

ARTIST STUDIO RESIDENCY PROGRAM

June 1, 2017 to May 30, 2018

Arts Habitat is pleased to continue the Artist Studio Residency Program for a second year at historic McLuhan House! The successful applicant will have the opportunity to work for one-year, rent-free in the McLuhan House studio embedded in a vibrant network of cultural workers, researchers and heritage-lovers.



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.

—Marshall McLuhan

Calling artists of all disciplines to apply for the McLuhan House Artist Studio Residency Program. Please send an application including portfolio of images, Letter of proposal and CV to Arts Habitat by **April 3rd** at Midnight!



2016 Artists-in-Residence hosting visitors in Studio for Tennis Club's Bring-Your-Own-Lawnchair: Movie Night screening of *Clueless* and group discussion.

OPEN CALL FOR ARTISTS

Deadline: April 3, 2017 at midnight

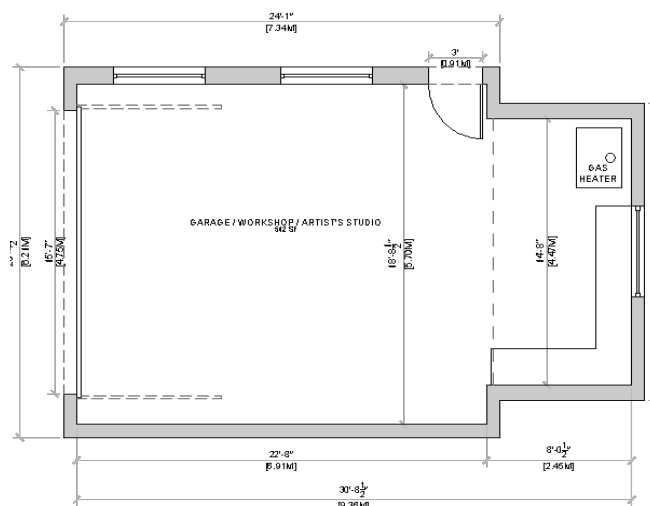
Program Information



Individual artists and collaborative teams in all disciplines are encouraged to submit a self-directed project proposal for a one-year Artist Studio Residency Program beginning **June 1, 2017**, lasting for one year. Arts Habitat is seeking submissions from local artists to develop work-in-progress and produce original work, including, but not limited to visual art, craft, curatorial practice, dance, design, new media, performance, photography, sculpture, sound, video and writing. The Artist-in-Residence will have opportunity to engage with Arts Habitat staff and community, as well as guests of McLuhan House's many events. Project proposals relating to Marshall McLuhan or his work are considered an asset.

The Artist-in-Residence will have private access to a 540 square foot garage studio space with overhead garage door, cupboards, workbench and radiant heater. The shop has no running water, however the Artist-in-Residence has access the basement utility sink, main floor kitchen and washroom facilities inside the house*. Minor alterations to the space are allowed with permission. As the studio is located in close proximity to private residences, the Artist-in-Residence is asked to refrain from making loud noise or other disturbances between 11 pm and 9 am. The studio and utilities are included in the residency at no cost to the artist. Artist fees, materials and supplies are not provided by Arts Habitat. The studio is barrier free and accessible at grade, however, McLuhan House is not wheelchair accessible at this time.

STUDIO FLOORPLAN



McLUHAN HOUSE AND ARTSHAB

In June 2012, Arts Habitat purchased McLuhan House with the support of the City of Edmonton and the Edmonton Arts Council, embracing the opportunity to honour the internationally-renowned Marshall McLuhan's legacy in Edmonton and his role in world history and contemporary culture. The property was rezoned in January 2013, and in July 2013 City Council designated the Marshall McLuhan Residence as a Municipal Historic Resource. The new historic designation allows for studio and office uses, while protecting the exterior heritage features of the home.

McLuhan House hosts interpretative displays about Dr McLuhan, small public events including meetings, readings, and talks, an Artist Studio Residency Program, as well as the offices of ArtsHab and the Edmonton Poetry Festival.

FEATURES



McLUHAN FAMILY PORTRAIT GALLERY

The permanent exhibition of framed photographic prints was generously contributed the McLuhan Estate. Each photograph is restored and printed by Michael McLuhan—Dr. McLuhan's youngest son, estate executor and a professional photographer—and complemented by didactic narratives and genealogical research by Stuart Mackay, genealogist and Marshall McLuhan's cousin once removed.



THE McLUHAN TV WALL

Created by University of Alberta students and professors for Marshall McLuhan's Centenary, this artwork displays documentary images and sounds of Marshall McLuhan's many celebrity appearances on U.S. and Canadian television from the early 1950s to the late 1970s on cathode ray tube televisions.



STUDIO RESIDENCY

Beginning in May of 2016, the McLuhan House garage plays host to an artist residency supporting local artists with work space to meet, produce work and build community. The inaugural Artists-in-Residence was awarded to [Tennis Club](#) — a collective consisting of Megan Gnanasiamany, Morgan Melenka, Marie Winters, Alyson Davies, and Renée Perrott—five young women engaging with art and cultural practices on themes including competition, sport, sexuality, leisure, and performativity.

Canadian Art Magazine writes, "Like a troop of overeager Girl Guides, the members of Edmonton's Tennis Club (Morgan Melenka, Megan Gnanasiamany, Marie Winters, Alyson Davies and Renée Perrott) are out to do good deeds. Previous performances have involved participating in groundbreaking ceremonies for new condo developments, meeting Calgary's mayor, guiding people through sidewalks in construction zones and cheering on recreational runners with Gatorade and participation ribbons. Their determination is laudable, all the more so since the gestures themselves tend toward the poetically impractical. Still, equipped with matching outfits, tennis racquets and the veneer of authority brought about by positioning themselves as a team, the emerging collective is always ready to tackle the complexities of suburban Edmonton's attitudes towards sport, gender and leisure." ("Gang Up: 16 Great Canadian Art Collaborations" by Alison Cooley, Daniella Sanader. JUNE 27, 2016)

HISTORICAL VALUE

"HISTORY OF McLuhan House" by Lawrence Herzog, Herzog on Heritage, April 16, published 2012

Herbert Marshall McLuhan predicted the World Wide Web nearly 30 years before it arrived, and coined the expressions "the medium is the message" and "the global village." He was a leading and often controversial thinker on the universal impact of mass media. The arrival of the Internet helped spark renewed interest in his work and perspective, long after his death in 1980.

Now, the Highlands house where McLuhan lived for a time as a boy is going to be preserved as an interpretive centre, for artists and writers.

The Craftsman-style [house] was built in 1912 from plans drawn by Ernest William Morehouse and Arthur Nesbitt, architectural partners responsible for more than 30 houses in the early days of the Highlands. Their firm, Morehouse and Nesbitt, designed the mansions of William McGrath and Bidwell Holgate, founders of the district. Morehouse and Nesbitt also designed the Ash Residence, Chown Residence, Atkinson Residence, Highlands Methodist Church and the Gibbard Block on 112th Avenue, among others.

An assessment of the McLuhan Residence compiled in January by the City's heritage planning department, reported that the historic integrity of the 100-year-old house is high. "The style is fairly typical of residences developed prior to World War I in Edmonton's earliest neighbourhoods," the report says. "The house is significant for having been the early boyhood home of Marshall McLuhan."

Biographer W. Terrence Gordon writes that Marshall was the older of two boys born to Elsie Naomi Hall and Herbert Ernest McLuhan. His mother was a Baptist schoolteacher who later became an actress, and his father was a Methodist who worked as a real estate agent.

Marshall was born in Edmonton on July 21, 1911, shortly after the family arrived from Creighton, Alberta. His parents purchased a lot in the fledgling district in August 1912 and were granted a permit to build a \$3,000 house on it.

Local contractors Bailey & Berry constructed the home. "In line with its Craftsman bungalow style, the McLuhan Residence appears almost rustic," says a description written in 1993 by historical consultant Dorothy Field. "The exposed beams, cast concrete foundation, low pitched roof, and large front porch columns are typical of the style."

With the coming of war and boom going bust in 1914, Herbert's business failed, and he enlisted in the Canadian Army. He contracted influenza and was discharged in 1915. The family moved to Winnipeg that year, but retained ownership of the house until 1923. Gladys Griffiths, a teacher and assistant principal at Highlands School, then purchased it.

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In a CBC Radio documentary aired in 1980, his brother Maurice talked about how Marshall was always interested in the latest technology, even as a small boy. They would huddle listening to the crystal radio set that Marshall had built.

Marshall McLuhan received a PhD from Cambridge in 1934, and taught English at various colleges in the United States before settling in to teach in Toronto in 1944. Even so, he maintained a strong connection with Edmonton and returned often.

The University of Alberta awarded McLuhan an honorary Doctor of Laws in 1971.

He died in Toronto in 1980 at the age of 69. To mark the 100th anniversary of McLuhan's birth in 2011, the University of Alberta hosted the Herbert Marshall McLuhan Edmonton Centenary.

"Professor McLuhan often commented that his upbringing in Western Canada provided a valuable alternative, or peripheral, perspective on the world," says Dr. Marco Adria, director of the U of A's Master of Arts in communications and technology program. "In his writings, he recalled experiences in Edmonton that were to shape his intellectual life."

The Marshall McLuhan Residence was added to Edmonton's Inventory of Historic Resources in 1993, acknowledging McLuhan's accomplishments and connection to the Highlands neighbourhood and his birthplace. The new use for the property will recognize McLuhan's connection to Edmonton and his place in history and modern culture. ◻

ONLINE RESOURCES ON MCLUHAN

Marshall McLuhan's lectures, interviews and other videos

<http://www.marshallmcluhanspeaks.com/>

Official Website of the Marshall McLuhan Estate

<http://www.marshallmcluhan.com/>

The McLuhan Bookstore offers rare books and publications by Marshall McLuhan and his collaborators.

<http://ericmcluhan.com/bookshop/>

University of Toronto Coach House Institute, McLuhan Centre for Culture and Technology offers a wide range of resources and research.

<http://www.chi.utoronto.ca/>

Marshall McLuhan on Twitter

<https://twitter.com/marshallmcluhan>

McLuhan Galaxy Blog

<https://mcluhangalaxy.wordpress.com/>

Article about McLuhan's popularity in Chinese academia written by HAN Minglan published in Canadian Social Sciences called The Appeal of Marshall McLuhan in Contemporary China

https://d10k7k7mywg42z.cloudfront.net/assets/52e049d0f002ff105d000bd8/1736_1893_1_SM.pdf

A web-based map and timeline of Marshall McLuhan-related events was created in Winter 2015 by the students in the course "Philosophy 366: Computers and Culture," taught by Dr. John Simpson at the University of Alberta.

<http://cwrc.ca/mcluhan/>



Arts Habitat Edmonton is a non-profit company engaged in finding, managing and developing space for the arts. Please visit artshab.com For more about Arts Habitat Edmonton.

For more information contact Chelsea Boos, Community Programmer for Arts Habitat by email to cboos@artshab.com or phone at (780) 474-0907.

SUBMISSION FORM

Name

Email

Phone

Address

Signature

Date

SUBMISSION REQUIREMENTS

1. A proposal letter of 300 words or less.
 - Brief statement and proposal description
 - Previous experience engaging in artistic work with and around non-artists
 - Examples of the candidate's experience in producing public displays of their work
2. Max. 10 samples of previous work or up to 5 minutes of video in appropriate size and format.
 - 72 dpi, no more than 1000 pixels in the long dimension, JPEG or PNG format, max 1MB
 - Video should be compatible with QuickTime player or accessible via permanent web link
 - Each filename in convention: eg. Lastname_Title_Year.JPG
 - Image list including title, medium, year and dimensions
3. Curriculum vitae, including name, telephone number, and email address.
4. Email required materials by **midnight on April 3, 2017** to cboos@artshab.com. Applications may also be mailed to **McLuhan House, 11342-64 Street NW, Edmonton, AB T5W 4H5**.

SELECTION COMMITTEE PROCESS

The artist will be chosen through a one-stage Selection Committee process unless otherwise determined by Arts Habitat. Selection Committee members will include representation as follows: Arts Habitat Board of Directors, artist and community representatives. The Selection Committee is under no obligation to choose any finalists. All decisions of the Selection Committee are final. Arts Habitat reserves the rights to revoke the competition for the Artist Studio Residency Program.

Arts Habitat Edmonton is committed to equity in all aspects of its work, and invites proposals from all potentially interested artists. We thank all artists for their time and work to submit. Please don't hesitate to contact Chelsea Boos with any questions at cboos@artshab.com.