

EXTENSION of the MAN

Format inspired by
The Medium is the Message
An inventory of Effects
M. McLuhan & Q. Fiore

... each personal
& social
consequence

is an extension
of ourselves

always create

new patterns of associations

“ The content of medium blinds us to

Content of writing =
written word =
print =
Content of speech =

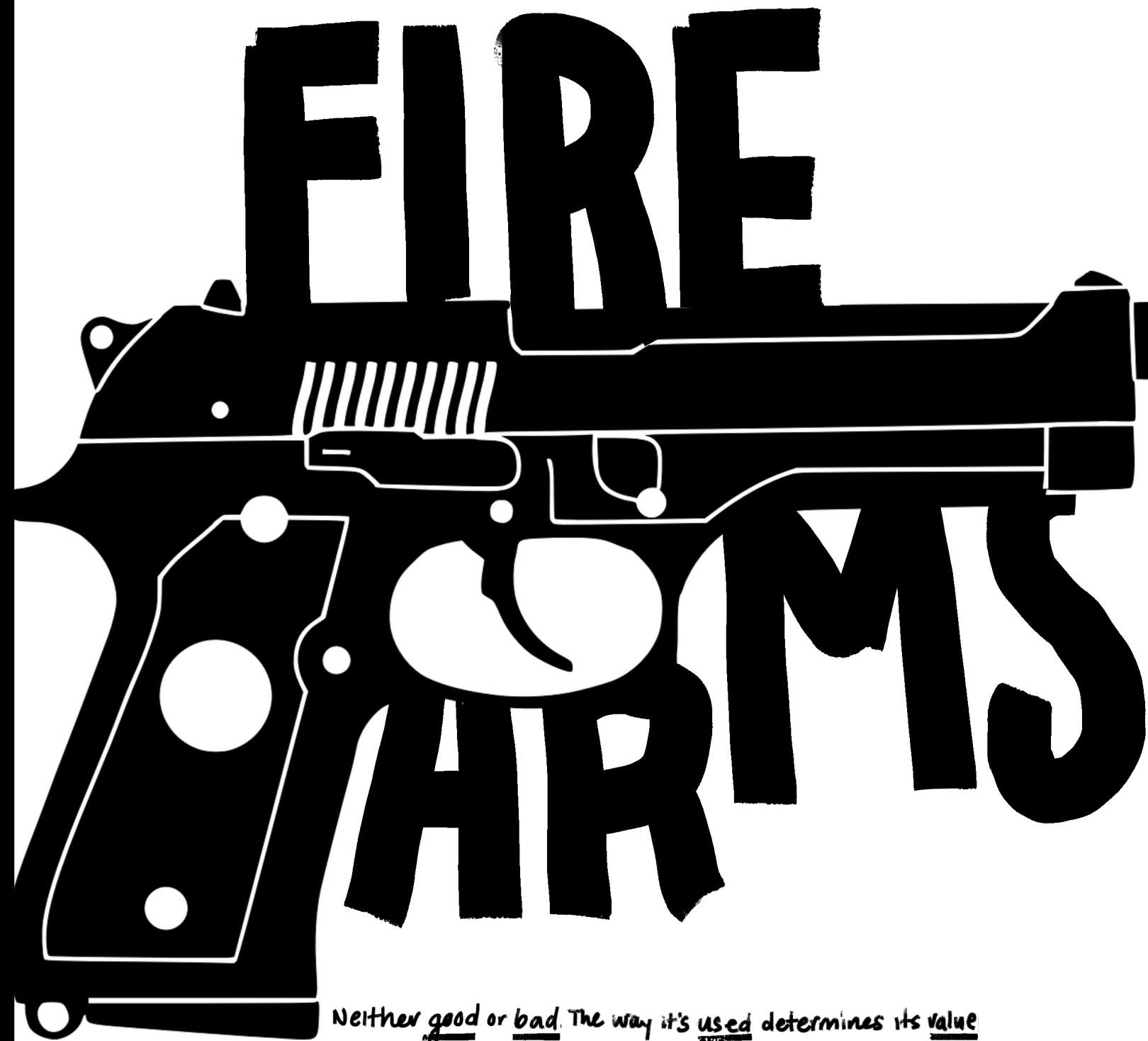
the character of the medium”

Speech
content of print
content of telegraph
process of thought

William
Shakespeare



Understanding
New media
begins with
anticipating the
consequence of
social & political
innovations



Neither good or bad. The way it's used determines its value

technical change,

alters
patterns of thought

habits
of
life

Werner Heisenberg

No society has ever
known enough about
its actions to have
developed IMMUNITY
to
the
new technologies.

Nature of the present
Nature of the present
Nature of the present

Because of technology our society is
surrendering its senses (eyes & ears)
and nervous system. Like "...handing over
common speech to a private corporation..."

As artists we are aware of the
Nature of the present
Nature of the present
Nature of the present (Wyndham Lewis)

Our potential immunity comes from
learning, analyzing, understanding
and engaging multiple structures and forms

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