We are drowning in a constant flow of sensory information and our brain offers us a representation of reality that may be different for each of us and that gives sometimes birth to illusions. What are these illusions that magicians have collected for centuries to exploit flaws in our thinking? The speaker, sometimes scientific, sometimes magician, will address these issues in a fun and interactive way and will discuss the emergence of a new discipline called "Neuromagic" where magicians and neuroscientists are in fact new unexpected coworkers.