

Call for Partnership Proposals: McLuhan in Europe 2011

Deadline: August 31, 2010

Background: transmediale, festival for art and digital culture Berlin, together with a network of selected European and Canadian partners, are preparing an event in the context of the 100th anniversary in 2011 of the birth of Herbert Marshall McLuhan. Although not a futurologist McLuhan, perhaps more accurately than any of his 20th Century counterparts, identified the mode and societal contours of the media oriented life we now experience in the 21st Century. The term 'Global Village' and phrases such as 'the medium is the message', which were coined and popularized by McLuhan, explored the notions of a complex and cacophonous world contracted in time and space by electronic technologies. The cultural network project McLuhan in Europe 2011 will explore, critique and celebrate the impact of this Canadian media and telecommunications visionary on European art and culture through a series of manifestations to occur in various locations, contexts and timeframes throughout across Europe in 2011. Several major events are already confirmed.

Proposal formats: The McLuhan in Europe 2011 project is seeking partnership proposals from organisations across Europe that wish to host and organise activities in recognition of McLuhan's intellectual legacy and its impact in the regions of Europe.

Activities can take a variety of forms, including but not limited to:

- One-off public lectures
- Conferences, symposia, camps and unconferences
- Art exhibitions
- Workshops
- Publications and book launches
- Residencies and research projects

Please include the following information with your partnership proposal:

- The nature of the event and why you would like to be part of the network (max. 200 words)
- A brief profile of your organisation (max. 200 words)
- The relevance to the legacy of McLuhan, either in Europe as a whole or in your region of Europe (max. 500 words)
- The funding, marketing, and audience outreach support for your event that is confirmed (max. 200 words)
- The timeline of your activity

Benefits: The McLuhan in Europe 2011 network will provide a strong brand and cohesive outreach strategies to assist in the production of your event. Some collaborative fundraising possibilities will be available (depending on your individual situation), and we can facilitate access to other key partners in our network who can assist with various aspects of your event. All endorsed McLuhan in Europe 2011 events will be featured on our main website, mcluhan2011.eu, which will also act as a hub of discourse around the project throughout 2011.

Timeline and procedure: Proposals will only be accepted from organisations based in Europe, and they must be submitted electronically. Submit your proposal document to mk@mcluhan2011.eu no later than midnight on the deadline date, August 31, 2010. Proposals will be reviewed by Stephen Kovats (Artistic Director, Transmediale) and Michelle Kasprzak (Project Director, McLuhan in Europe 2011) alongside other core partners. Notifications will be sent to all applicants no later than September 30, 2010.

Questions: If you have any questions about submitting a proposal, please contact Michelle Kasprzak, Project Director, McLuhan in Europe 2011, on mk@mcluhan2011.eu.