

Visual Illusion Contest 2009 winners

Psychology

May 14th, 2009

The [results](#) of the annual visual illusion [contest](#) have just been announced and the 2009 [winner](#) is a doozy.

Like all the best visual illusions it's conceptually simple but perceptually striking. In this case a falling ball seems to drop vertically when you look straight at it but seems to glide away at an angle when you see it in your peripheral vision.



Rather nicely, you can switch between the two effects just by looking back and forth. [Make](#) sure you [click](#) on the 'Reversal' [button](#) as well for a free-wheeling alternative version.

Visual illusions: the scooby snacks of perceptual psychology.

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[Link](#) to Visual Illusion Contest website (via [@mocost](#)).

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