot and I live next door.

I bet you can't draw the pattern on the sofa.



A week later

the photos have come down and it's not until you get the pictures developed that you remember they were ever there. Will you notice you forgot they were there in the first place? Can you even remember who was at the party? How well can you describe the room? "I know the room has a window... Oh and 2 sofas."



A year later,

who knows?

Your brain only remembers what it thinks
it needs.





Designed and Produced by Joshua Russell-Hobson as part of a 1st year Graphic Arts and Design Degree project.