

Zeitschrift: Swiss review : the magazine for the Swiss abroad
Herausgeber: Organisation of the Swiss Abroad
Band: 49 (2022)
Heft: 5

Rubrik: Images : Youri Messen-Jaschin, an artist who plays with your brain

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. [Siehe Rechtliche Hinweise.](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. [Voir Informations légales.](#)

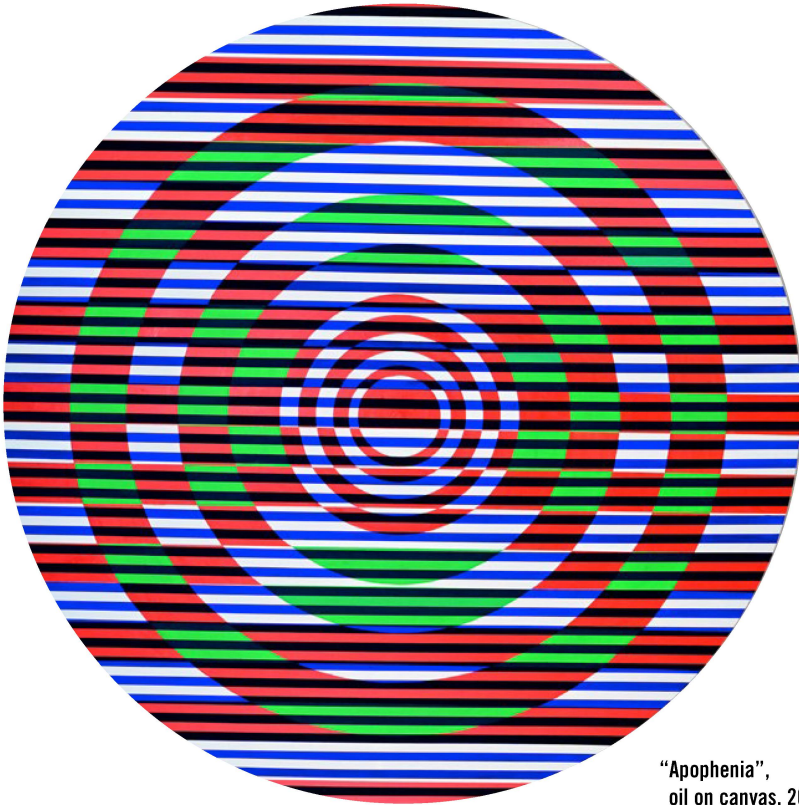
Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. [See Legal notice.](#)

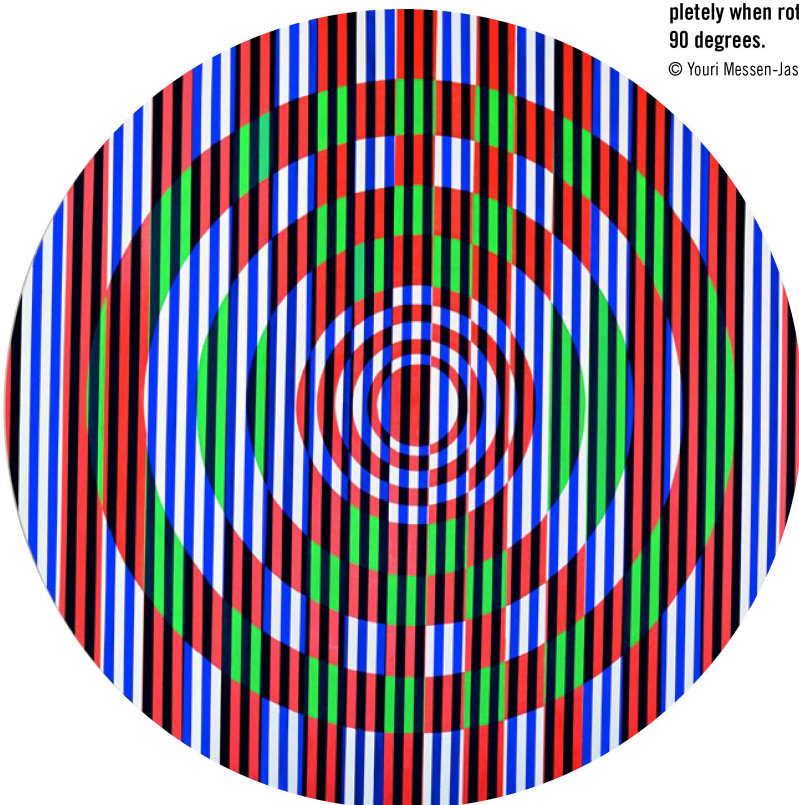
Download PDF: 08.02.2025

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

Youri Messen-Jaschin, an artist who plays with your brain



**“Apophenia”,
oil on canvas, 2021.
The image’s appear-
ance changes com-
pletely when rotated
90 degrees.**
© Youri Messen-Jaschin



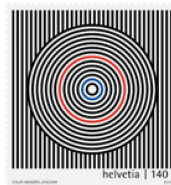
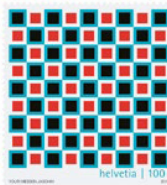
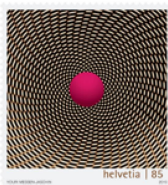
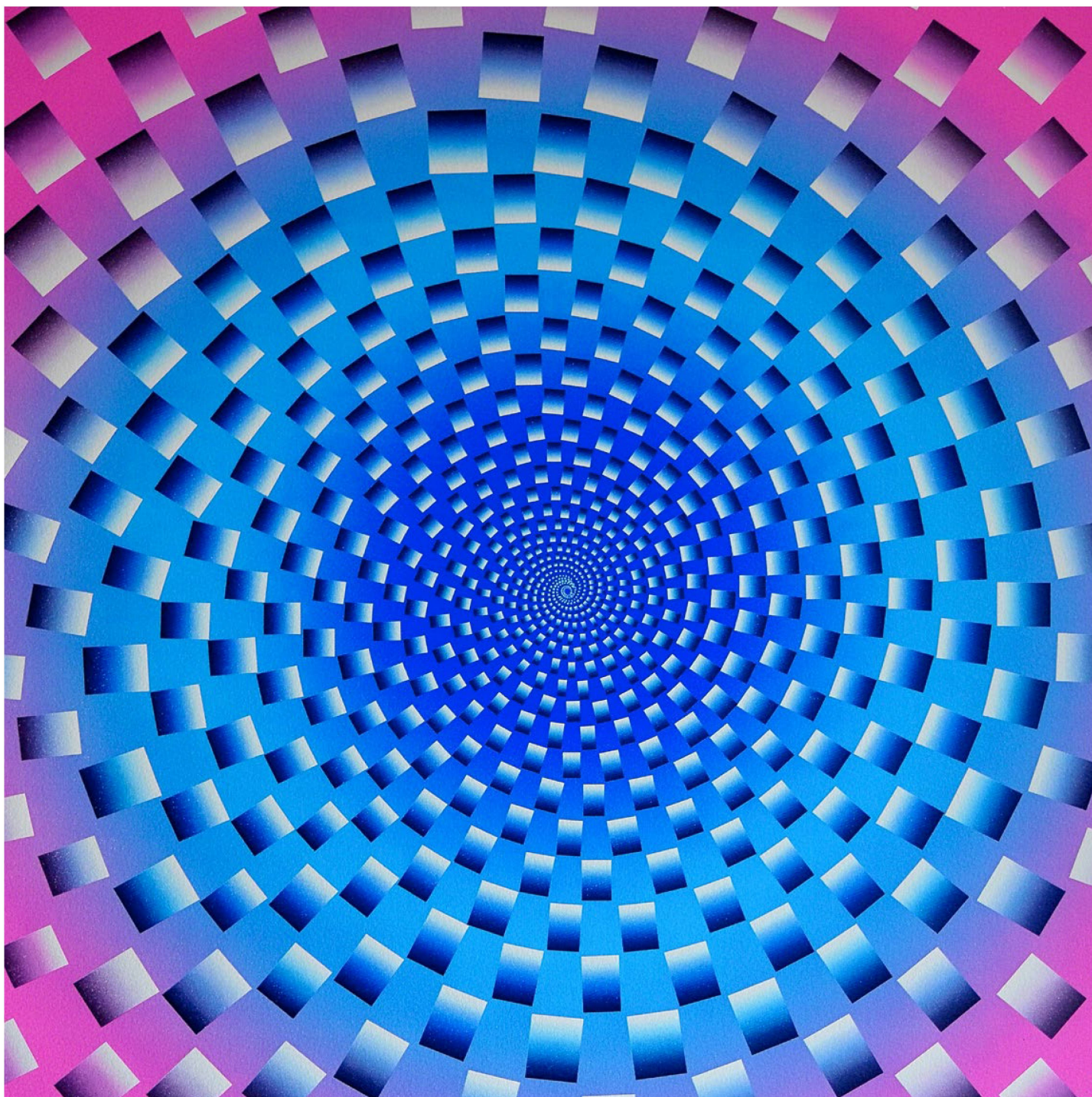
Looking upon the work of Swiss artist Youri Messen-Jaschin gives a slight feeling of imbalance, like after a boat trip. It seems that an image with a strong visual contrast can impact the inner ear, an organ which helps maintain balance. An image sometimes generates effects on the cognitive system of the viewer, because the brain is comparing previously memorised visual elements with current images, which can trigger a certain dissonance. Optical art plays on these mechanisms. Such are the resonances between art and neurology in “l’Op art rencontre les neurosciences” (Op art meets neuroscience), artwork bearing the signature of painter Youri Messen-Jaschin and Bogdan Draganski, the director of the neuroimaging research laboratory in Lausanne.

The two men have observed the brain activity of volunteers using magnetic resonance imaging, while images created especially for the study were projected in front of their eyes. “If Op art has such strong effects on the brain, it could perhaps contribute to relieving certain illnesses, or even curing them,” writes the photographer, painter and sculptor. The artworks combine pure art and explanations on the inner workings of the optical illusions. They can be viewed as an art book and an essay. Of German and Latvian origin, Youri Messen-Jaschin was born in Arosa. In his long career he has worked in Paris, Gothenburg, Hamburg, Caracas and Berne. He currently lives in Lausanne.

STEPHANE HERZOG

**“Wormhole”,
graphic print
on paper, 2018.**

© Youri Messen-Jaschin



Youri Messen-Jaschin at his smallest: “Red Ball”, “Blue Red Black” and “Circle Red Blue” on Swiss Post stamps (2010).

Youri Messen-Jaschin, Bogdan Draganski
“L’Op art rencontre les neurosciences”
Editions Favre, November 2021,
175 pages, CHF 34

revue.link/youri

