

MOCCA launches the Scotiabank CONTACT Photography Festival!

TORONTO, Ont., Apr, 28 2010 - The Museum of Contemporary Canadian Art and the Scotiabank CONTACT Photography Festival are pleased to present ***The Mechanical Bride***, one of three primary exhibitions in CONTACT 2010: *Pervasive Influence*. This international group show features the work of **John Armstrong & Paul Collins, Dana Claxton, Kota Ezawa, Jaqueline Hassink, David LaChapelle, Ryan McGinley, Josephine Meckseper, Matt Siber, Alec Soth and Britta Thie**. The festival launch and the opening reception will take place on **April 30, from 7 - 10 p.m.**

The renowned Canadian theorist Marshall McLuhan applied techniques of art criticism to assess the affect of mass media upon the public in his groundbreaking book published in 1951, ***The Mechanical Bride***. His practice of analyzing and commenting upon the persuasive strategies applied in the media of his times remains relevant today within a global village consumed by widespread media saturation.

Mirroring a world devoted to the image, photo-based works by Canadian and international artists reveal vital connections between mass media, advertising, painting and photography. Reflecting the enduring influence of Marshall McLuhan, ***The Mechanical Bride*** exhibition explores the social and cultural affect of images and their emotional and political implications.

Highlights:

- This is the 4th year MOCCA has hosted the primary exhibition for CONTACT.
- The public installation in the MOCCA Courtyard this year is the "*The Rape of Africa*" by David LaChapelle.

Links / URLs:

- Read exhibition essay
<http://www.mocca.ca/media-centre/20091123-133/>
- Read full text press releases
<http://www.mocca.ca/media-centre/>

Quotes:

- **Bonnie Rubenstein, Scotiabank CONTACT Photography Festival Artistic Director and Curator of *The Mechanical Bride***

"CONTACT 2010, *Pervasive Influence*, explores the many ways in which photography informs or transforms human behavior, in light of the massive changes in the way we communicate globally, and "*The Mechanical Bride*" primarily focuses on vital connections between mass media, advertising, painting and photography."

- **David Liss, Artistic Director and Curator, MOCCA**

"Our presentation of the Primary Exhibition of the Scotiabank CONTACT Photography Festival has become one of the largest audience attractions of MOCCA's exhibition season."

Tags / Keywords:

Museum of Contemporary Canadian Art, Scotiabank CONTACT Photography Festival, Primary Exhibition, Rape of Africa, Mural, John Armstrong & Paul Collins, Dana Claxton, Kota Ezawa, Jaqueline Hassink, David LaChapelle, Ryan McGinley, Josephine Meckseper, Matt Siber, Alec Soth, Britta Thie.

RSS Feed for MOCCA: <http://www.mocca.ca/index.xml>

About MOCCA

Information on MOCCA can be found at <http://www.mocca.ca/>

For ongoing news, please go to <http://www.mocca.ca/media-centre/>

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Gallery Hours | Tuesday – Sunday 11 – 6 | Pay What You Can