



actually have never been a long-term viable solution in Europe, as well as in the rest of the world. As Stefan Zweig recalled in his *The World of Yesterday*, before 1914 there were no passports, visas, permits, or authorisations required, and everyone could freely travel around the world. I know this sounds utopian nowadays, just as the Europe that I show in my pictures sounded utopian less than 50 years ago. I strongly believe we should work today towards a pre-1914 free liberty of movement for everyone. This should be a basic right of every individual. This, one day, should be normal.

However, it is also interesting to look at normality in an individual context. In 2001 I read an article in a newspaper about a scientific discovery. A housewife in Italy suffered from severe brain degeneration. Although capable of reading and speaking, she was unable to recognise most of her relatives. She could recognise the picture of only one person. Not her husband or children but someone she had never met in her life: Silvio Berlusconi. As a unique case in the history of neuropsychology, her pathology led to the understanding that our brain, when it is bombarded by the same images, "stores" them in a deeper region of our consciousness. The visuality of everyday images that we consider "normal" affects our conscious at a deeper level. So the repetition of the "normal" has a significant impact on the brain, which in turn may lead to an abnormality. When I read about this discovery I was shocked. For the first time there was a proof that advertising and the media could strongly modify our brain. It took me a few years before finding a way to talk about this issue. My series *Cortex*, in superimposing many photographs of world leaders gathered from the Internet, proposes an artistic vision of the subliminal image that our brain creates after being bombarded by images of the same person.