The world is now mediated in part by technologies that fabricate it and partly by our own minds, whose pattern-recognition routines work ceaselessly to stitch digital illusions into the private cinema of our consciousness. The classical myths of metamorphosis explored the boundaries between humanity and nature and our relationship to the animals and the gods. Likewise, the fantastical technologies that were once the hallmarks of insanity enable us to articulate the possibilities, threats and limits of the tools that are extending our minds into unfamiliar dimensions, both seductive and terrifying.

(Mike Kay, The reality show, aeon Magazine 2013)