

January 11, 1979.

PRESS RELEASE # 1

The Computer Culture Exposition will take place at Harbourfront, 235 Queen's Quay West, Toronto, from Tuesday, March 27th to Sunday, April 8th, 1979.

The Exposition deals with the cultural impact of micro-electronics on the contemporary world. It is designed to give the public a preview of personal involvement with the emerging computer environment. During the 1980's home computer terminals will become as commonplace as cable TV, integrating the telephone, typewriter, television set and computer in a media mix more complex and extensive than any yet known. How technology develops and how it affects society depends largely on the awareness, knowledge, initiative and imagination of the people involved. The Exposition provides the interested public with a much needed opportunity to respond personally to the cultural challenge of the computer.

The Exposition includes a two-week Exhibition introducing some of the most recent developments in computerized media such as two-way television, touch sensitive video and fibre optics. Certain days and evenings will be devoted to workshop themes such as computer music, education, robotics, graphics, image analysis, networking, animation and publishing. The workshops will involve lectures, discussions, demonstrations and performances.

For further information contact:

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March 12, 1979.

Mr. Woody Vasulka,  
Center for Media Study,  
State University of New York at Buffalo,  
Wende Hall,  
BUFFALO, N.Y. 14214.  
U.S.A.

Dear Woody:

I am pleased to confirm our arrangements for your workshop presentation at the Computer Culture Exposition. on Saturday, March 31st. The theme for the day is Imagery and your presentation is entitled "Computerized Video". The workshop will take place in the Brigantine Room which is adjacent to our Exhibition in the Community Gallery at Harbourfront and will be hosted by Ronald Baecker.

The workshop session will begin at noon and your presentation is scheduled at approximately 3.00 p.m. I suggest you talk for about 35 minutes leaving time for questions. Two carousel slide projectors, one opaque projector, one overhead projector, two projection screens, microphones, 16mm projector and 3/4" video play back with monitors will be on hand. Would you be able to meet me at 10.30 a.m. in the Exhibition reception area at Harbourfront? We could discuss your presentation before the workshops begin and have something to eat with the other participants.

Enclosed are the names of the exhibitors, a plan of the exhibition and a workshop schedule. Should you have any questions, please phone me at (416) 362-5311 ext. 21.

Thank you for participating and I look forward to seeing you on Saturday, March 31st, at 10.30 a.m.

Yours sincerely,



Richard Hill  
Director,  
Computer Culture Exposition



## exposition

COMPUTER CULTURE EXPOSITION, MARCH 27 - APRIL 4, 1979  
HARBOURFRONT, 235 QUEEN'S QUAY WEST, TORONTO

History will be made at Harbourfront from March 27 to April 4 with the Computer Culture Exposition. It will enable the public to witness the "silent revolution" of computerized media, that is about to transform our lives.

The Exposition deals with the cultural impact of micro electronics and gives a preview of our involvement with the emerging computer environment.

Discover touch sensitive video, fibre optics, two way television and other recent technological developments in a ten day exhibition, which also features continuous showing of the Fast Forward TV series.

Explore computer music, education, robotics, graphics, image analysis, networking and electronic publishing in a series of workshops by leading innovators in the field. (See over for schedule of events)

You will find that the ways and means of computerized media grow, transform and restructure themselves according to human interplay. They are not fixed, standardized and sectioned in time and space as with broadcasting and print: It is like a genie that can appear, change its form and be anywhere at your command. Instead of rubbing the lamp and giving an order, you may input through a keyboard, form functions with programming and extend areas of operation through networking.

Unlike one-way mass media, computerized media places initiative in the hands of the user. The computer terminal provides a two-way communication system, integrating the telephone, typewriter, television set and computer. Moreover, it costs little more than a colour TV set and during the 1980's should become as commonplace as cable TV.

The proliferation of computerized media, now possible with micro electronics, will not only change our image of the computer, but also our image of ourselves and of the world around us.

Richard Hill  
Director, Computer Culture Exposition

For further information phone Rudleigh MacLean (416) 364-7127, ext 233.



exposition

Woody

Richard will  
be in touch  
Shortly - hope  
to be at Media  
Centre next  
weekend.

Shirley Hill  
367-0590