

## McLUMINATIONS #1 – Screening and Discussion

### *McLuhan vs. McLuhan: The optimist and the monitor, a speculative encounter*



**Start: 29 May 2011, 14:30**

**End: 29 May 2011, 17:00**

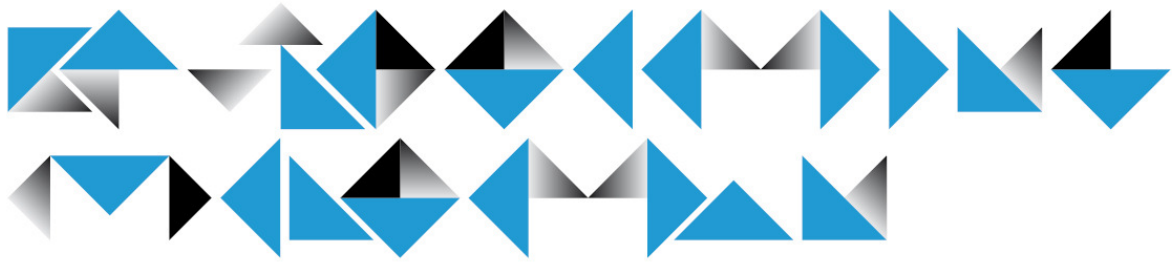
**Venue: Marshall McLuhan Salon of the Embassy of Canada**

The Marshall McLuhan Salon of the Canadian Embassy, Berlin houses an extensive archive of video documentation and original broadcasts featuring legendary Canadian media philosopher Marshall McLuhan. Unique introductions to McLuhan's work and ideas these documents generate *McLuminations*, a special series of three 'illuminated screening' events during the McLuhan Centennial year, directed by **Baruch Gottlieb** of the Vilém Flusser Archive (UdK Berlin).

In *McLuhan vs. McLuhan: The optimist and the monitor, a speculative encounter*, the inaugural session of *McLuminations* on May 29, 2011, legendary McLuhanist **Derrick de Kerckhove** and Berlin McLuhan scholar **Steffi Winkler** reflect on McLuhan's inner conflicts with regard to electronic media using original material selected from the Marshall McLuhan Salon archive. In this speculative encounter between two faces of McLuhan, the two scholars will attempt to extrapolate from the documentary material what McLuhan might have to say about our current media age.

The series title *McLuminations* refers to the tradition of 'illuminated manuscripts' whereby texts were adorned by painstaking ornamentation which contributed to the interpretation as well as to the aesthetic pleasure of reading. The tradition of Illumination ceased with the invention of the Gutenberg Press. Now, as we enter a new era, a 'global village' generated through digital media, *McLuminations* proposes we retrieve the video-text of electronic media culture's foremost prophet Marshall McLuhan from the obsolescing media in which his thought is so concisely inscribed. The series 'illuminates' this





work through screenings such that the archival McLuhan may be projected to reflect upon our current age.

This event series will be documented with the aim of publishing a bilingual German-English catalogue introduction to McLuhan as experienced through the video materials in the Marshall McLuhan Salon Archive.

*This event will take place in English / Diese Veranstaltung wird in englischer Sprache stattfinden.*

## FURTHER INFORMATION

All events are free and open to the public but spaces are limited so please RSVP at [rsvp@mcluhan2011.eu](mailto:rsvp@mcluhan2011.eu), and arrive early to ensure enough time for embassy security.

Address:

Embassy of Canada / Marshall McLuhan Salon  
Leipziger Platz 17. 10117 Berlin  
U-Bahn / S-Bahn Potsdamer Platz  
(Please arrive early to allow time for Embassy Security)

<http://mcluhan2011.eu>

<http://facebook.com/mcluhan2011eu>

<http://twitter.com/mcluhan2011eu>

#mcluhan2011eu

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Botschaft von Kanada



Marshall  
McLuhan  
Salon



transmediale



DFG  
DEUTSCHE FORSCHUNGSGEMEINSCHAFT





## PARTICIPANT BIOGRAPHIES



**Derrick de Kerckhove**

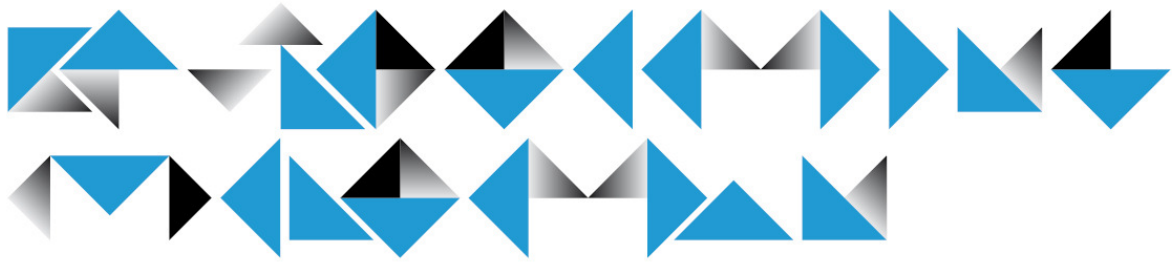
**Biography:** Derrick de Kerckhove, author of *The Skin of Culture* and *Connected Intelligence*, worked with Marshall McLuhan as translator and co-author and was Director of the McLuhan Program in Culture and Technology from 1983 to 2008. Beside his interest in questions concerning communication, he supports new artistic developments that combine art, technology and emerged media communication. He is currently researching the effects of technology on the human consciousness. De Kerckhove is also the father of *Angel\_F*, an Autonomous Non Generative E-volutive Life\_Form. *Photo: Frieda A. Luk*



**Steffi Winkler**

**Biography:** Steffi Winkler studied communication science and philosophy at Freie Universität Berlin, Germany. She graduated with a master thesis about the conditions and transitions of the public sphere. For several years she has been responsible for Corporate Communications and Publishing working for different companies as well as a Corporate Identity Agency. As a Berlin Funding for Graduates Scholar she is currently doing research at the Institute for Media and Communication Studies, FU Berlin and the Vilém Flusser Archive, UdK Berlin. Her doctoral thesis aims to explore the





processes of transformations of media and communication structures and their connections to world projection and self conception.



**Baruch Gottlieb**

**Biography:** Baruch Gottlieb is a Montreal, Canada-born media artist exploring navigable fiction and documentary. His work's focus is the industrialisation of the subject of industrially-produced media. From 2005-2008, Gottlieb was assistant professor in Media Art at Yonsei University Graduate School of Communication and Arts, he is currently artist-researcher-in-residence at the Institute of Time-Based Media at the University of Arts, Berlin. His new book "Gratitude for Technology" Atropos Press, explores the persistent materiality of the digital image.

Gottlieb's practise is mainly derived from film-making. In recent years, he has been developing random-access forms of narrative or discursive objects which can be presented in the art space. The central figure of this work is a human body. During two decades of personal and collaborative exploration of dance and movement in media, his work explores a 'syntax of human form', in a cosmology of 'human nature'. This work thus always includes a performative aspect and has also been implemented in works of stage performance, public art and net-based art.

Gottlieb has written on urbanism, media art, sound and sound art for a variety of publications. He is currently working on a modular documentary film project, navigation strategies for artistic databases, and on 4-d media sculpting techniques as well as the project featured at transmediale.10, Laboratoire Déberlinisation.

