

Background information

The new Embassy of Canada in Berlin

The new building of the Embassy of Canada in Berlin serves as an “anchor” for buildings on the Northwest corner of Leipziger Platz. “Kanada-Haus” at Leipziger Platz 17 was built as a public private partnership project and houses the Embassy of Canada as well as private office and residential space. Officially opened to the public in April 2005, the new Embassy building offers pedestrian access through the building from Ebertstraße to Leipziger Platz.



Photo 1 The new Embassy of Canada at Leipziger Platz

Pedestrians going through the building see the integrated art designed by Canadian artists. Further passers-by are able to access information about Canada at a cutting-edge multimedia information room. A team of Canadian architects has created an inviting space using Canadian building materials highlighting Canadian design and technology. The vision is to provide a location welcoming and accessible to visitors to the Embassy and members of the general public. The new Embassy of Canada reflects Canada’s dynamic identity.

Marshall McLuhan Salon

Botschaft von Kanada
Embassy of Canada
Ambassade du Canada



The public spaces at the Embassy are used to host a wide variety of public functions of both a cultural and business nature. The structure provides for a strong Canadian presence right in the heart of the historical junction of Leipziger Platz and Potsdamer Platz. The new Embassy building is a five-sided structure. Two sides are adjacent to planned buildings, while the other three sides face several of Berlin's major city streets (Leipzigerstraße, Ebertstraße and Vossstraße). The Embassy and its "Northwest Passage" act as a bridge between these evolving city streets and thus contribute to the renewal of Berlin in an imaginative and contemporary way.

Marshall McLuhan Salon

The multimedia information centre of the Embassy was named after the Canadian media philosopher Herbert Marshall McLuhan (1911 – 1980). The Marshall McLuhan Salon presents Canada using state-of-the-art technical equipment.



Photo 2 Northwest-Passage inside "Kanada-Haus"

The Marshall McLuhan Salon is open to the general public, participants on guided tours as well as guests of the Embassy. Visitors can discover interactively the rich culture of the country, its unique landscapes, its cutting-edge technologies and values. Various presentation units are used to support the visitors' research on Canada.

Marshall McLuhan Salon

Botschaft von Kanada
Embassy of Canada
Ambassade du Canada



The Salon consists of the following three areas:

In the public **Northwest-Passage**, which links Leipziger Platz and Ebertstraße, there are three plasma screens announcing events by Canadian artists in Germany and presenting award-winning short films by young Canadian filmmakers. There is also information about current political and economic events in Canada.



Photo 3 Northwest-Passage

The “Welcome Centre” is equipped with **six info terminals** which are made of stainless steel and equipped with 17" touch screens and individual headphones.



Photo 4 Info-Terminals in the Marshall McLuhan Salon

They offer the visitors a wide range of text-based information about a multitude of topics related to Canada. The texts are enriched with different media. Visitors can use headphones to listen to the films and audio contributions.

Marshall McLuhan Salon

Botschaft von Kanada
Embassy of Canada
Ambassade du Canada



The Main Area of the Salon, a round room 11 meters in diameter, is equipped with:

three interactive plasma screens which are mounted on the walls with wood paneling.



Photo 5,6 Interactive plasma-screens

The interactive plasma screens, equipped with Canadian SmartBoard technology, allow visitors to navigate through an interactive menu by simply touching the screen.

Guests can watch Canadian films sitting on a round leather bench in the middle of the room. Special events in Canada are shown at these screens through television broadcasts and internet-live streams.



The menu design is an art work itself, reflecting the innovative and dynamic identity of Canada. The headphones of the listening stations can be used to listen to the sound of the plasma screens.

Eight listening stations provide visitors with Canadian music of all genres.



Photo 7 Listening stations with main menu

They can learn about Canadian current affairs as well as Canadian musicians by listening to radio programs and interviews.

A special feature of the Marshall McLuhan Salon is the “**Kanada Explorer**”. This interactive application which operates on one of the interactive plasma-screens was especially developed for the multimedia information centre of the Embassy.



Kanada Explorer

The Kanada Explorer consists of six thematic maps. They provide information about Canada, its geography, population and economy as well as historic places and destinations in Canada. There are also two interactive games and a quiz about Canada. While playing these games, all - not only children - can assess their knowledge about Canada.

The Marshall McLuhan Salon provides current information about Canada. All technical devices have internet access. The three free internet PCs offer the possibility to do on- and offline research on Canada.

An assistant of the Marshall McLuhan Salon greets the visitors and explains programs on request.

The Marshall McLuhan Salon is open to the public
Monday through Friday 12:00 to 18:00.

Marshall McLuhan Salon

Botschaft von Kanada
Embassy of Canada
Ambassade du Canada



The Embassy of Canada offers special guided visits **for school groups and other groups** (6 to 35 people) in the Marshall McLuhan Salon. Those guided visits can be either a general introduction to Canada or a presentation about a specific subject related to Canada. We do not offer guided tours through the Embassy building.

Monday through Friday between 10:00 and 12:00 the Marshall McLuhan Salon is reserved for guided visits, which last from 30 to 90 minutes and can be booked by contacting us. The visits are offered in English, French or German. The programme of such visits could be as follows:

1. film about a selected subject
2. presentation – introduction to the subject
3. introduction to the Marshall McLuhan Salon
4. independent research
5. evaluation and conclusion

Registrations for guided visits about Canada in general are required at least 2 weeks in advance. If you wish to have a guided visit on a specific topic related to Canada, please contact us at least 4 weeks before your visit in order to discuss your selected topic with us.

Teachers can conduct a lesson in the Marshall McLuhan Salon using the wide range of multimedia content of the information centre.

If you are interested in our services and want to learn more about them, please contact us by phone or e-mail

Marshall McLuhan Salon

Embassy of Canada
Ebertstr. 14 | 10117 Berlin
Tel.: (+49 30) 20312-393
E-Mail: info@mcluhan-salon.de

Photo credits *Photo 1, 2, 3, 4, 6*

Photo: Thomas Weinhold www.fotodesignberlin.de © Embassy of Canada