

MORE THAN JUST A SEQUENCE OF NUMBERS

FIBONACCI SEQUENCE

- $F_n = F_{n-1} + F_{n-2}$.
- Each number is the sum of the two preceding ones, starting from 0 and 1.
- **Is ubiquitous: the tree branches, cauliflower and the curves of the human brain, etc. It's a phenomenon surrounding us everywhere.**

WEBER'S LAW

- The difference we can identify between objects is given by a percentage.
- For example, if 60% difference can be distinguished in an effort between two estimates, we can distinguish that same percentage difference between other estimates and that is corresponding with the Fibonacci Sequence.
- Fibonacci values work well because they increase by about the same portion each time.

GOLDEN RATIO

- Golden mean or golden section.
- Two quantities are in the golden ratio if their ratio is the same as the ratio of their sum to the larger of the two quantities.
- Any two successive Fibonacci Numbers, have ratio very close to the Golden Ratio " ϕ " which is approximately 1,618034...

