

**“A map *is not* the territory it represents, but, if correct, it has a *similar structure* to the territory, which accounts for its usefulness.”**

**Alfred Korzybski, *Science and Sanity*, 1993**

“Simulation is no longer that of a territory, a referential being or substance. It is the generation by models of a real without origin or reality: A hyperreal. The territory no longer precedes the map, nor does it survive it. It is nevertheless the map that precedes the territory—precession of simulacra—that engenders the territory.”

Jean Baudrillard, *Simulacra and Simulation*, 1994