

STUDIO N°05

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“A light bulb creates an environment by its mere presence.”

“The electric light is pure information. It is a medium without a message as it were, unless it is used to spell out some verbal ad/name...Whether the light is being used for brain surgery or night baseball is a matter of inference. It could be argued that these activities are in some way the content of the electric light, since they don't exist without the electric light.

...Electric light does not have content in the way that a newspaper has articles or a television has programs, it is a medium that has a social effect...It ended the regime of night and day, or indoors and out-of-doors. But it is when the light encounters already existing patterns of human organization that the hybrid energy is released. Cars can travel all night, ball players can play all night, and windows can be left out of buildings. In a word, the message of the electric light is total change. It is pure information without any content to restrict its transforming and informing power.”

Marshall McLuhan