

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 exhibition will be on view from May 1 to June 6, 2010.

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/>

All programs and activities of the Museum of Contemporary Canadian Art are supported by Toronto Culture, the Ontario Arts Council, the Canada Council for the Arts, BMO Financial Group, individual memberships and private donations.

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