



“Polishing the Spectacle of Myself”:

A Brief Introduction to the Work of ESTAR(SER)

*A workshop on attentional practices at Arts Initiative Tokyo
24 November 2017, 6:30-8:00 pm*

New research, recently come to light, suggests that the eleven pairs of “Ganzfeld effect” goggles found in the so-called MacGinitie Collection of the W-Cache *may have been used by associates of the Order of the Third Bird across the twentieth century as part of a heretofore unknown symbolic ritual of self-preparation*. Did these individuals, with their focus on the proper way to look at works of art, collectively soil (and then cleanse?) various eyeglasses and protective eyewear in intimate performance of their ambition to “see anew”? The evidence remains difficult to interpret. Links to Aldous Huxley’s *Art of Seeing* are suspected.

On 24 November 2017, at AIT, visiting associates of ESTAR(SER) will offer a brief introduction to the general work of that body, and present ongoing research into the history of the “Birds” (including a discussion of recent reinterpretations of the MacGinitie Goggles). A number of ESTAR(SER) publications will be on hand, and several Birdish “protocols” for sustained attention will be made available. Experimentation will be encouraged.

About *ESTAR(SER)*: *The Esthetical Society for Transcendental and Applied Realization (now incorporating the Society of Esthetic Realizers)* is an established body of private, independent scholars who work collectively to recover, scrutinize, and (where relevant) draw attention to the historicity of the Order of the Third Bird. www.estarser.net