

I/O

Matthew McMurray + Adam Antonio Montoya

In the mid-20th century, philosopher Marshal McLuhan described all media as technological extensions of our sensory perceptions (language, print, television). Media then becomes a way of bringing the internal workings of our minds into the physical world. McLuhan saw that media fundamentally changes the way we think and process the world at a time when electrical media was just beginning to take over. What happens today as we give our experiences of seeing, hearing, and memory almost entirely over to digital media?

Our input is now subject to the interference, interpretation, and decay of the physical world. The output becomes an entity that exists electrically and is easily lost or corrupted. This piece is an exploration of what happens to a signal or idea as it passes through various media. Light becomes film becomes digital becomes light again. Sound become electrical signals become digital become physical vibrations again. What happens in the process? What ghosts manifest in the space between?