



UNIVERSITY OF TORONTO
FACULTY OF INFORMATION

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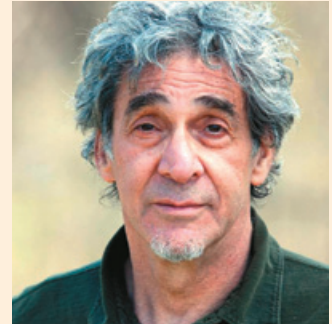
Faculty Chooses First McLuhan Centenary Visiting Fellows

The Faculty of Information selected four communications and media experts as the first recipients of the McLuhan Centenary Visiting Fellowships with the McLuhan Program in Culture and Technology. Renamed in honour of McLuhan's birth 100 years ago on July 21, 1911, the fellowships are now awarded to academics instead of students, and provide each recipient with \$10,000 over the course of their residency at the University of Toronto. This signifies a revitalization of an earlier, previously unpaid fellowship program.

Dr. Paolo Granata, Dr. Stephen Kline, Dr. Eric McLuhan, and Dr. Daniel Robinson spent up to a half-year exploring the future, past, and present of Marshall McLuhan's influential theories. During their time at the University of Toronto, the Fellows interacted with faculty and students, lectured at the iSchool's Colloquium Series, gave talks based on their research, hosted workshops, and participated in conferences. The McLuhan Program, housed at the Faculty of Information, wanted to expand the program globally. "As part of our efforts to revivify the McLuhan Program in Culture and Technology at the famed Coach House, we wanted to emphasize that McLuhan's legacy is greater than just a retelling of his work," said **Dean Seamus Ross**.



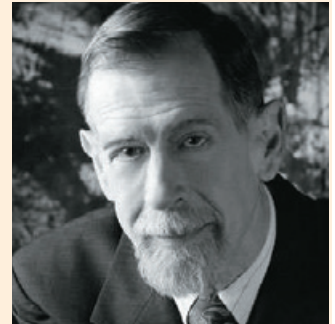
DR. PAOLO GRANATA
Professor, Digital Catalogues for Cultural Heritage at University of Bologna, and Multimedia for Cultural Heritage at Academy of Fine Arts, Bologna



DR. STEPHEN KLINE
Professor in the School of Communication at Simon Fraser University, and Director of the Media Analysis Lab at SFU



DR. DANIEL ROBINSON
Associate Professor and Rogers Chair in Media Studies at the University of Western Ontario



DR. ERIC McLUHAN
Son of Marshall McLuhan, researches the grand renaissance of the 19th-20th centuries

FIRST INTERNATIONAL McLUHAN CONFERENCE AND FESTIVAL

From November 7 to 10, 2011, Toronto hosted the most significant gathering of McLuhan thinkers and creators ever assembled, at the first Marshall McLuhan Conference: Then | Now | Next: International Conference and DEW Line Festival. This was the centrepiece of a year-long celebration led by the Director of the McLuhan Program in Culture and Technology, **Dominique Scheffel-Dunand**, to honour the centenary of Marshall McLuhan's birth. A unique interdisciplinary group of Canadian and international experts on media and culture, drawn from the humanities, social sciences, and science and technology departments within universities, together with artists and leading public thinkers, converged on Toronto. One hundred speakers delivered keynotes, presentations, and debates, along with 60 academic papers. The DEW Line Festival featured art installations and events throughout

Toronto, all representative of McLuhan's famous quote from *Understanding Media*: "I think of art, at its most significant, as a DEW line, a Distant Early Warning system that can always be relied on to tell the old culture what is beginning to happen to it." The conference and festival were co-sponsored by the Faculty of Information, Ryerson University, the Social Sciences and Humanities Research Council of Canada, Celebrate Ontario, the Ontario Cultural Attractions Fund, and the City of Toronto Economic Development and Culture Division.

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