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«Imagination is
more important
than knowledge»

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A sidereal eye

Hugo Heller

At the beginning of the 17th century, the invention of the telescope confirmed a new vision of the world. At last, certain intellectual ambitions on science and philosophy were overcoming the outdated ideas from classical Greece and medieval scholasticism. The new *sidereal eye* made possible to observe the universe in a revolutionary and scientific way, underpinning the foundations of modern science. The telescope is to blame for the rocket-like speed of the so called Scientific Revolution towards this present-future of galactic surprises, electromagnetic minds, quantum fluctuations and holograms.

Inspiring book about the revolution of the telescope and all it meant for knowledge and modern science, both intellectually and technologically. A story about the most curious and challenging minds of the last four hundred years. Their pursuit of knowledge, sometimes bravely under repressive circumstances, invented the world we live in.

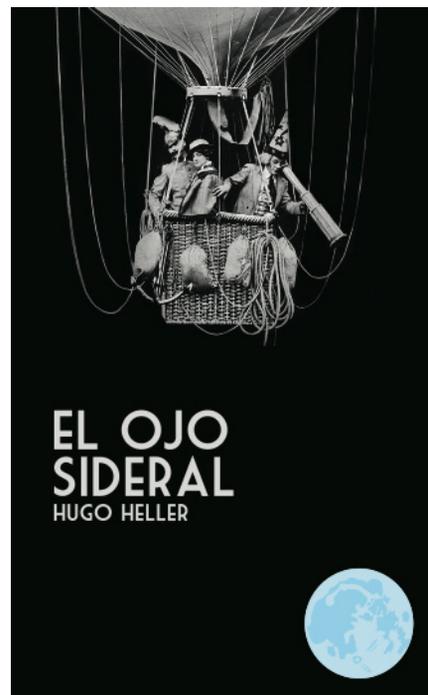
As a tribute to a couple of delicious books, *The Sidereal Messenger*, by Galileo Galilei, published in 1610, and *Conversations with Sidereal Messenger*, Johannes Kepler's immediate passionate response, this is the story of the telescope and the paradigm shift that confirmed, after the intuitions of Nicolaus Copernicus and Giordano Bruno. Johannes Kepler continued Tycho Brahe's astronomical legacy and used it to describe the elliptical orbits of planets around the Sun and to formulate the mathematical laws of motion. Meanwhile Galileo Galilei empirically confirmed the Copernican heliocentric system with the brand new *sidereal eye*. Astronomers and other scientists and thinkers began to see the world with a new mind which no longer depended on neither tradition nor superstition, and that has showed us an amazingly bewitching Cosmos.



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«Wouldn't I believe someone who invites everyone to observe wonders and offers his own device to convince the eyes?».

-Johannes Kepler

Colección Flux

Paperback

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IBIC: PDX, PGK, TBX

Hugo Heller is an amateur astronomer and writer. He is especially interested in scientific revolutions and the future of space exploration. He is currently writing a book on galactic exploration and interstellar travel.





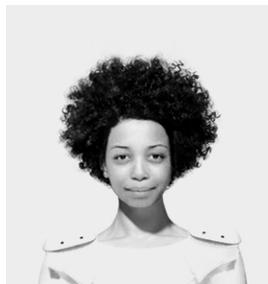
The Net and Moon

Christel Penella de Silva

In 1969, the Internet was connected for the first time and a human stepped on the enigmatic Moon. Since then, an era of complexity and uncertainty but remarkably creative fluctuates in the eternal return of the future. Having been digitised, the structure of the world has become invisible and to a certain extent unknowable, while its perplexed users interact immersed in the chaos laws that need to be applied. In such circumstances, what are we going to do with technology? Is it going to become an instrument of subjugation and control or will we be able to unleash its transformation potential, as all the thinkers in the book dreamed of? From the ideas that inspired the development of the Internet and the optimism of the Moon, this book covers in a kaleidoscopic way the conceptual and technological history of the paradigm shift towards a new computational-digital era.

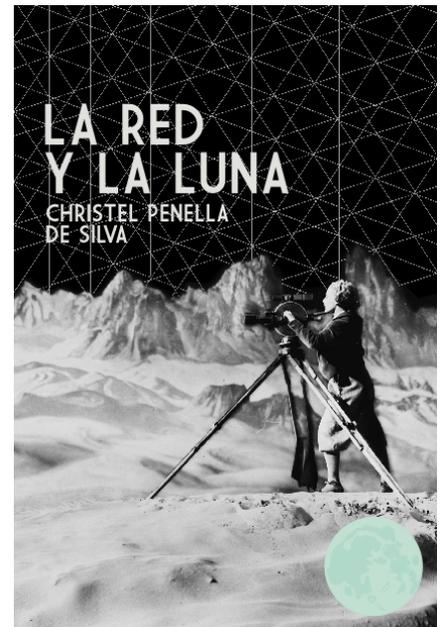
A book about the network of minds that dared to dream science as poetry and to innovate science as science-fiction. The evolution of their ideas and dreams created new paradigms and dimensions for technology and society, yet to be properly understood.

A book about some of the most creative and inspiring polymaths of the 20th century: mathematicians Alan Turing and John von Neumann; architect and philosopher Buckminster Fuller; Lynn Margulis, revolutionary biologist; physicists Werner Heisenberg and Niels Bohr; film director Stanley Kubrick; Claude Shannon, the author of the Theory of Information; J. C. R. Licklider, Internet pioneer; Ted Nelson, inventor of the hypertext; Tim Berners-Lee, inventor of the *www*; William S. Burroughs, who wrote *The electronic revolution*; Erwin 'Cat' Schrödinger; Francis Crick, discoverer of the DNA structure; John Cage, musician, composer and avant-garde artist; Steve Jobs, co-founder of Apple Inc.; and Marshall McLuhan, prophet of the information age; among others. For them all, technology is a potential for transformation, a tool for imagining a better future.



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«First we shape our tools and thereafter our tools shape us».

-Marshall McLuhan

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Christel Penella de Silva (Madrid, 1972) has worked in visual communication and ICT for twenty years. Now she runs *tintank*, a medialab about messages and interfaces. She is the founder of The Net and Moon Press and also *Franz Miniediciones*, a short fiction project in handmade books. She is passionate about the Cosmos, neuroscience, philosophy, art and theoretical physics.

