

FROM THE CAVE TO THE SCREEN

TRANSLATION OF MEANINGS
INTO A MODERN CONTEXT

post-modern INDIVIDUAL has to
re-educate his PERCEPTION and
INTERACTION with a reality filtered by the media

ALLEGORICAL

PHILOSOPHICAL

NEW (MEDIA)

men chained
into the CAVE
forced to see SHADOWS
projected on a wall

CAVE = REALITY

as we experience it
in the everyday life

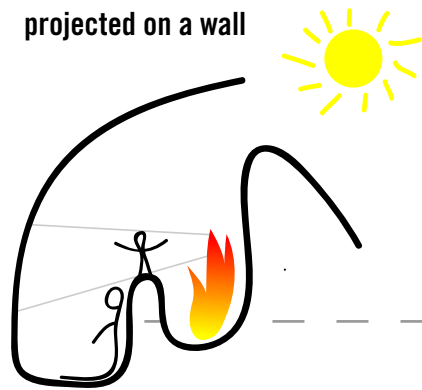
as RAW appearance

as SIMPLE as the act of seeing

condition of PASSIVE
uncritical ACCEPTANCE

passive and uncritical acceptance
of what the media are proposing

ONE WAY communication



TURNING BACK MOVEMENT
(literally: turn the neck around)
is a PAINFUL one,
the resulting vision
is more DIFFICULT
than looking at SHADOWS

ACT OF EDUCATION

is about forcing someone
out of the IGNORANCE and
the lazy ACCEPTANCE
of appearances

INTERACTIVE EDUCATION

it has to start with simple questions
and natural ways to answer

involve hands and
body movements

initially preferred
though they are
"LESS IN BEING"

from REALITY to REASON

from passive PERCEPTION
to constructive REASONING
about reality

process of ACCUSTOMISATION

NO MOUSE use allowed

being forced
OUT of the cave
into the DAY LIGHT

sight has to be ACCUSTOMISED again

shadows
human reflections
realities
moon and stars
sun

the most UNHIDDEN
and UNBEARABLE

ABSTRACTING the appearance
and the reality to deal with IDEAS

comparison of different ideas,
RELATIONS between ideas,
CAUSES and CONSEQUENCES

building KNOWLEDGE
using INTELLIGENCE

INTERACTION at a higher
level involves SOUND

user can SPEAK his OPINION
CHANGE events on screen
by using VOICE and LANGUAGE

searching for the HIGHEST IDEA