



Lecture - *Celluloid Pueblo* *Western Ways Film Service* *and the Invention of the Postwar Southwest* Jennifer Jenkins, Ph.D.

Thursday, February 16 5:30 -7:00 pm

The story of Western Ways film service echoes that of the developing Southwest in the 20th century: a series of booms and busts set against the backdrop of rocky mountains, open desert, and apparently limitless opportunity. Charles and Lucile Herbert, like so many modern pioneers, settled in Tucson with a plan to put the unique landscape and culture to use as a subject of still and moving image feature stories. During their 30 years of independent filmmaking in Arizona, the Herberts worked to establish the visual narrative of the Southwest. Their promotional, tourism, curiosity, and actuality films captured the Southwest borderlands on the brink of Sunbelt development, and documented the emerging Southwestern chronotope in the public consciousness.

Jenkins will be **showing and talking about footage** of Nogales and the Kino trail of missions, the dedication of the Kino Monument at San Xavier, the replanting of a giant saguaro, and some other local-interest subjects.

University of Arizona Museum of Art Main Gallery/ Free to public.

The Border Project is an official event of the Arizona Centennial Celebration.
Thank you to the following supporters of this exhibition & programming: Arizona State Credit Union, Consulate of Mexico in Tucson, and the Tucson Pima Arts Council PLACE III on behalf of the Nathan Cummings Foundation and Open Society Institute.



Adult admission - \$5.
Free - UAMA members, Students with ID, Children, UA faculty and staff
UAMA Hours: Tuesday – Friday 9 am to 5 pm, Saturday & Sunday Noon to 4 pm, Closed Mondays & University Holidays
Location: On the UA campus at the corner of Park Avenue and Speedway Blvd.
Phone: 520 621-7567
Web: artmuseum.arizona.edu

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