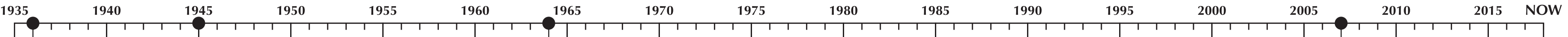


DESIGN & MEDIA

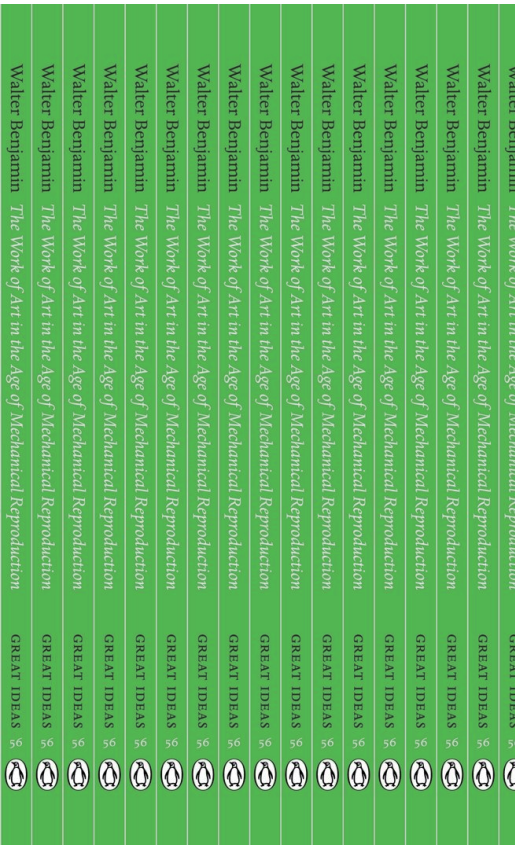
TIMELINE



1936

Walter Benjamin

The work of Art in the Age of Mechanical Reproduction



1945

Vannevar Bush

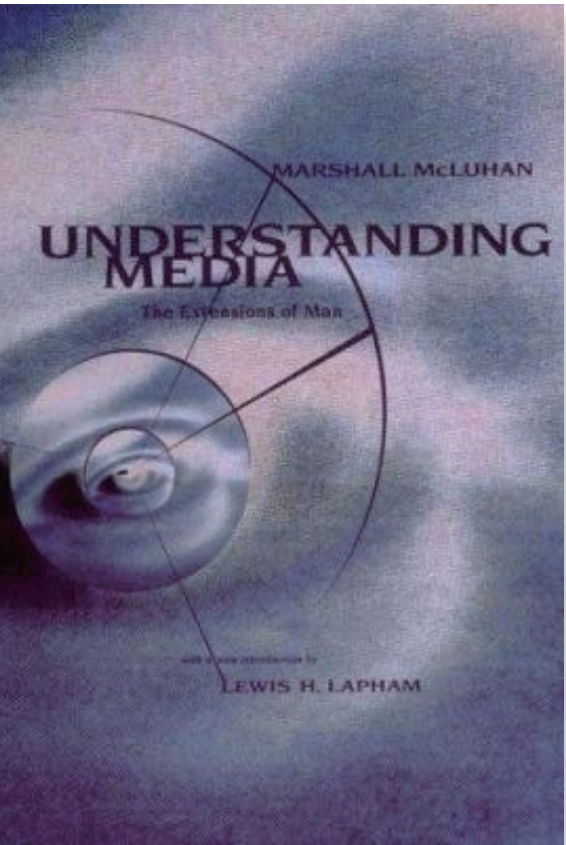
As we may think



1964

Marshall McLuhan

Understanding Media



1960's

Marshall McLuhan

Talking Session



2007

Steve Jobs

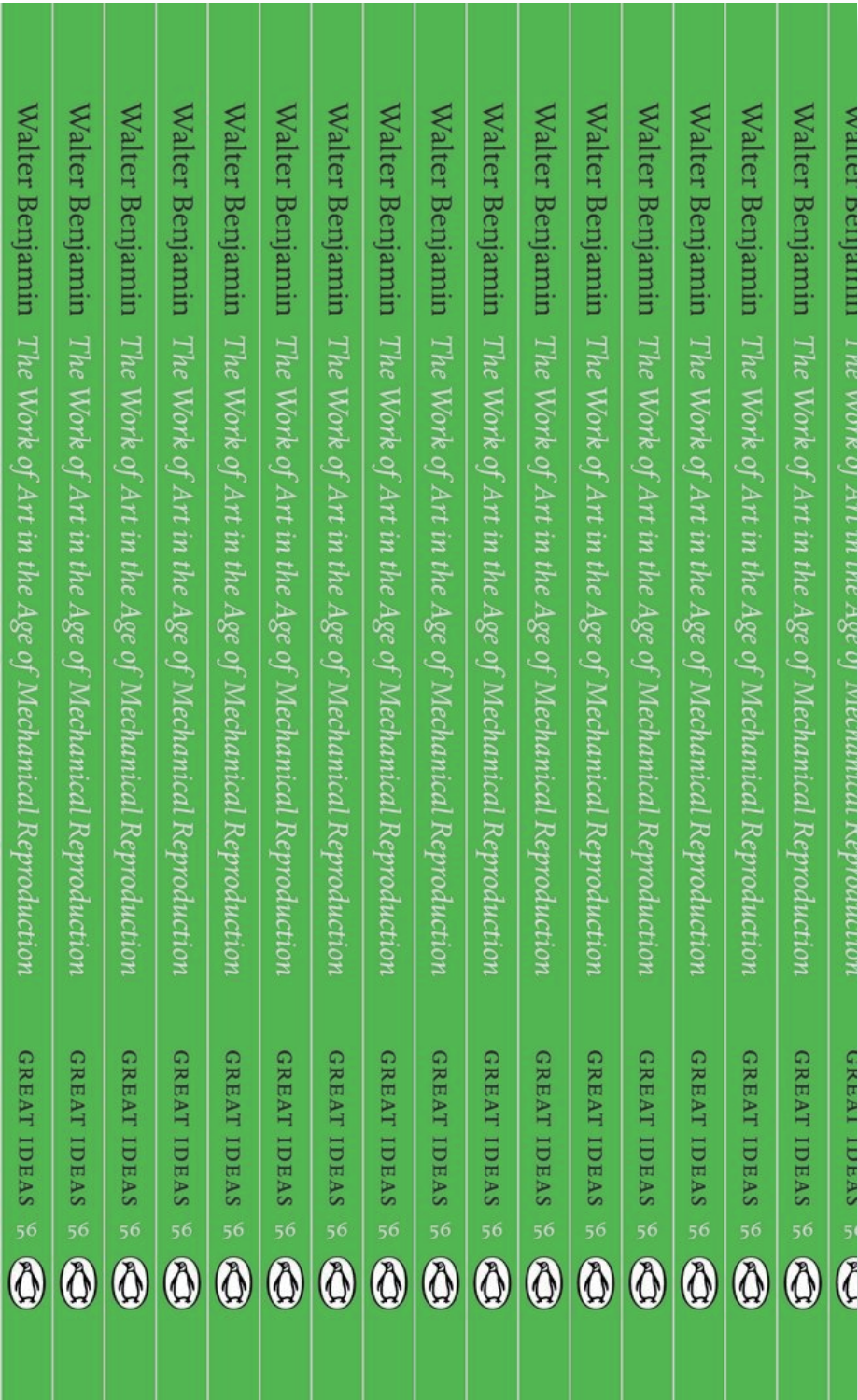
iPhone Presentation



1936

Walter Benjamin

The work of Art in the
Age of Mechanical
Reproduction



- The work of art has always been reproducible.
- The technological reproduction of artworks is something new.
- It might be stated as a general formula that the technology of reproduction detaches the reproduced object from the sphere of tradition.
- Just as the entire mode of existence of human collectives changes over long historical periods, so too does their mode of perception.
- These two are the artwork's cult value and its exhibition value.

1945

Vannevar Bush

As we may think

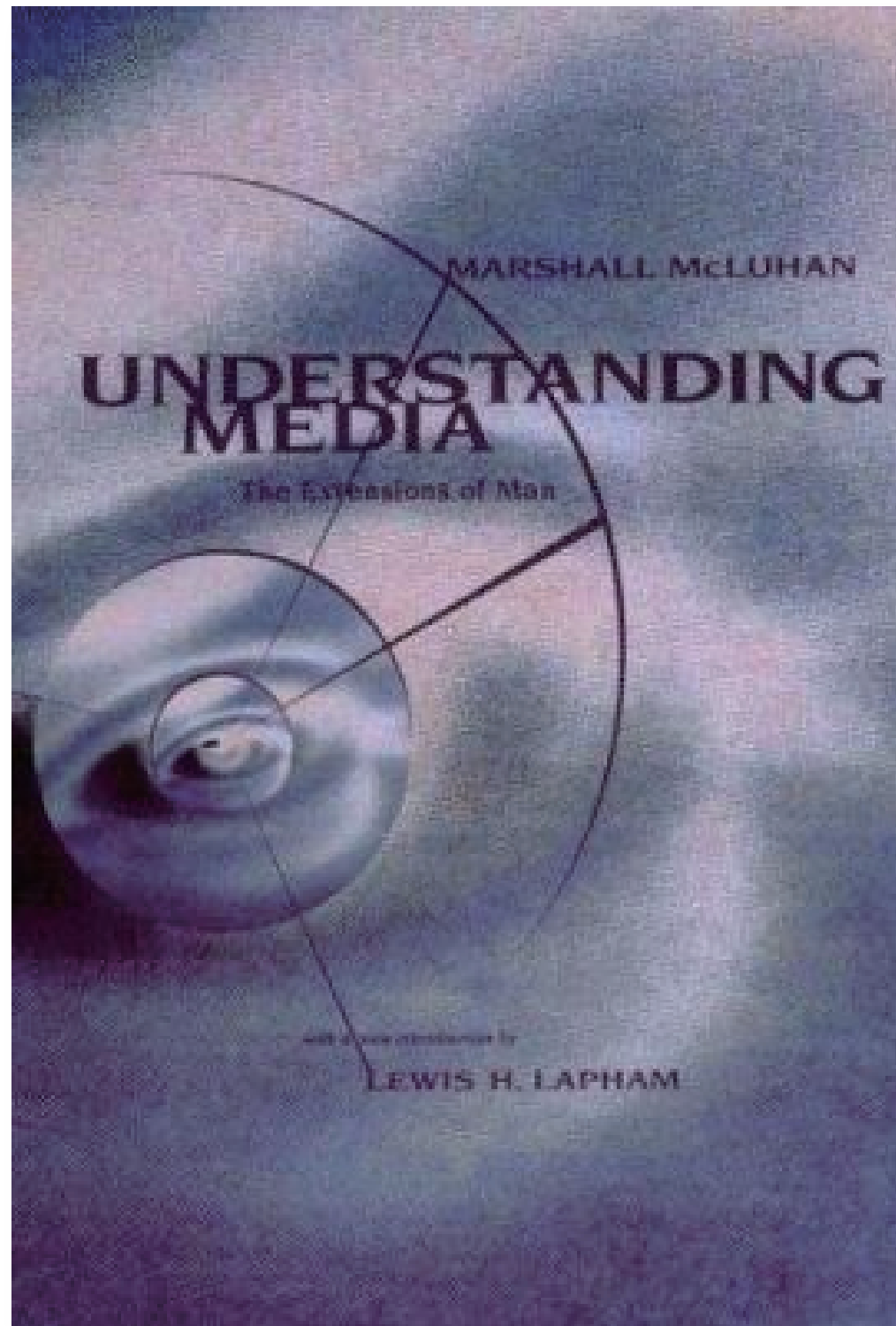
- For years inventions have extended man's physical powers rather than the powers of his mind.
- Consider a future device for individual use, which is a sort of mechanized private file and library. It needs a name, and, to coin one at random, "memex" will do. A memex is a device in which an individual stores all his books, records, and communications, and which is mechanized so that it may be consulted with exceeding speed and flexibility. It is an enlarged intimate supplement to his memory.
- He didn't imagine about the internet. So the device is not about individual, it's about all human kind.



1964

Marshall McLuhan

Understanding Media



&

Mark Federman

What is the Meaning of The Medium is the Message?

- A medium is "any extension of ourselves"

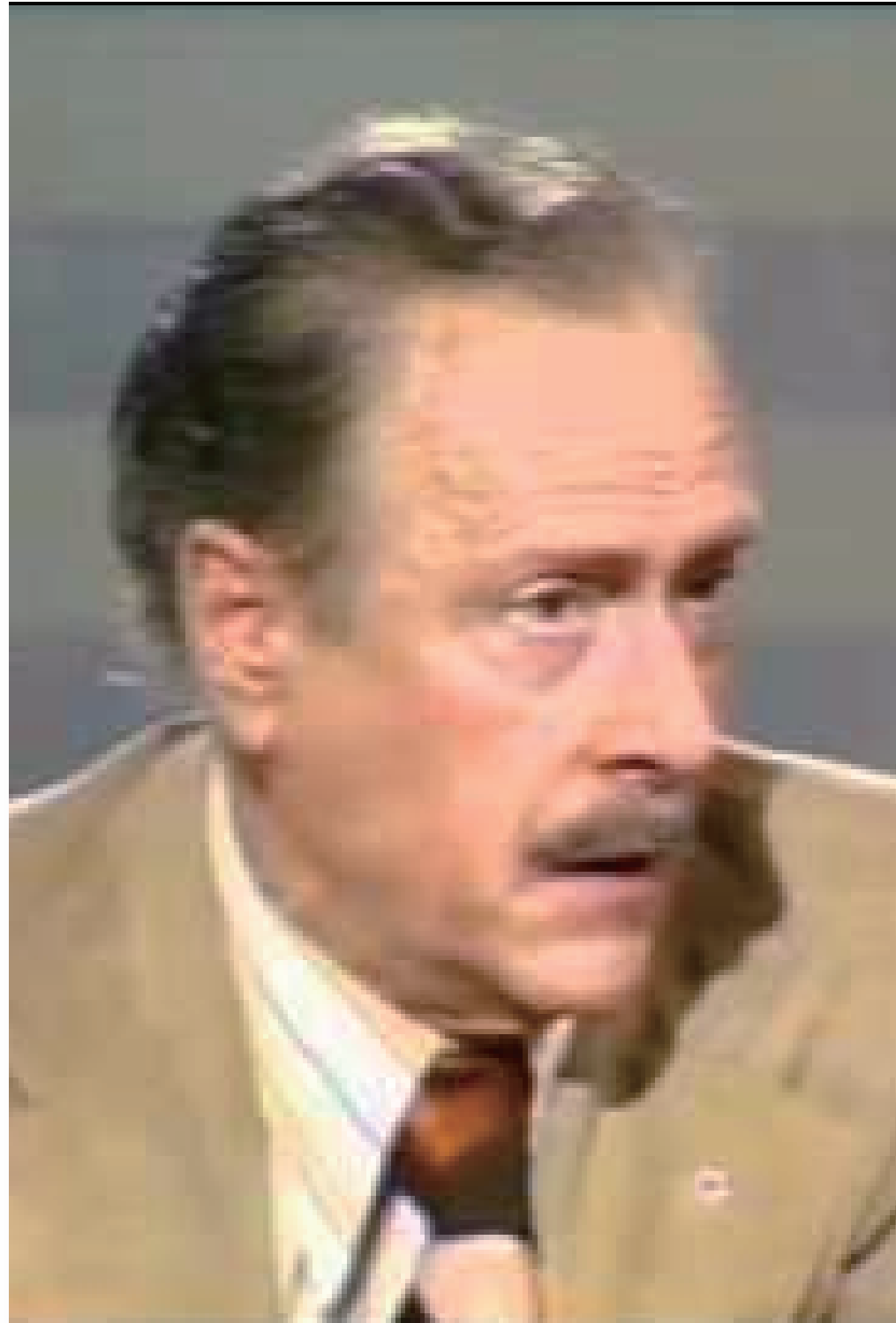
Classically, he suggests that a hammer extends our arm and that the wheel extends our legs and feet. Each enables us to do more than our bodies could do on their own. Similarly, the medium of language extends our thoughts from within our mind out to others. Indeed, since our thoughts are the result of our individual sensory experience, speech is an "outering" of our senses - we could consider it as a form of reversing senses - whereas usually our senses bring the world into our minds, speech takes our sensorially-shaped minds out to the world.



1960's

Marshall McLuhan

Talking Session



The medium is a
happening, it creates
an environment.

2007

Steve Jobs

iPhone Presentation



APPLE
REINVENT
THE PHONE!

- Awareness of how new Media impacts society.
- Cycle of tech reproduction and reinvention.
- Is society impacting technology or is technology impacting society.
- Can technology halt societal and political changes.
- Will the cycle of tech reproduction and reinvention ever cease?
- Will there be an endpoint?
- How does government intervention in society impact technological advancements across time?