



A Celebration of the Art, Science and Inventions of Steve Mann

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digifest 2004 : On The Move



Introduction

Since its inception in 2002 *digifest* has established itself as Canada's premiere festival of digital culture and innovation, showcasing Canadian and international visionaries in the realms of digital art, science and design.

Produced by **The Design Exchange** in partnership with **Harbourfront Centre** and the **Ontario Science Centre**, *digifest 2004: On the Move* will investigate the cultural implications of digital mobility and the nomadic nature of information and identity within connected culture. The economics, art and science of digital mobility will be examined by renowned innovators from the fields of engineering, industrial design, interactive film, graphic design, robotics, intelligent fashions and wireless gaming, each addressing one of our sub-themes: *Home, Self* and *Tribe*.

Our Keynote Speaker at *digifest 2004: On the Move* will be **Professor Steve Mann** of the Electrical and Computer Engineering Faculty at the University of Toronto. Professor Mann is internationally renowned for his contributions to art and science as the developer of the first wearable computer and as the driving force behind 3 decades of artistic and scientific experimentation as a pioneer in exploring life as a cyborg.

Like so many Canadian visionaries, however, Steve Mann is better known abroad than he is at home. The co-curators of *digifest*, **Paola Poletto** and **John Sobol**, plan to change that by celebrating the extraordinary scope and quality of Steve Mann's work at all three presenting venues of *digifest 2004* – The Design Exchange, The Ontario Science Centre and Harbourfront Centre — in a major retrospective and showcase.

History of *digifest*

digifest 2002: The 4D Challenge presented such luminaries as Derrick de Kerckhove (Director of the McLuhan Program for Media at U of T), Hani Rashid (co-founder of Asymptote Architecture and member of the Architecture Faculty at Columbia University) and David Rokeby (Governor General's Award-winning Canadian new media artist) to a total audience of over 1,500 design professionals, educators, artists and business leaders.

digifest 2003: Electronic Cities featured 44 speakers from 8 countries including inspired presentations by the likes of architect Roberto Edouard Meyer (architect of the ING headquarters in Amsterdam), acclaimed Canadian interactive artist Rafael Lozano-Hemmer and James Schmalz, founder and lead designer of Digital Extremes the Canadian company whose PC game *Unreal* has sold over 11 million copies globally.

digifest 2004: On the Move will see the festival expand to include 2 major new venues, Harbourfront Centre and the Ontario Science Centre. In addition to Steve Mann, other celebrated speakers will include Bill Buxton (former CTO of SGI/Alias), Stefano Boeri (senior editor of *DOMUS* Magazine) and Andreas Broeckmann (director of *Transmediale*, Europe's largest festival of new media art and culture).

Steve Mann

Few people have dedicated themselves to understanding the immediate impact of digital mobility on his or her home, self and tribe as 'cyberman', Steve Mann. Having lived as a wired 'cyborg' for most of his adult life, as the leader of a tribe of cyborg students at U of T, and as the creator of his own computer-controlled home, Mann has been deeply engaged with both the theory and practice of digital mobility for nearly thirty years.

Steve Mann has exhibited his inventions, including many iterations of the **EyeTap** computer eyeglass system, at such prestigious international institutions as The Smithsonian Institute, The Stedelijk Museum in Amsterdam, the Museum of Modern Art in New York and the San Francisco Art Institute. **Paul Virilio**, one of the foremost philosophers of contemporary culture, wrote about Steve Mann in his book *Crepuscular Dawn*: "Three revolutions... divide three centuries, from nineteenth to twenty-first. The first, from the nineteenth century... is the revolution in transportation. Its heroes could be Jules Verne and Howard Hughes... The second is the revolution in transmissions, whose hero could be Steve Mann..."



Please Wait, by Steve Mann

Despite authoring two books (*Cyborg: Digital Destiny*, Doubleday Canada, 2002 & *Intelligent Image Processing*, Wiley and Sons, 2001) and being the subject of a CBC documentary (*Cyberman*), Steve Mann remains under-appreciated in Canada, particularly when it comes to recognizing the significance of his work among members the art and design communities. It may be because artists and designers feel his work is too scientific (while scientists often feel it is too artistic), or perhaps it is because it is so provocative and unorthodox, but regardless of the reasons, the fact is that Steve Mann's work has flown under the radar of a great many Canadians who should be sitting up and taking notice.

Steve Mann @ digifest 2004: On the Move (Home : Self : Tribe)

At digifest 2004, Steve Mann will be spotlighted as the showcase figure of our festival. His work will be celebrated on each of the festival's 4 days of programming and at all 3 festival venues: The Design Exchange, The Ontario Science Centre and Harbourfront Centre.

Digifest 2004 will celebrate the work of Steve Mann with:

- Mann's **Keynote Speech** at the digifest gala on Thursday May 13 @ The Design Exchange in Toronto

- A **retrospective exhibition** of Steve Mann's installations @ the Design Exchange between May 7 and May 23, 2004. Works to be shown will include:

1. The Wearable Computer Watch

The world's first wristwatch videoconferencing system (also world's first Linux wristwatch, as featured on the cover of Linux Journal and demonstrated at ISSCC 2000)

2. The Griefcase

3. Seat Sale

4. The EyeTap Wheelchair (with Mann's Master's student Chris Aimone)

5. Lightvector Paintings

6. Work from Mann's ECE516 and ECE496 design students

7. Other works, as time and budget allows

- A **demonstration/installation** @ the Ontario Science Centre of Mann's EyeTap eyeglasses, which enable mobile users to share visual data in real time using wireless networks, on Saturday May 15th

- Mann's participation in a **panel discussion** about wearable computing with Concordia University's Joey Berzowska (co-founder of International Fashion Machines) and Transmediale's Andreas Broeckmann @ the Ontario Science Centre, on Saturday May 15th

- The commissioning of a large-scale participatory **DECON-performance event** designed by Steve Mann to be premiered at Harbourfront Centre on Sunday May 16th. Mann and his students have staged several DECON events in the past, including DECONcert in which Mann, together with two of his PhD students, James Fung, and Corey Manders, invented a system that allowed 48 participants to be simultaneously connected together into a brainwave meditation space. This system allowed audience members (including two Parkinson's patients connected remotely from the United States) to control an innovative building automation system with three phase lighting and virtual digital instruments via thoughts transmitted by electrodes capturing brainwave activity.

- An **essay** by Steve Mann will appear in the digifest 2004 program, along with a curatorial statement addressing the importance of Steve's work.
- Steve Mann's work will be documented and showcased on the archival digifest 2004 **e-learning website** that is currently being planned.

The Sponsorship Opportunity

Digifest 2004 is currently sponsored by many leading private and public sector institutions, including Canadian Heritage, Telefilm Canada, the Canadian Film Centre, ING and the Goethe Institute, to name but a few.

The Steve Mann retrospective and showcase at digifest 2004 represents a unique opportunity for a sponsor to align itself with both Canada's leading festival of digital innovation and one of Canada's leading digital inventors, philosophers and educators, an individual who has inspired a wide range of creative and business research and continues to thrive at the leading-edge of innovation today.

Branding opportunities for any organization that chooses to partner with digifest to sponsor Steve Mann's work (either an individual component such as the exhibition at DX or the keynote speech or the entire program of Mann's activities) are substantial. Specific terms of any sponsorship would be addressed in negotiation but the range of benefits available include recognition via:

- Opportunity for corporate representative to introduce Steve Mann
- Daily acknowledgement from the stage as a sponsor
- Recognition at media events including press releases and on-site media affairs.
- On-site signage at the Design Exchange and partner venues
- Logo inclusion in print advertising including ads, poster and program
- Opportunity to showcase/demonstrate product or services
- Recognition on *digifest* website and in extensive e-mail campaigns
- Recognition as a sponsor in the post-festival e-learning website
- Exposure to students and professors from leading design schools across Canada
- Opportunity to promote sponsor among designers, design educators, students and professionals in the new media industry

Anticipated Outcomes

Digifest attracts many of Canada's leading design professionals, digital educators, content developers, policy makers, business leaders and artists. Leveraging the Design Exchange profile as Canada's center for design, digifest continues to grow and thrive as a national leader in showcasing the most inspiring and exciting ideas, tools and individual shaping life in the wired 21st century.

- May 13 – *Gala* @ Design Exchange – 500 attendees
- May 14 – *Home* @ Design Exchange – 500 attendees
- May 15 – *Self* @ Ontario Science Centre – 500 attendees
- May 16 – *Tribe* @ Harbourfront Centre – 500 attendees
- Exhibitions at all 3 locations 10,000 + attendees

Design Exchange

The Design Exchange (DX) is the only design promotion centre of its kind in North America. We are an internationally recognized non-profit educational organization committed to promoting greater awareness of design as well as the indispensable role it plays in fostering economic growth and cultural vitality.

The Design Exchange runs a wide range of programming including 2 full-time exhibition galleries, a conference center, educational programs for students both online and off, a lecture series featuring international design leaders, Canada's largest design resource centre and *digifest*, Canada's leading festival of digital culture and design.

The Design Exchange is located in one of the most elegant historic buildings in the city of Toronto – the former Toronto Stock Exchange at King and Bay streets.

Visit us online at:

www.dx.org

or visit the DX in person at:

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