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Collana	Vision, Illusion and Perception Series ; v.5
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Sommario/riassunto	This book delves into the nuanced interplay of colour in human perception and its applications across diverse fields, highlighting the transformative impact on art, design, digital media, and technology. The book introduces an innovative approach by integrating scientific research with practical applications, making it a pivotal resource for designers, psychologists, and technologists. Its scope ranges from foundational aspects of colour vision to futuristic applications in virtual reality and artificial intelligence, offering fresh insights and forecasting emerging trends. This comprehensive exploration is essential for anyone interested in the strategic use of colour to enhance user experience and cultural expressions.