

Derrick de Kerckhove (Short Bio August 2006)

Derrick de Kerckhove is Director of the McLuhan Program in Culture & Technology and Professor in the Department of French at the University of Toronto. He received his Ph.D. in French Language and Literature from the University of Toronto in 1975 and a Doctorat du 3e cycle in Sociology of Art from the University of Tours (France) in 1979. He was an associate of the Centre for Culture and Technology from 1972 to 1980 and worked with Marshall McLuhan for over ten years as translator, assistant and co-author. He edited *Understanding 1984* (UNESCO, 1984) and co-edited with Amilcare Iannucci, *McLuhan e la metamorfosi dell'uomo* (Bulzoni, 1984) two collections of essays on McLuhan, culture, technology and biology. He also co-edited with Charles Lumsden *The Alphabet and the Brain* (Springer Verlag, 1988), a book which scientifically assesses the impact of the Western alphabet on the physiology and the psychology of human cognition. Another publication, *La civilisation vidéo-chrétienne* appeared in France in December, 1990 and in Italy the following year (Feltrinelli, 1991). *Brainframes: Technology, Mind and Business* (Bosch&Keuning, 1991) addresses the differences between the effects of television, computers and hypermedia on corporate culture, business practices and economic markets. *The Skin of Culture* (Somerville Press, 1995) is a collection of essays on the new electronic reality which stayed on Canadian best-sellers lists for several months. *Connected Intelligence* (Somerville, 1997) introduced his research on new media and cognition. Both were translated in a dozen languages including Japanese, Chinese, Korean, Polish and Slovenian. *The architecture of intelligence* was conceived and supported by and for networks (see [www.architecture.openflows.org](http://www.architecture.openflows.org)). It was first issued in Dutch in December 2000, and in English (June 2001), Italian and German in September 2001. Two recent books were both published in Italy. *La conquista del Tempo* (Editori Riuniti, 2002) presents commissioned essays from many contributors on the management and perception of time in past and present technologies. *La Carta di Zurigo* discusses space transformed by networks and screens with architects Peter Eisenman and Antonino Saggio. His most recent book, *McLuhan for Managers*, in collaboration with Mark Federman, has been published in September 2003. He is also contracted to work on *La Fenice Virtuale*, a book about the history of stage performance from early Greek theatre to modern Opera, in collaboration with Francesco Monico.

Derrick de Kerckhove has offered Connected Intelligence® workshops worldwide. In the same line, he has contributed to the architecture of *Hypersession*, a collaborative software now being developed by Emitting Media and used for various educational and administrative situations. As a consultant in media, cultural interests, and related policies, Derrick de Kerckhove has participated in the preparation and brainstorming sessions for the plans for: the Ontario Pavilion at Expo '92 in Seville, the Canada in Space exhibit, and the Toronto Broadcast Centre for the CBC. He was involved in plans for a major exhibit on Canada and Modernism at the Cité des sciences et de l'industrie in Paris for 2003-4 and is working presently on The Global Village Square, a global architecture project proposing a permanent public video-meeting point between Toronto and two Italian cities, Naples and Milan. He was a member of several government task forces on developing a telecommunications policy for Ontario, designing a cultural policy for the francophone community in Ontario, and also appeared before the CRTC Public Hearing Committee on the Information Highway. A World Economic Forum Fellow, de Kerckhove was decorated by the Government of France with the order of "Les Palmes académiques" and has been a member of the Club of Rome since 1995. In the Fall of 2003, he was appointed co-chair, as the Canadian representative, for ICT trade between Canada and Italy by the Department of External Affairs in Canada and the Ministero delle attività produttive of the Italian government. Finally, for 2004-6, he has been awarded the Papamarkou Chair in

Technology and Education at the Library of Congress in Washington where he is running a series of conferences and seminars on “Managing creativity in the digital context”. This series is covered live by C-Span. Starting in January 2007, he returns to Italy to engage in the last of a three year national Fellowship “Rientro dei cervelli”, at the Faculty of Sociology of the University Federico II in Naples.