



*A dynamic space where creative communities connect, linking the arts, sciences and technology.*

Arteca is an online portal that supports the creation and dissemination of digital scholarly materials that explore the intersection of arts, humanities, science and technology.

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Arteca offers not only a wide range of current and classic resources, but also open access to podcasts, multi-media based materials, grey literature materials, a job board and online textbooks for MOOCs.

Arteca is modeled after CogNet ([cognet.mit.edu](http://cognet.mit.edu)), an online community for cognitive sciences, pioneered by MIT Press in the late 1990's. CogNet has been a subscription-based content portal and platform since 2000, containing the full text of over 550 books and 6 journals.

## Typography



Apple Devices  
**San Francisco Display**  
for text 20pt and above

San Francisco Text  
for text 19pt and below



Android Devices  
**Roboto**  
for text 20pt and above



Windows Devices  
**Corbel**  
for text 20pt and above

## Colour



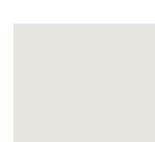
**Canary Yellow**  
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**Amaranth**  
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**Azure**  
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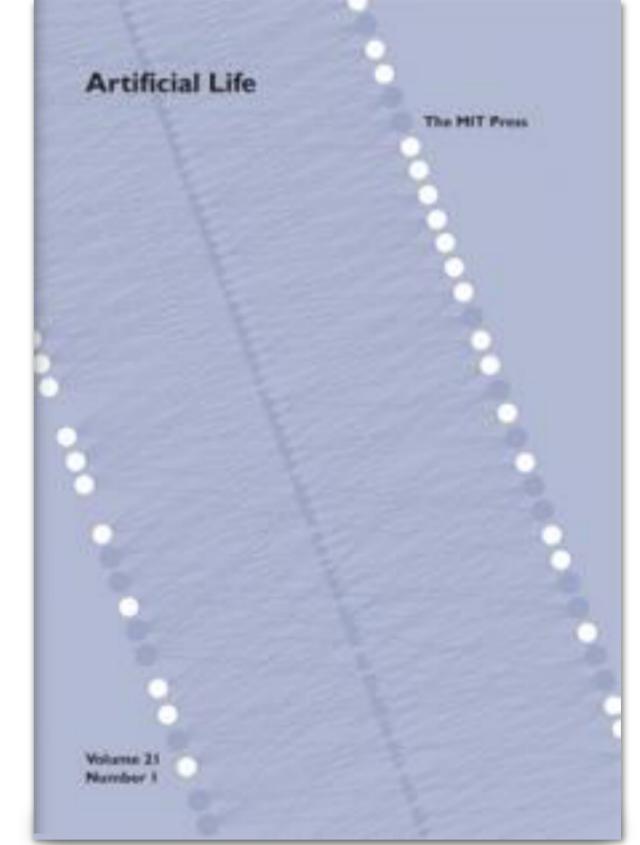


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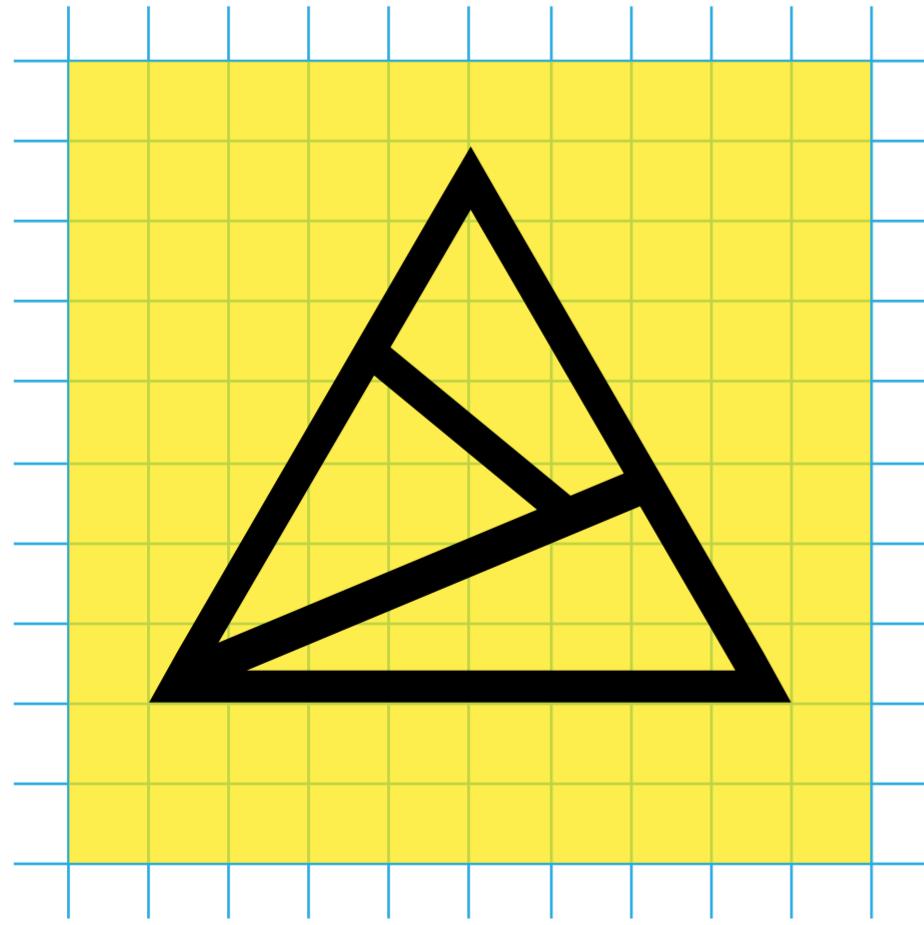
## Embellishments



Large book with a heavy shadow

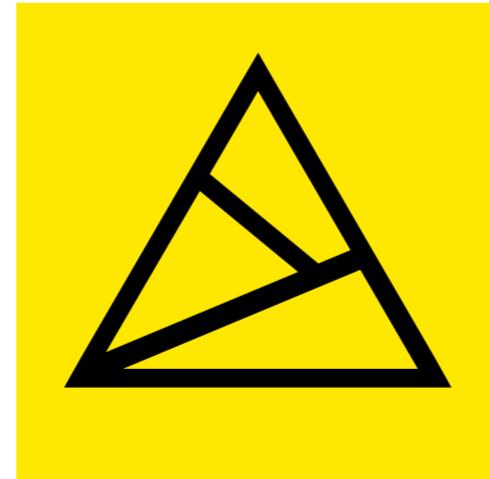


Journal with thin shadow

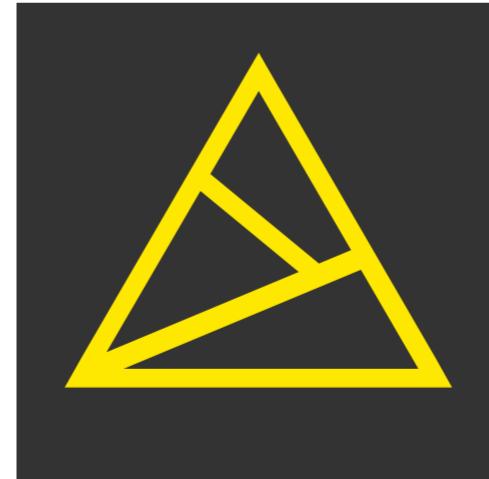


Grid system

## Logos



Primary Logo  
For wide use



Secondary  
For high contrast layouts



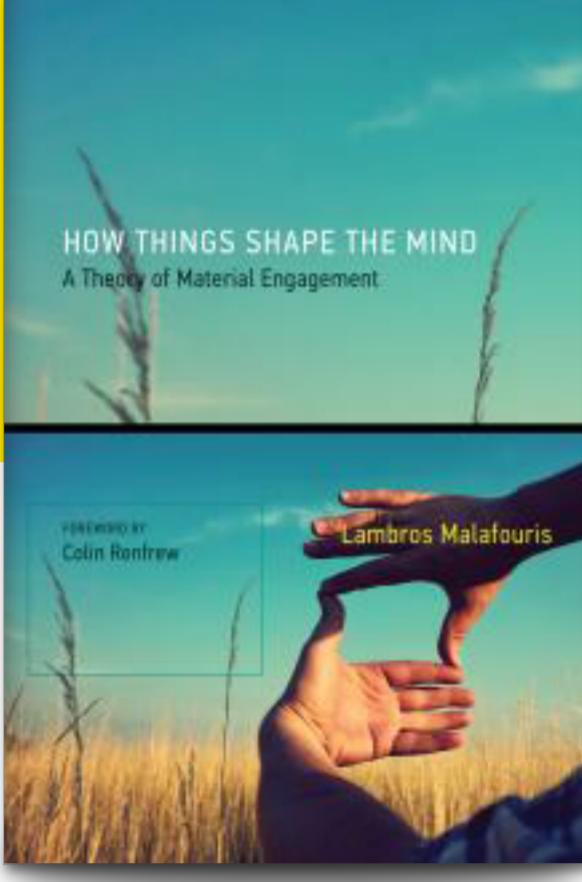
Frontispiece  
For use in book covers

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**Designing Interactions**

Bill Moggridge  
FOREWORD BY  
Colin Renfrew

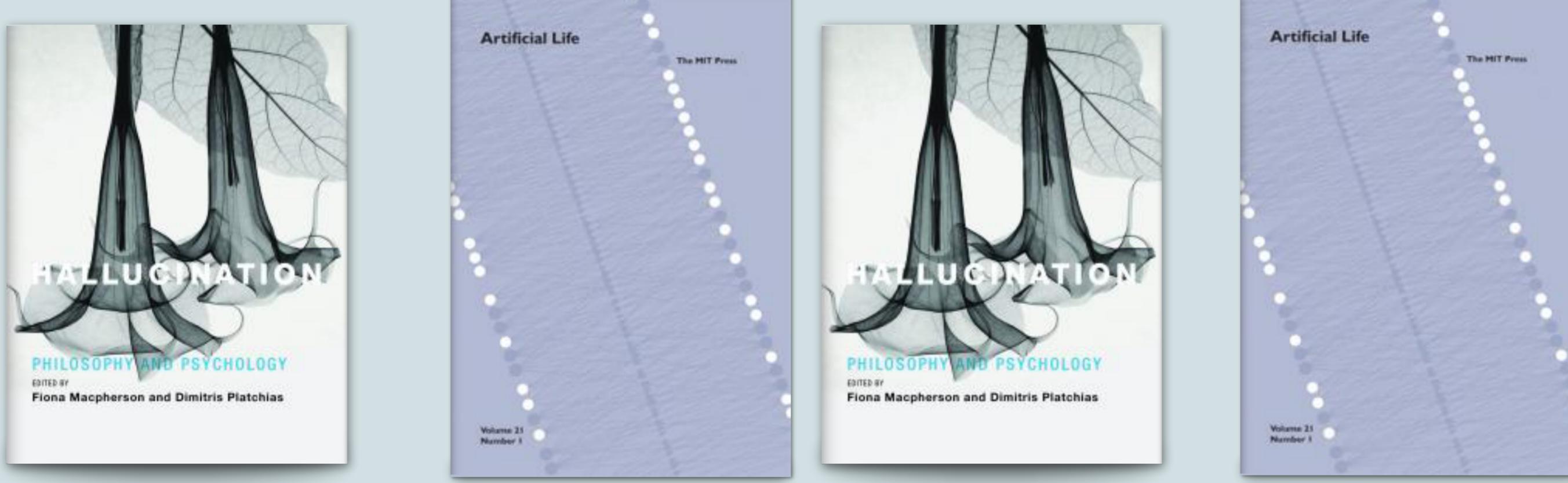


An increasingly influential school of thought in cognitive science views the mind as embodied, extended, and distributed, rather than brain-bound, "all in the head." This shift in perspective raises important questions about the relationship between cognition and material culture, posing major challenges for philosophy, cognitive science, archaeology, and anthropology.

In *How Things Shape the Mind*, Lambros Malafouris proposes a cross-disciplinary analytical framework for investigating the different ways in which things have become cognitive extensions of the human body. Using a variety of examples and case studies, he considers how those ways might have changed from earliest prehistory to the present. Malafouris's Material Engagement Theory adds materiality—the world of things, artifacts, and material signs—into the cognitive equation definitively. His account not only questions conventional intuitions about the boundaries and location of the human mind but also suggests that we rethink classical archaeological assumptions about human cognitive evolution.

**Table of Contents**

- Foreword  
PDF (406 KB)
- Acknowledgments  
PDF (385 KB)
- Introduction  
PDF (457 KB)



Hallucination: Philosophy and Psychology  
Artificial Life

The MIT Press

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**EXPLORE**   **JOIN**   **SEARCH**



**How Things Shape the Mind**  
A Theory of Material Engagement

Lambros Malafouris  
FOREWORD BY  
Colin Renfrew

print, ebook   304 pages

**PURCHASE**

**OVERVIEW**

An increasingly influential school of thought in cognitive science views the mind as embodied, extended, and distributed, rather than brain-bound, "all in the head." This shift in perspective raises important questions about the relationship between cognition and material culture, posing major challenges for philosophy, cognitive science, archaeology, and anthropology.

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The MIT Press

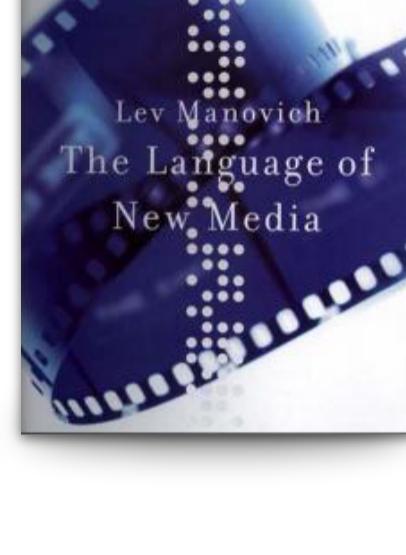
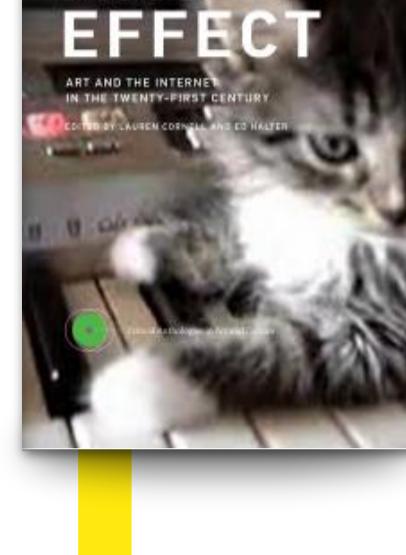
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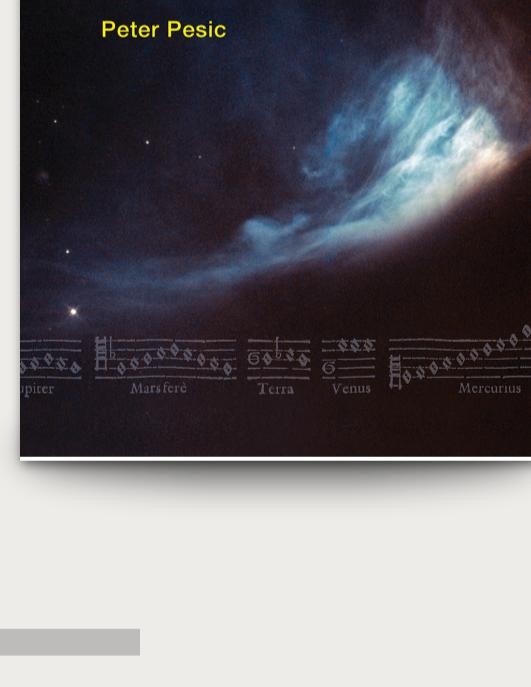
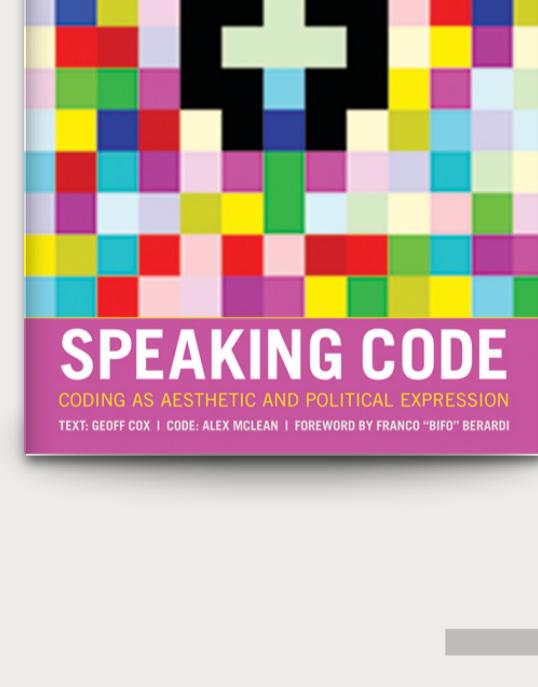
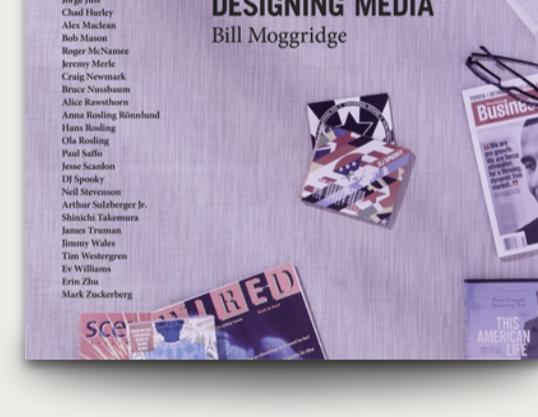
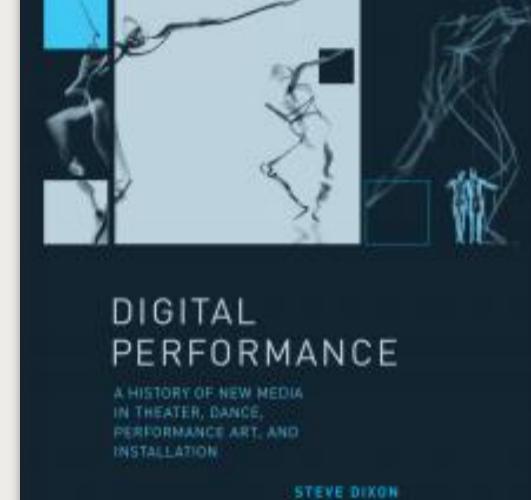
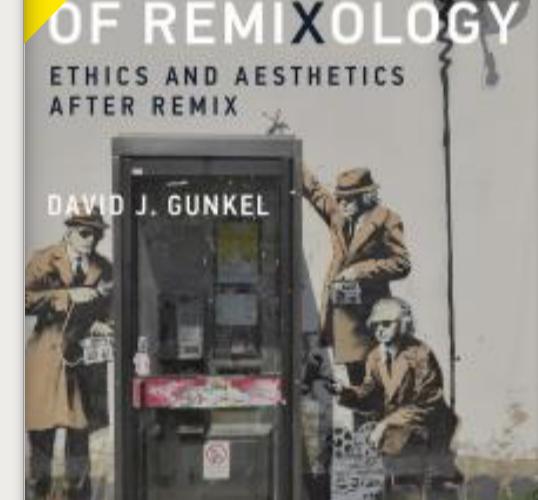
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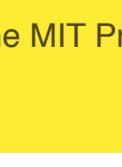
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