

# PROGRAMME

## FRIDAY MAY 27, 2011

### 2nd German-Canadian Professionals Conference – Global Village: Calamity or Chance?

- 12.00** Registration and Light Lunch
- 13.30** Welcome by Ambassador Peter M. Boehm
- 14.00** Brian Lee Crowley: Economic Crisis cont'd –  
Downfall or Turning Point
- 14.40** Linus Neumann: Web 2.0 – Freedom or Deception?
- 15.30** Gundolf S. Freyermuth: A New Global Cinema –  
Mission or Illusion?
- 16.15** Panel Discussion featuring Klaus Haasis (MFG  
Public Innovation Agency, Stuttgart), Nandita Biswas  
Mellamphy (UWO, London, ON), Mass Abedi (Abco  
Film Corp., Vancouver/Hamburg)

### Play\_McLuhan Exhibition Presentation

- 17.00** Prof. Sabine Breitsameter and Sound and Media  
Culture students, Hochschule Darmstadt

### RE-TOUCHING MCLUHAN THE MEDIUM IS THE MESSAGE

#### EVENT OPENING / RECEPTION

- 18.00** Marshall McLuhan Centennial Welcome Address –  
Ambassador Peter M. Boehm
- 18.15** Introductory Keynote – Prof. Richard Cavell:  
McLuhan, Tacitly, and the Digital
- 19.00** Reception
- 20.00** The Medium is the Message Album launch featuring  
Paul D. Miller aka DJ Spooky

## SATURDAY MAY 28, 2011

### RE-TOUCHING MCLUHAN THE MEDIUM IS THE MESSAGE CONFERENCE

- 10.00** Registration and Welcome Coffee
- 10.30** Conference welcome and introductions by Stephen  
Kovats and Dieter Daniels
- 11.00** Martina Leeker: McLuhan today, seen with the eyes of  
1960's Neo-Avantgarde and Contemporary Media Art
- 11.45** Claus Pias: Freedom not Freetime
- 12.30** Katja Kwastek: Mediated Massage Embodiment,  
Connectedness and Alienation in New Media Art

- 13.15** Lorenz Engell: McLuhan as Mouse –  
The Tactile and the Index
- 13.45** Discussion
- 14.15** Break
- 15.00** Liz Kotz: Electro-acoustic systems
- 15.45** Dieter Daniels: An ear for an eye - Travelling visual,  
acoustic and tactile space with Marshall McLuhan,  
John Cage and Nam June Paik
- 16.30** Janine Marchessault: McLuhan's Fair: Expo '67  
as Counterblast
- 17.15** Graham Larkin: McLuhan As Media Practitioner
- 18.00** Discussion

## SUNDAY MAY 29, 2011

### MCLUMINATIONS SCREENING & DISCUSSION THROUGH THE VANISHING POINT VERNISSAGE

- 14.00** Registration and Welcome Coffee

#### **14.30 MCLuminations #1: McLuhan vs. McLuhan - The optimist and the monitor, a speculative encounter**

McLuhanists Derrick de Kerckhove & Steffi Winkler present and discuss selected rare archival video material of McLuhan each elaborating their own impressions of the media McLuhan. The two scholars present the many facets of McLuhan, the visionary, the jester, the voice of caution, the ad man, etc. in a dynamic interchange. Moderated by Baruch Gottlieb.

#### **17.00 Through the Vanishing Point**

Vernissage of the multi-media installation by David Rokeby and Lewis Kaye originally presented at the "Coach House", University of Toronto, Marshall McLuhan's former and legendary office. The artists will be present and give a talk at this European premiere of their work.

# RE-TOUCHING McLUHAN

## MARSHALL MCLUHAN CENTENNIAL WEEKEND

Berlin, 27–29 May 2011

Embassy of Canada | Marshall McLuhan Salon, Berlin

Conference Screening Performance Installation  
[mcluhan2011.eu/berlin](http://mcluhan2011.eu/berlin)

# RE-TOUCHING McLuhan THE MEDIUM IS THE MESSAGE CENTENNIAL WEEKEND, BERLIN

Embassy of Canada | Marshall McLuhan Salon, Berlin  
Friday May 27 – Sunday May 29, 2011

**transmediale**, Berlin's festival for art and digital culture in collaboration with the **Embassy of Canada** and its **Marshall McLuhan Salon** present a key weekend 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** curated by **Dieter Daniels** and **Stephen Kovats**, moderated by **Christopher Salter**, sees leading international media and digital culture researchers **Richard Cavell**, **Martina Leeker**, **Claus Pias**, **Katja Kwastek**, **Liz Kotz**, **Janine Marchessault**, **Graham Larkin** 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 Centennial weekend features the worldwide (re-)launch of Marshall McLuhan's 1968 audio art classic **The Medium**

**is the Message**, 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.

These events will be preceded by the **2nd German-Canadian Professionals Conference - The Global Village: Calamity or Chance?** featuring keynotes by **Brian Lee Crowley**, **Linus Neumann** and **Gundolf S. Freyermuth**, moderated by **Ariane de Hoog**, Deutsche Welle.

All events are free and open to the public but spaces are limited so please RSVP at [rsvp@mcluhan2011.eu](mailto:rsvp@mcluhan2011.eu)

Please arrive early and allow sufficient time for Embassy security. The events will take place in English / Die Veranstaltungen finden in englischer Sprache statt.

The conference will be streamed live and moderated online, bringing remote guests and partners from other worldwide locations into the discussions.

## THROUGH THE VANISHING POINT

Installation by **David Rokeby** and **Lewis Kaye** will run until July 8, 2011. Installation view point accessible via the Marshall McLuhan Salon public passageway.

## RE-TOUCHING MCLUHAN CENTENNIAL WEEKEND, BERLIN

Friday May 27 – Sunday May 29, 2011  
Embassy of Canada / Marshall McLuhan Salon  
Leipziger Platz 17. 10117 Berlin  
U-Bahn and S-Bahn: Potsdamer Platz

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## With the assistance of the Government of Canada

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

