



PLAY_McLUHAN EXHIBITION

Students from Hochschule Darmstadt under direction of Sabine Breitsameter

Concepts // Approaches // Objects // Visuals // Sounds



Start: 27 May 2011, 17:00
Venue: Embassy of Canada

How do those who grew up almost completely within the realm of digital media, get in touch with McLuhan and his theory?

The exhibition *Play McLuhan* shows audiovisual objects and settings by media students from Darmstadt. Their works emerged from a course, which was based on reading through McLuhan's books. His ideas were passionately debated, doubted, overturned, de- and reconstructed, and finally found their aesthetic expressions, reflecting the students' individual processes of appropriating McLuhan. Understanding media meant playing and touching media as well as McLuhan (Under the direction of Sabine Breitsameter).

Play McLuhan Artists are Matthias Glombek, Felica Handelmann, David Kim Hermsdorf, Yannick Hofmann, Stefan Kemler and Matthias Schubert, Marco Kempf and Michael Terbuyken.



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PLAY_McLUHAN EXHIBITION ARTISTS & ARTWORKS

Self Concept by Matthias Glombek *Sculpture*

We tend to appropriate media without questioning it too much, incorporating them into our bodies, making them part of our self concept. Dealing with McLuhan, who predicted the importance of electric communication in a time when the Internet was just a vague idea, I suddenly had a picture in my mind: a humanoid figure, with the extremities and organs replaced and extended by media.

changing forms by Michael Terbuyken *Sound Composition*

“My sound composition deals with the experience of time and its effects on human existence. It refers to Marshall McLuhans theory of anaesthesia of the senses. My composition reflects the correlations between events, moods and time structures. The work’s central ideas are individual perception of time and the concentration on experiencing it.” (M.T.)

Narzißmus Narkose/Narcism Narcosis by David Kim Hermsdorf *Visuals, Soundscapes*

The short film’s topic shows how deeply some humans are fascinated by their digital mirror image, ready to ignore their environment as well as themselves, getting sedated and numbed. Hermsdorf’s work reflects critically humans’ digital extensions and their digitally modified mirror image. Via headphone, the visitors can listen to soundscapes, which connote being in a pending space or in a vacuum.

Mixer Tap by Yannick Hofmann *Interactive Sound Object*

“Mixer Tap“ takes McLuhan’s thought of hot and cool media literally and reinterprets them based on the concept of Hi-Fi/Lo-Fi by Canadian sound researcher Murray Schafer. An ordinary bathroom fitting functions as interface, and it is the recipient who creates the mix.

bean art is there! by Marco Kempf *Participatory Object*

The setting has an experimental character: A glance into a peepbox visitors see a scenario which at the same time is commented by McLuhan’s original interview-sounds. The visitors are invited to speak out themselves. Their statements mix with McLuhan’s and contribute to the development of an acoustic palimpsest, which gets overwritten layer by layer.



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Circle of Sleepwalker by Felica Handelmann
2D animation

This short animation is centered around a normal day: getting up, leaving the house, strolling through the city, coming back home, going to bed. The protagonist is constantly accompanied by McLuhan's sentences, whether they are spread by radio, by television, on a public place via loudspeaker, or by a bellman on a busy street.

90 seconds extended edition by Stefan Kemler and Matthias Schubert
Short Film

McLuhan emphasized, that every extension of the human senses can be looked upon as a type of media. Our short film points to this central topic of McLuhan's theory in four parallel sequences: hearing, visual sense, mouth and feet show the overlaying and simultaneity of the senses. A keynote sound unites the four films running in parallel.

Sabine Breitsameter



Biography: Sabine Breitsameter is a Professor in Media Art and Science at the Hochschule Darmstadt. From 2004 to 2008 she was a guest professor for Experimental Sound Design at the Universität der Künste in Berlin. Since the 1980s she has worked as a radio broadcaster and dramaturge with electroacoustic artforms and audio-visual interaction. Beyond that she directed several international festivals, symposia and compositional workshops.

FURTHER INFORMATION

All events are free and open to the public but spaces are limited so please RSVP at 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)

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