



2014  
iPhone

Shore joined Instagram in 2014, and since then his daily posts on the social-media platform have constituted the bulk of his photographic work. He uses the camera on his phone and has shifted his practice to take into consideration Instagram's square format and backlit presentation.

the medium is the message  
— Marshal McLuhan

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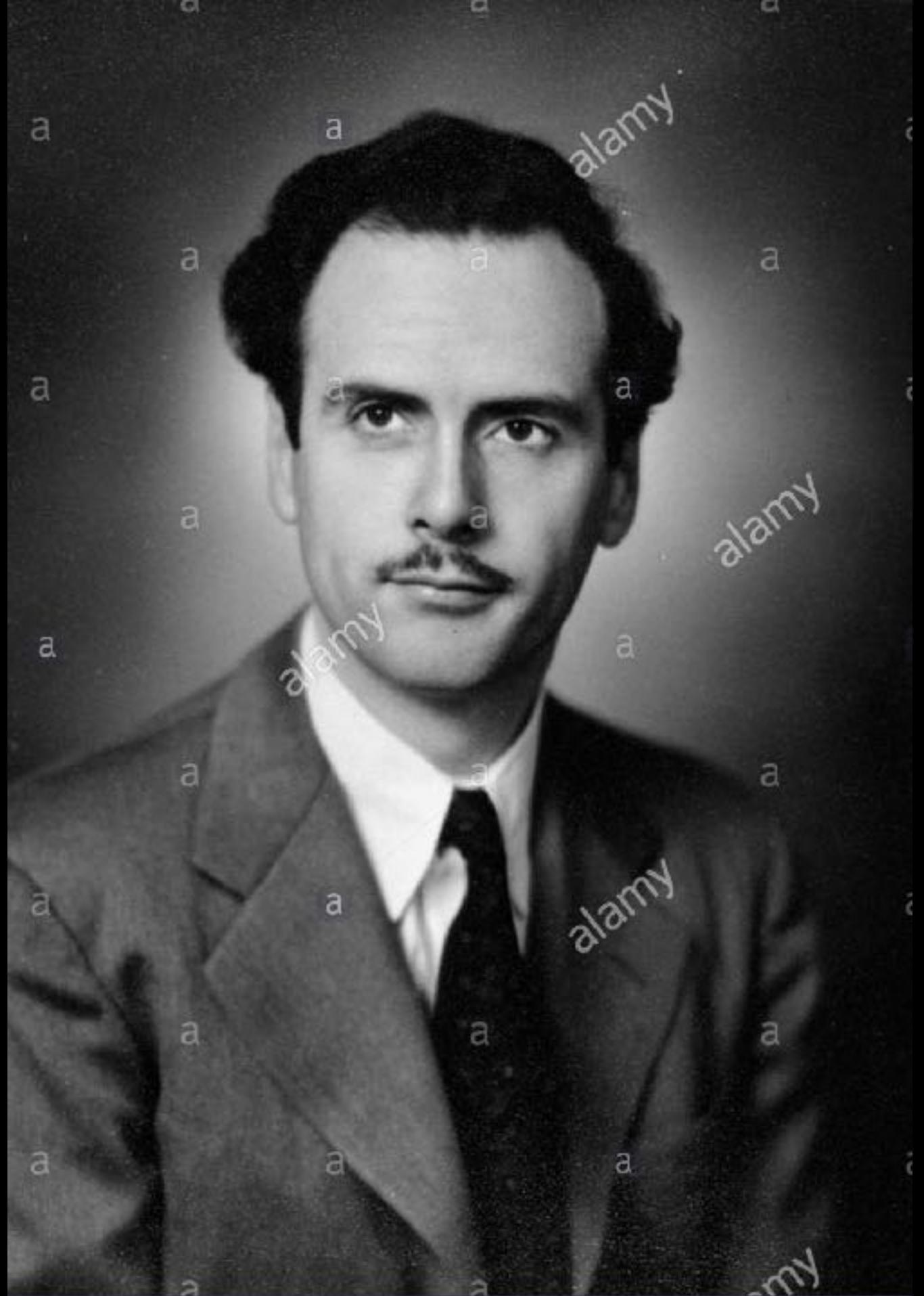
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Winnip



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 or name. This fact, characteristic of all media, means that the "content" of any medium is always another medium. The content of writing is speech, just as the written word is the content of print, and print is the content of the telegraph.



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If it is asked, "What is the content of speech?," it is necessary to say, "It is an actual process of thought, which is in itself nonverbal." An abstract painting represents direct manifestation of creative thought processes as they might appear in computer designs. What we are considering here, however, are the psychic and social consequences of the designs or patterns as they amplify or accelerate existing processes. For the "message" of any medium or technology is the change of scale or pace or pattern that it introduces into human affairs.

the medium is the mass age

*An inventory of Effects*

— Marshal McLuhan + Quentin Fiore





**Marshall McLuhan**  
Author of UNDERSTANDING MEDIA

**Quentin Fiore**

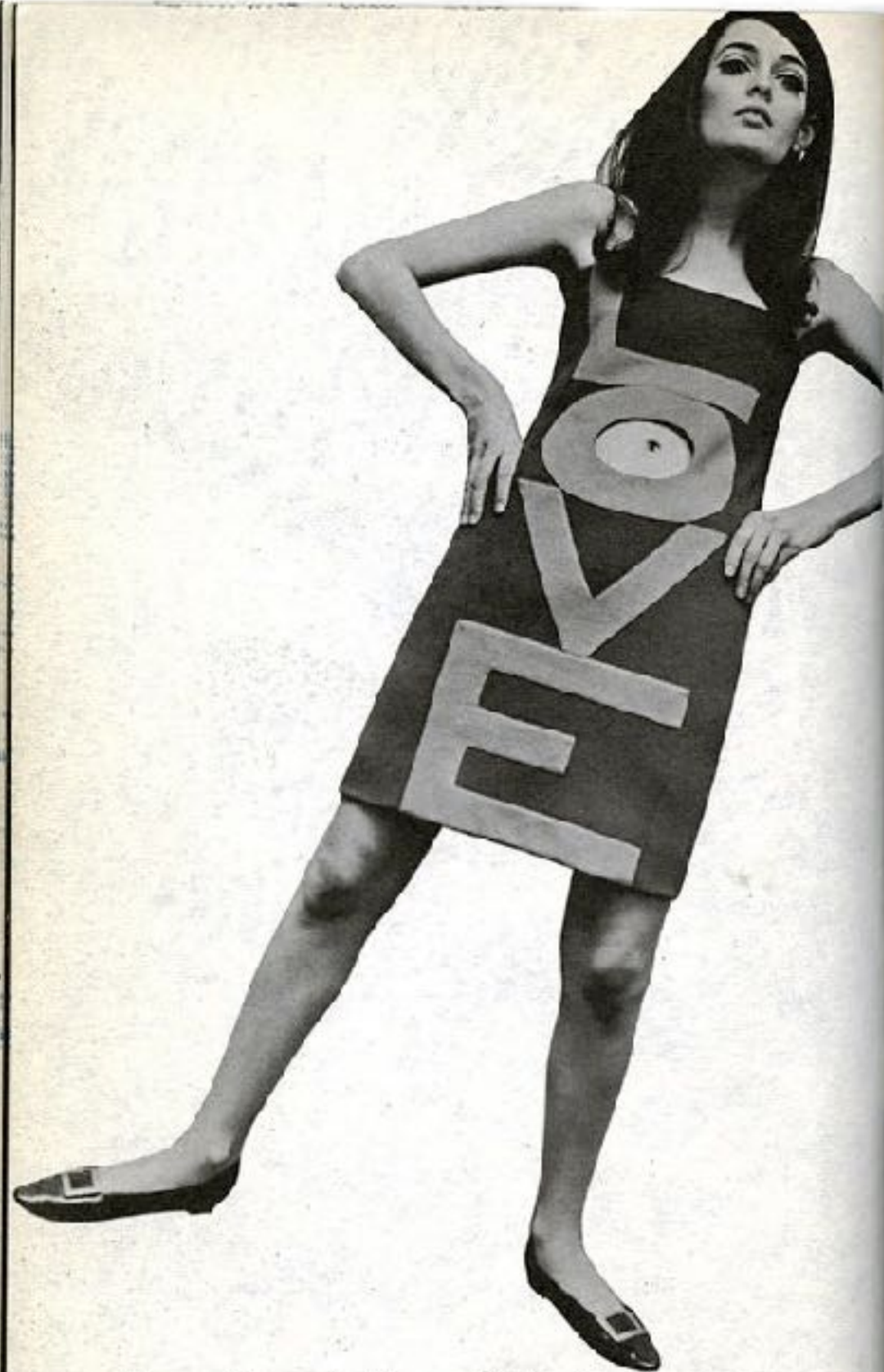
**The Medium  
is the Message**

**An Inventory of Effects**



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the results are startling and effective. The perennial quest for involvement, fill-in, takes many forms.

**The stars are so big,  
The Earth is so small,**

Stay as you are.



Innumerable confusions and profound feeling of despair invariably emerge in period of great technological and cultural transitions. Our "Age of Anxiety" is, in great part, the result of trying to do today's job with yesterday's tools - with yesterday's concepts.



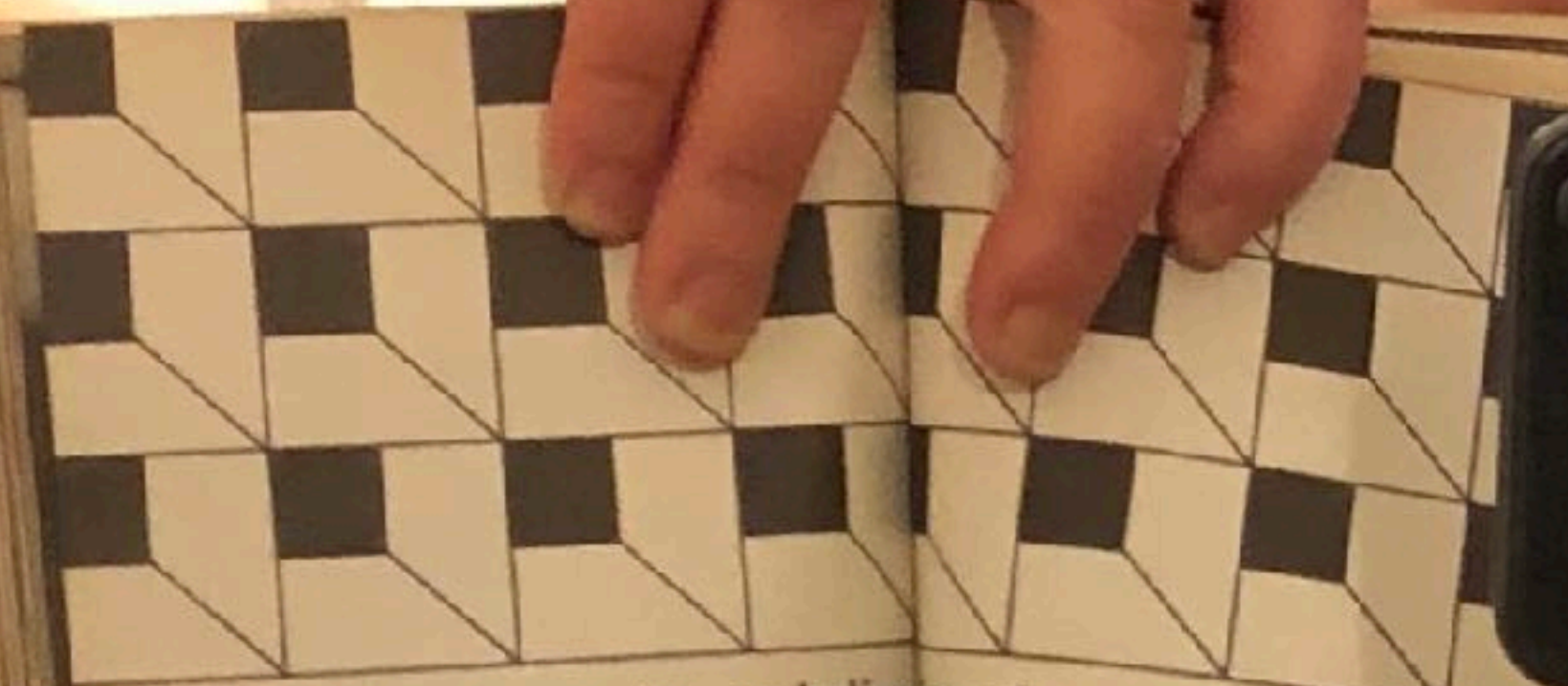
## your neighborhood



Electric circuitry has overthrown the regime of "time" and "space" and pours upon us instantly and continuously the concerns of all other men. It has reconstituted dialogue on a global scale. Its message is Total Change, ending psychic, social, economic, and political parochialism. The old civic, state, and national groupings have become unworkable. Nothing can be further from the spirit of the new technology than "a place for everything and everything in its place." You can't go home again.



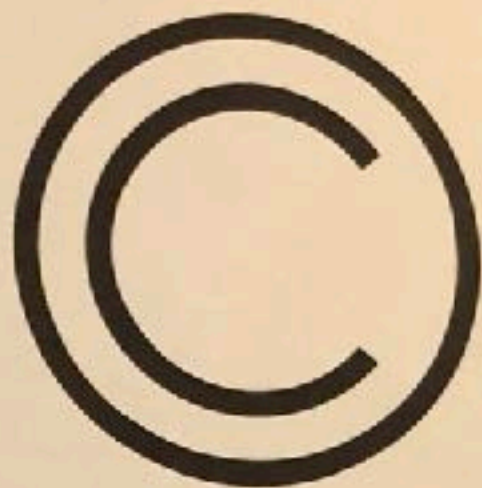




"....compartmentalization of occupations and interests bring about separation of that mode of activity commonly called 'practice' from insight, of imagination from executive 'doing.' Each of these activities then assigned its own place in which it must reside. Those who write the anatomy of experience then suppose that these divisions inherent in the very constitution of human nature.

—John Dewey





"Authorship"—in the sense we know it today, individual intellectual effort related to the book as an economic commodity—was practically unknown before the advent of print technology. Medieval scholars were indifferent to the precise identity of the "books" they studied. In turn, they rarely signed even what was clearly their own. They were a humble service organization. Procuring texts was often a very tedious and time-consuming task. Many small texts were transmitted into volumes of miscellaneous content, very much like "jottings" in a scrapbook, and, in this transmission, authorship was often lost.

The invention of printing did away with anonymity, fostering ideas of literary fame and the habit of considering intellectual effort as private property. Mechanical multiples of the same text created a public—a reading public. The rising consumer-oriented culture became concerned with labels of authenticity and protection against theft and piracy. The idea of copyright—"the exclusive right to reproduce, publish, and sell the matter and form of a literary or artistic work"—was born.

Xerography—every man's brain-picker—heralds the times of instant publishing. Anybody can now become both author and publisher. Take any books on any subject and custom-make your own book by simply xeroxing a chapter from this one, a chapter from that one—instant steal!

As new technologies come into play, people are less and less convinced of the importance of self-expression. Teamwork succeeds private effort.

A ditto, ditto device.

" " " "

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