



## PRESS RELEASE

### RE-TOUCHING McLuhan – THE MEDIUM IS THE MESSAGE Marshall McLuhan Centennial Weekend, Berlin Friday May 27 – Sunday May 29, 2011

Conference | Screening | Installation | Performance  
Embassy of Canada / Marshall McLuhan Salon  
Leipziger Platz 17. 10117 Berlin  
<http://mcluhan2011.eu/berlin>

**transmediale** in collaboration with the **Embassy of Canada** and **Marshall McLuhan Salon** invite you to a key event celebrating the 100th anniversary of famed Canadian media philosopher Herbert Marshall McLuhan's birth. Having coined expressions such as *the global village* and *the medium is the message* in the early days of TV and electronic culture, the **Re-Touching McLuhan** events explore the many interpretations of McLuhan's play on language and media that shape today's networked society.

The international conference **Re-Touching McLuhan: The Medium is the Message** chaired by **Dieter Daniels** and moderated by **Christopher Salter**, sees leading international media and digital culture researchers **Richard Cavell**, **Dieter Daniels**, **Martina Leeker**, **Claus Pias**, **Katja Kwastek**, **Michael Darroch**, **Janine Marchessault** and **Lorenz Engell** explore McLuhan's unique take on tactile and multi-sensory media expressed by the media philosopher's unintentionally published blurring of the words *message* and *massage*.

The opening of the Centennial Weekend features the worldwide (re-)launch of McLuhan's 1968 audio art classic ***The Medium is the Massage***, digitally remastered for the first time, produced and presented by hip-hop musician and conceptual artist **Paul D. Miller aka DJ Spooky**.

Legendary McLuhanist **Derrick de Kerckhove** and Berlin-based McLuhan scholar **Steffi Winkler** elaborate on rare material from the McLuhan archives in the first session of the **McLuminations** screening and discussion series, produced by **Baruch Gottlieb**.

The Centennial Weekend will feature the European première of ***Through The Vanishing Point***, a major new multi-media installation by leading Canadian digital artists **David Rokeby** and **Lewis Kaye**, as well as **Play\_McLuhan**, an exhibition by media art students from the **Hochschule Darmstadt** under the direction of **Sabine Breitsameter** will be presented.

#### PROGRAMME HIGHLIGHTS

Friday May 27, 18.00

*Re-Touching McLuhan Centennial Weekend*

Opening and Reception featuring Richard Cavell and Paul D. Miller aka DJ Spooky



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Saturday May 28, 10.00 – 18.00  
*Re-Touching McLuhan: The Medium is the Massage*  
Conference chaired by Dieter Daniels

Sunday May 29, 14.30  
*McLuminations #1*  
Screening & Discussion featuring Derrick de Kerckhove and Steffi Winkler

Sunday May 29, 17.00  
*Through The Vanishing Point*  
Installation by David Rokeby and Lewis Kaye - Vernissage

Full event schedule: <http://mcluhan2011.eu/schedule>

#### **SPECIAL PRE-EVENTS**

Friday, May 27, 12.00 – 17.00  
*Global Village: Calamity or Chance?* 2nd German-Canadian Professionals Conference feat. keynotes by Brian Lee Crowley, Linus Neumann and Gundolf S. Freyermuth, moderated by Ariane de Hoog, Deutsche Welle.

<http://gcp-conference.de/2011>

Friday, May 27th, 17.00  
*PLAY\_McLUHAN* Exhibition presentation by Sabine Breitsameter and students of the Hochschule Darmstadt

#### **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.

All *RE-TOUCHING McLUHAN* conference presentations will also be streamed live at <http://mcluhan2011.eu/berlin> and there will be opportunities to participate in a moderated online forum. To register interest in our streaming programme, please contact Lalitha Rajan on [lr@mcluhan2011.eu](mailto:lr@mcluhan2011.eu).

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>  
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## **McLUHAN IN EUROPE 2011**

The *RE-TOUCHING McLUHAN* Berlin Centennial Weekend is a project of the McLuhan in Europe 2011 network, initiated and directed by Stephen Kovats in collaboration with Michelle Kasprzak, celebrating the centenary of visionary Canadian media philosopher Herbert Marshall McLuhan, and his impact on European art and media culture.

*Through The Vanishing Point* was commissioned in 2010 by the Scotiabank CONTACT Photography Festival (Bonnie Rubenstein, curator) and the Faculty of Information McLuhan Program in Culture and Technology (Dominique Scheffel-Dunand, director) University of Toronto, Canada.

This event is an initiative of transmediale in collaboration with the Embassy of Canada, Marshall McLuhan Salon, Deutsche-Kanadische Gesellschaft, Blackberry, RIM – Research in Motion and Der Freitag.



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