

FROM THE SCREEN TO REALITY: HOW CINEMA INFLUENCES OUR CONSCIOUSNESS



38

Translated by Greta Bianchi

Cinema is a universal and profound experience, capable of connecting individuals through stories that speak directly to the heart and mind. It goes far beyond simple distraction and offers an effective path to personal and collective transformation. In “[Filmatrix Change your life thanks to the power hidden in films](#)”, which I wrote to share the results of a long research journey, the idea emerges that [a large group of spectators, gathered in front of a film, creates common emotions in a short time. This phenomenon generates a collective vibration that shapes reality.](#) There is a reference to the theories of quantum physics, where observation modifies the observed event.

In my case, field experience with students of all ages confirms that a critical number of people, when they observe scenarios on the screen and experience intense emotions, activate an energy field that concretizes the observed elements in daily life. Various scientific

research supports this perspective. Uri Hasson and colleagues from Princeton University (Proceedings of the National Academy of Sciences, 2008) analyzed the alignment of the brain activity of spectators in front of the same scenes, a phenomenon that takes the name of “neural and emotional synchronization”. The study demonstrated that specific areas of the brain, including those linked to empathy, are activated in a parallel way. The region of the left insula, related to compassion, precisely replicates the protagonist’s experience, generating a powerful emotional bond. This approach reveals cinema’s ability to guide attention and create shared intentions.

In this regard, the Global Consciousness Project (GCP) states that when collective human consciousness synchronizes, it can influence otherwise random physical systems, such as random number generators (RNGs). These devices, based on quantum tunneling, produce unpredictable sequences. However, during global events that catalyze emotions and shared attention, RNGs

record statistical anomalies, suggesting the existence of a “noosphere” or field of collective consciousness.

The power of cinema to evoke collective emotions is widely recognized. Iconic scenes can generate emotional alignment among millions of viewers, amplifying the collective vibrations that, according to the GCP, influence reality. I confirmed this effect by studying the implications of movie viewing on the cardiac variability of the heart. In 2019, after involving a team of researchers, I connected biofeedback tools to several moviegoers. It was possible to observe that some scenes positively influence the state of cardiac coherence, inducing the nervous system to secrete “hormones of happiness”. Other scenes, however, by keeping the viewer in an anxious state, stimulate the production of cortisol and adrenaline (The research is contained in the book *Filmatrix Discovery - A new discovery to awaken the strength of the heart thanks to films*).

What implications does all this have in people’s real lives?

The human heart is not simply a mechanical pump that moves blood, but a real nerve center with a surprising ability to influence our physical, emotional and spiritual well-being. This multidimensional approach to the

heart is corroborated by numerous scientific studies, which highlight its central role in the generation of electromagnetic fields and in the regulation of emotions. According to the HeartMath Institute, [the heart generates the largest electromagnetic field in the human body, extending up to several meters away](#). This field not only reflects our emotional state, but can also influence our surroundings. Positive emotions such as love, gratitude and compassion amplify this field, while negative feelings such as fear and anger contract it, limiting our ability to connect with others and ourselves.

enes that inspire feelings of altruism, desires for redemption for the protagonists of the screen positively influence cardiac coherence, a state in which the heart rhythm becomes harmonious, favoring the release of oxytocin and serotonin, hormones associated with well-being and happiness. This state enhances cognitive functions, improves cardiovascular health and promotes empathetic social relationships. On the contrary, feelings of anger, fear and judgment trigger the production of cortisol and adrenaline, stress hormones. This reduces cardiac coherence, slows blood flow, and separates the mind and heart, creating a vicious cycle of discomfort and isolation.





Cinema, with its power to evoke intense and collective emotions, represents a unique means of expanding the electromagnetic field of the heart. Scenes that spark compassion or joy create a sense of universal connection and belonging. Watching a film as a collective experience strengthens cardiac coherence among viewers, generating a shared “field” that promotes well-being and emotional healing.

Just as Psychosynthesis integrates and harmonizes the various dimensions of the person, enhancing the creative potential, cinema can offer stories in which mind, body and emotions dance together, recalling the evolutionary drive towards a broader awareness.

Every day, through what we choose to observe, we feed our neurology with visual stimuli that shape our perception, emotions and even behaviour. From neuroscience to physics, from spirituality to art, all disciplines converge on an essential point: what we observe has a direct impact on our consciousness and our reality.

Vilayanur S. Ramachandran,

world-renowned neuroscientist, reminds us:

“The eye is not just a window to the world, but a window to the mind. Through vision, the brain not only interprets what we see, but constructs our reality.”

The images that flow before our eyes are not simply received, but transformed into stories that we tell ourselves. John Wheeler, theoretical physicist, argued that “No phenomenon is a phenomenon until it is observed.” This principle of quantum physics is not limited to the infinitely small, but expands to human experience: observing an event through the screen can not only transform our understanding of the world, but also help create reality itself. Above all, spirituality pushes us to reflect on the type of light we choose to let into our lives. While in Eastern traditions the point of access to the soul is placed in the third eye, in the Gospel of Matthew, we read:

“The eye is the lamp of the body; therefore, if your eye is healthy, your whole body will be full of light; but if your eyes are unhealthy, your whole body will be full of darkness.”

Screen ecology is not just a metaphor, but an essential principle for a brighter, healthier life. We can choose films and images that nourish our soul, inspire us, and push us toward a greater connection with ourselves and the world. The eye, this window onto the mind, deserves the care and respect we reserve for our most intimate thoughts, because what we look at determines who we are and who we can become. As Jodorowsky states: “If art does not become medicine for society, then it is poison.”

Bibliography

- Hasson, U., Landesman, O., Knappmeyer, B., Vallines, I., Rubin, N., & Heeger, D. J. (2008). *Neurocinematics: The Neuroscience of Film*. Proceedings of the National Academy of Sciences, 105(21), 8025-8030.
- Studio sulla sincronizzazione neurale ed emotiva tra spettatori durante la visione di film.
- HeartMath Institute. (2015). *Science of the Heart, Volume 2: Exploring the Role of the Heart in Human Performance*. Boulder Creek, CA: HeartMath.
- Approfondimento sul campo elettromagnetico del cuore e sul suo impatto emotivo e fisiologico.
- Ramachandran, V. S. (1999). *Phantoms in the Brain: Probing the Mysteries of the Human Mind*. New York: William Morrow.
- Analisi del ruolo della visione e della percezione nel creare la realtà.
- Jodorowsky, A. (2009). *Psicomagia: Una terapia panica*. Milano: Feltrinelli.
- Sul potere trasformativo dell'arte e del cinema nella società.
- Virginio De Maio (2015). *Filmatrix: Cambia la tua vita grazie al potere nascosto nei film*. Uno Editori Orbassano (TO) Un'analisi sul potere trasformativo del cinema, che esplora la creazione di vibrazioni collettive e il loro impatto sulla realtà.
- Virginio De Maio (2019). *Filmatrix Discovery: Una nuova scoperta per risvegliare la forza del cuore grazie ai film*. Uno Editori Orbassano (TO) Studio sull'influenza delle emozioni evocate dai film sulla coerenza cardiaca e sul benessere emotivo.