



ARTIST STUDIO RESIDENCY PROGRAM

April 2016 to April 2017 (dates TBD)



Could a studio space at the Historic Marshall McLuhan Residence inspire your next project? Arts Habitat is pleased to invite artists of all disciplines to apply for a new Artist Studio Residency Program in the historic Highlands neighbourhood. As the first Artist-in-Residence at McLuhan House, you have the opportunity to discover the potential of our garage studio as a creative incubator for art and ideas, embedded in Edmonton's vibrant community of cultural workers 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, *Understanding Media*

OPEN CALL FOR SUBMISSIONS

Deadline: March 15, 2016 at midnight

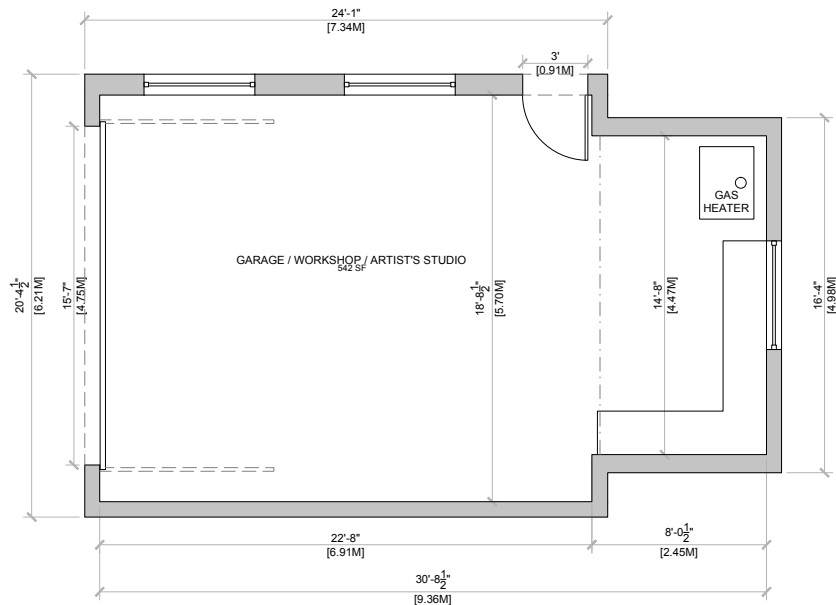
Individual artists and collaborative teams of all disciplines are encouraged to submit a self-directed project proposal for a one-year Artist Studio Residency Program beginning in April (date TBD). Arts Habitat is seeking submissions from regional artists to develop work-in-progress or produce new work, including, but not limited to 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 visitors interested in the Artist-in-Residence's experience at McLuhan House. Project proposals on themes relating to Marshall McLuhan are an asset. Areas of study may include:

- Media
- Culture
- Technology
- Globalization
- Language

The Artist-in-Residence will have private access to a 540 square foot garage studio space with overhead garage door and electric opener, cupboards, workbench and radiant gas 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 10 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.



* McLuhan House is not wheelchair accessible at this time, however the studio is barrier free and accessible without stairs.



1

EXISTING GARAGE / WORKSHOP / ARTIST'S STUDIO PLAN

SCALE: 1/4" = 1'-0"

ELIGIBILITY REQUIREMENTS

1. A proposal letter of 300 words or less including:
 - 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. Maximum 5 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 must adhere to convention Lastname_Title_Medium_Dimensions_Year.JPG
3. Curriculum vitae, including name, telephone number, and email
4. Please send an email with required materials by midnight on March 15, 2016 to cboos@artshab.com. Applications may also be mailed to Arts Habitat Edmonton at *McLuhan House, attn. Chelsea Boos, 11342 – 64 Street NW, Edmonton, AB T5W 4H5*.

The Selection Committee will consider artistic merit of works submitted, suitability of proposal and commitment to professional artistic practice. The panel of jurors will be made up of community members and local arts professionals.

BACKGROUND INFORMATION

ABOUT McLUHAN

Dr. Herbert Marshall McLuhan, who became a leading and often controversial 20th century thinker, lived in Edmonton as a child one hundred years ago. His early years significantly influenced his philosophical ideas, including “the medium is the message” and the global consequences of mass media, which went on to have a significant impact on international discourse about culture and technology.

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 Marshall, small public events including readings and meetings for approximately 20 people, as well as the offices of ArtsHab and the Edmonton Poetry Festival.



Michael McLuhan at McLuhan House Launch | Photo credit: Marc J. Chalifoux Photography

McLUHAN FAMILY PORTRAIT COLLECTION

The permanent exhibition of framed photographic prints was generously contributed by Michael McLuhan and the McLuhan Estate, Stuart MacKay, and many other local professionals.

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, McLuhan family historian and cousin of Marshall.

THE McLUHAN TV WALL

Created by University of Alberta students and professors, 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.



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 bungalow 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.

Griffiths sold the house in 1928 to her sister Julia May and husband Walter Husband, a salesman for the National Drug and Chemical Company. Husband's brother Herbert owned the Highlands Drug Store in the Gibbard Block, from 1926 to 1944. Walter Husband sold the McLuhan Residence in 1956. Doug and Cheryl Toshack bought the house in 1974 and have owned it for 38 years.

Over the years, they've been visited by countless of the curious and scholarly. CBC even filmed part of a documentary on McLuhan at the house.

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. ▢

OTHER ONLINE RESOURCES OF INTEREST

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/>

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/>

Watch video of Marshall McLuhan’s lectures, interviews and more

<http://www.marshallmcluhanspeaks.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

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, at cboos@artshab.com or by phone at (780) 474-0907.