



The MIT Press

http://mitpress.mit.edu

# Laws of Seeing

Wolfgang Metzger

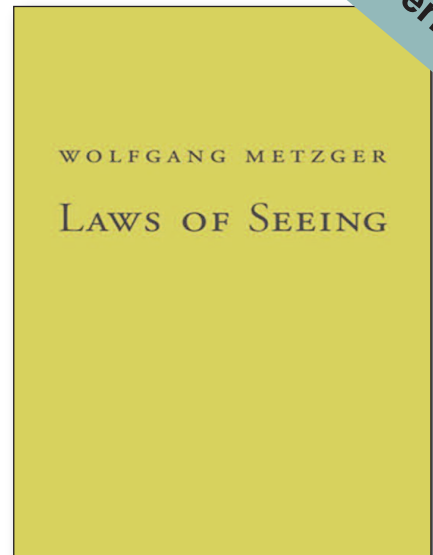
Translated by Lothar Spillmann

This classic work in vision science, written by a leading figure in Germany's Gestalt movement in psychology and first published in 1936, addresses topics that remain of major interest to vision researchers today. Wolfgang Metzger's main argument, drawn from Gestalt theory, is that the objects we perceive in visual experience are not the objects themselves but perceptual effigies of those objects constructed by our brain according to natural rules. Gestalt concepts are currently being increasingly integrated into mainstream neuroscience by researchers proposing network processing beyond the classical receptive field. Metzger's discussion of such topics as ambiguous figures, hidden forms, camouflage, shadows and depth, and three-dimensional representations in paintings will interest anyone working in the field of vision and perception, including psychologists, biologists, neurophysiologists, and researchers in computational vision — and artists, designers, and philosophers.

Each chapter is accompanied by compelling visual demonstrations of the phenomena described; the book includes 194 illustrations, drawn from visual science, art, and everyday experience, that invite readers to verify Metzger's observations for themselves. Today's researchers may find themselves pondering the intriguing question of what effect Metzger's theories might have had on vision research if *Laws of Seeing* and its treasure trove of perceptual observations had been available to the English-speaking world at the time of its writing.

**Wolfgang Metzger** (1899-1979) was a central figure in the Gestalt movement within psychology in Germany. He was Director of the Psychological Institute at the University of Münster.

September 2009 • 229 pp. (194 illus.) • paper  
£18.95 / \$25.00 / €22.50 • 978-0-262-51336-4



New in Paperback

*"This is a classic work in the Gestalt tradition of visual perception, and many of the issues Metzger touched upon continue to be major themes in current research. The translation is very well done."*

— **Pawan Sinha**, Department of Brain and Cognitive Sciences, MIT

*"Laws of Seeing will inspire both beginning students and serious researchers in psychophysics, neurophysiology, and computational modeling in their search for a better understanding of why we see the way we do. The text is illustrated by numerous figures demonstrating to the reader how Gestalt factors work in the laboratory and in nature. This masterpiece should be read not as history, but as a beacon for future research."*

— **John S. Werner**, Section of Neurobiology, Physiology & Behavior, University of California, Davis

ORDER FORM

• Prices and availability subject to change without notice.  
• Customers in UK, and Europe will be charged in £ Sterling, or in Euros if preferred. Customers in all other countries will be charged either in £ or US dollars.  
• **Delivery from UK warehouse** will be arranged by Wiley Distribution Services Ltd. Please add the following delivery charge to your order: **UK:** add £3.60 per order; **Europe:** add £5.20 or €7.00 per order via surface; add £12.45 or €16.80 per order via air.

**Your Personal Data:** we would like to use your information to keep you informed of MIT Press titles and offers of interest to you.  
 Please tick if you do not wish to receive information by post.  Please tick if you wish to receive information by email. If at any time you wish to stop receiving this information please write to The MIT Press at info@hup-mitpress.co.uk

**Metzger/Laws of Seeing**  
£18.95 / \$25.00 / €22.50  
978-0-262-51336-4

### I would like to order

\_\_\_\_\_ Number of books  
\_\_\_\_\_ Charge for book(s)  
\_\_\_\_\_ Postage charge  
\_\_\_\_\_ VAT *where applicable*  
\_\_\_\_\_ Grand Total

- Cheque enclosed for £ \_\_\_\_\_  
(payable to **The MIT Press**)
- Charge the following to my credit card: £ \_\_\_\_\_  
 Maestro UK     VISA  
 Mastercard     American Express

All credit card payments, order processing and deliveries are handled by Wiley Distribution Services Ltd. Please complete and return this form by post to: Wiley Distribution Services Ltd, Southern Cross Trading Estate, 1 Oldlands Way, Bognor Regis, PO22 9SA, UK.  
Email: cs-books@wiley.co.uk • Tel: +44 (0) 124 779 777 • Fax: +44 (0) 1243 820 250

FME09

Card Number \_\_\_\_\_  
Start Date \_\_\_\_\_ Expiry Date \_\_\_\_\_ Issue Number \_\_\_\_\_  
Card Security Code \_\_\_\_\_ (required for Maestro/Mastercard/VISA/Amex)  
Signature \_\_\_\_\_  
Date \_\_\_\_\_  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Contact tel number \_\_\_\_\_  
Email \_\_\_\_\_

Please include your credit card billing address if different from the delivery address.