



Santa Fe Art Institute

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Tourism, Culture and Tradition

What: Shanna Ketchum Lecture

When: Monday, May 5, 6 pm

Where: Tipton Hall

How Much: \$5 general public, \$2.50 students/seniors/SFAI members

What: Shanna Ketchum Workshop in collaboration with IAIA

Call for details

Tourism and Santa Fe style go together. When Edgar Lee Hewitt cobbled together the architectural look in 1909, the Fred Harvey Co. already was buying Navajo silver work made exclusively for tourists. The die was cast. Santa Fe's future would depend on tourism and art.

Meanwhile, Santa Fe style, which describes the city's squat adobe-colored buildings, is often referred to as a Disneyland mix of ancient cliff dwellings and Spanish Colonial houses. By 1930, the term Pueblo-Spanish style was amended to include Territorial Revival.

While it all sounds quite romantic, social and cultural historian Shanna Ketchum Heap of Birds, bemoans what she calls "a great example of that Pueblo architecture...and how the city uses (it) to bring tourists to the area. It is a product or commodity?"

"Well, for me it's a well-contested idea that can be a way of keeping traditions," Ketchum said. "To us, the Native Americans, it's about the human response to traveling, migrating and about being a tourist. The issues run the gamut as useful and hurtful."

Ketchum, who is Navajo from Kayenta, AZ in the Four Corners region, postulates that, "Different questions come into what is traditional American art.

(more)

INSTIGATING CONVERSATION

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"Does it still exist nowadays? How has (tourism) affected their cultures? (What is) the interaction between the idea of history, culture and heritage and how do these collide?" she said.

But what of the tourists? How do they view all of this?

"There's the contemporary (Native American) artists who are continuing the (question of) contemporary vs. the traditional style," Ketchum said. "(The traditional) sells, but the contemporary is the one tourists don't understand."

"No matter what our background, tourism is such a big industry. What I like about the whole idea is the human interactions. It is important for people to ask (questions)."

Ketchum is going to be in Santa Fe as a part of the 2008 season of lectures and workshops gathered around the topic, "OUTSIDER: Tourism, Migration, Exile" at the Santa Fe Art Institute. This series will bring artists, writers, filmmakers and social and cultural historians to Santa Fe to explore the ways in which culture moves and changes as a result of human movement.

In a lecture on May 5, Ketchum will speak on the influence of migrations and movements, both forced and elective, the power of tourism as a force of change and the role of tradition as a way of maintaining history.

For more information, please contact Michelle Laflamme-Childs at 424-5050 or mchilds@sfai.org.

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