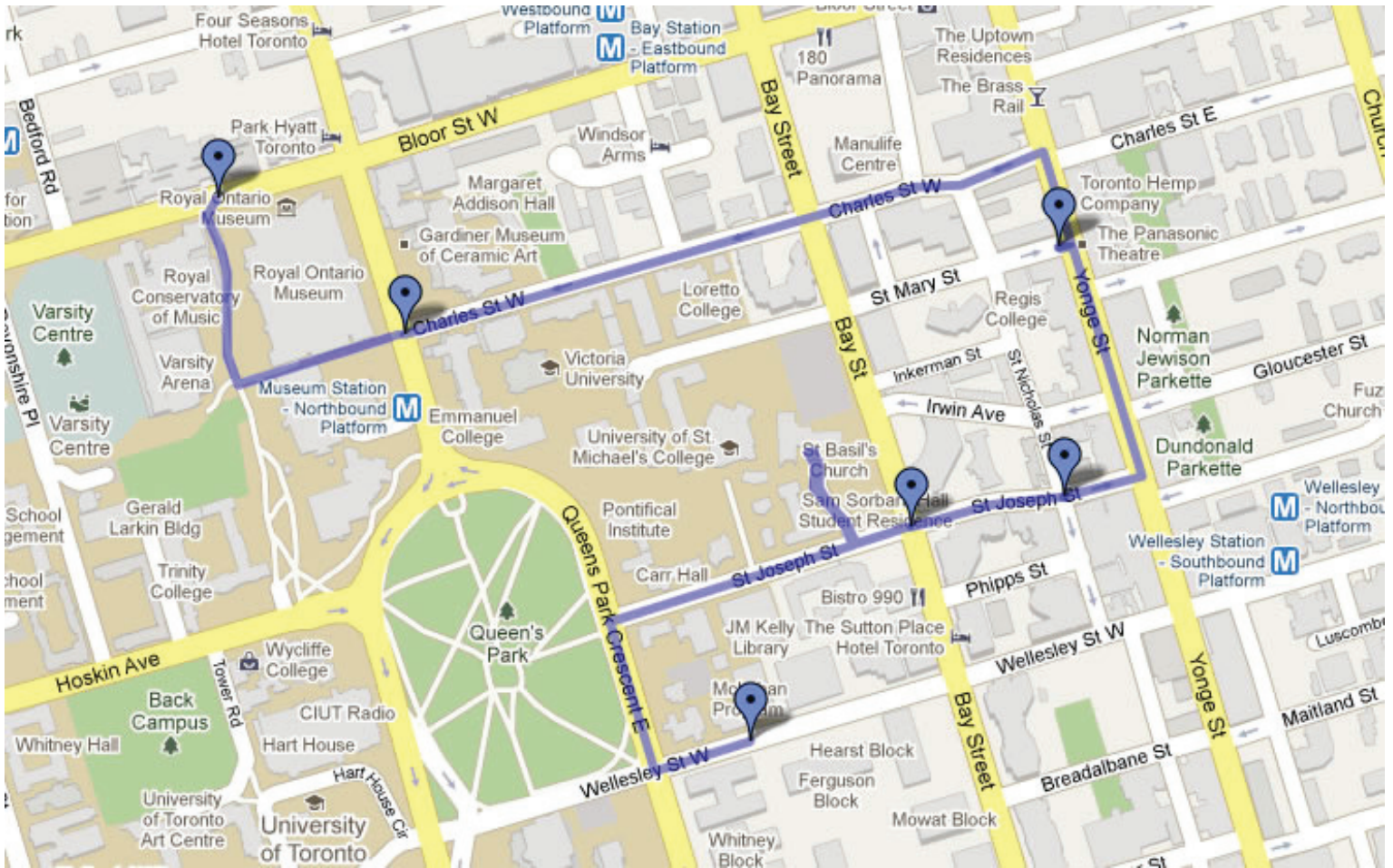


Marshall McLuhan Walking Tour



Welcome to the Marshall McLuhan Walking Tour, with Nora Young, the host of Spark on CBC Radio One as your guide. Together you and Nora will be exploring McLuhan's Toronto and hearing interviews with those closest to one of Canada's greatest thinkers. If you're not in the city, you can still join us on our sonic adventure. We've got an online map and photo galleries to accompany the mp3s of the tour, and you can follow along digitally. Gee, it's almost like we're a global village or something! Give it a whirl at www.cbc.ca/spark/mcluhan.

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Note: If the mp3 you're listening to ends before you've reached the destination, continue walking and only begin the next mp3 when you get there.

Destination point: Philosopher's Walk

Tour guests: You will hear from Marshall McLuhan's son Eric McLuhan, as well as archival footage from Marshall himself.

McLuhan connection: This is a wonderfully scenic spot on the University of Toronto's St. George Campus. McLuhan enjoyed taking walks across U of T's beautiful campus, often with friends or colleagues or while he was making his way to one of his favourite places in the city, the Royal Ontario Museum.

Directions: We will begin this tour on the southwest corner of Bloor Street and Queen's Park Road. The Royal Ontario Museum is just to your Right. Walk west toward the Alexandra Gates. They are the stone and iron structures next to the museum. This is where you will start the first mp3.

Soon after walking through the gates you will see a circular clearing. We recommend that you find a seat and listen to the mp3. The path deviates into a number of directions. Take the path on the left, and walk east toward Queen's Park Road.

Destination point: Royal Ontario Museum

Tour Guests: You'll hear from Marshall McLuhan's official biographer, W. Terrence Gordon who will talk about McLuhan's relationship with the ROM's Head of Design, Harley Parker. You'll also hear David Rokeby, a Toronto-based artist commissioned by CONTACT Festival in 2010 to create a visual art installation based on McLuhan's work.

McLuhan connection: McLuhan frequented the ROM almost daily. If he was not exploring the museum or visiting with his good friend Harley Parker, he was holding informal seminars with colleagues and like-minded thinkers in the community.

Directions: Nora will tell you the story of McLuhan's relationship with the ROM as you walk along Charles Street. You will begin at the corner of Charles Street and Queens Park Road. Walk west toward Yonge Street. Walk south on Young Street, toward St. Mary Street. Find the entrance for 10 St. Mary Street.

Destination point: University of Toronto Press

Tour Guests: You'll hear from Francess Halpenny as she talks about the role U of T Press had in handling the early work of Marshall McLuhan.

McLuhan connection: They published one of McLuhan's most celebrated works, *The Gutenberg Galaxy* in 1962. Ms. Halpenny was managing editor at the time.

Directions: Once you arrive at the building on 10 St. Mary Street, begin the mp3 and follow Nora's instructions. When you are done, walk south on Yonge Street and turn right onto St. Joseph Street. Walk west for half a block until you reach St. Nicholas Street – a small street located on the south side of St. Joseph Street.

Destination point: A-Space

Tour Guests: Artists Robert Bowers and Marion Lewis join the tour to tell you about the cultural climate in Toronto in the 1960s, McLuhan's relationship to this artist-run gallery and coffee shop, as well as the impact McLuhan had on the artists who frequented A-Space.

McLuhan connection: It was rare for an academic to frequent A-Space, but Marshall had a particular fondness for art, the artist and the perspective that both contributed to our understanding of the world.

Directions: A-Space has moved many times since it began. 17 St. Joseph Street was home to its first location. The red brick complex that begins at the cross section of St. Joseph and St. Nicholas is where it once was. We recommend that you take a seat across the street, listen to the mp3 and allow the story to transport you back to a bygone era in Toronto. Once the mp3 is finished, continuing walking west to Bay Street, cross Bay Street so that you find yourself at the northwest corner of St. Joseph and Bay, where you can begin the next mp3.

Destination point: St. Basil's Church

Tour Guests: Eric McLuhan joins us once again to tell us about the McLuhan family's first home in Toronto at 91 St. Joseph Street, and a former student of McLuhan's, B.W. Powe will explain the significance in naming this street Marshall McLuhan Way.

McLuhan connection: There are many points on St. Joseph street that were significant in Marshall McLuhan's life. This is the site of McLuhan's first home. He was also a religious man and frequented St. Basil's quite regularly. This patch of St. Joseph street between Bay and Queen's Park, has also been renamed Marshall McLuhan Way.

Directions: Nora will direct you from the corner of St. Joseph and Bay. Once you are at the church, feel free to explore the surrounding area. Perhaps take a stroll along the path that runs beside the church into a parkette. We recommend listening to the mp3 there. Nora will direct you when it's time to walk back down to St. Joseph Street. At the end of this mp3 you will be walking west toward Queen's Park Crescent Road.

Destination point: The McLuhan Program in Culture and Technology (Coach House)

Tour Guests: B.W. Powe will join the tour once again to discuss McLuhan's time at the Coach House.

McLuhan connection: The Coach House was built in 1963. It became a centre for McLuhan's research and a venue for his renowned Monday night seminars.

Directions: Once at Queen's Park Crescent and St. Joseph Street, walk a half block south. Before you reach Wellesley Street you will see a sign on your right for the University of Toronto's Faculty of Law and the McLuhan Program for Culture and Technology.