BRIDGING CULTURES
Assessing the Cultural Heritage of the Rio Grande/Rio Bravo Borderland

November 8 - 9
UTSA Downtown
501 W. César E. Chávez
Durango Building
Southwest Room
(DB 1.124)
This conference would not be possible without the generous support of

Humanities Texas
William and Salome Scanlan Foundation
The Ewing Halsell Foundation
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UTSA Honors College
Cultural sustainability concerns the conservation and perpetuation of cultures. People have heritage — identities and values that bind them to places with local, national or ethnic relevance. As places are transformed, knowledge and appreciation of the existing heritage values of the place are beneficial, perhaps even essential, in knowing what to change and what to preserve. “BRIDGING CULTURES: Assessing the Cultural Heritage of the Rio Grande/Rio Bravo Borderland” will advance scholarship on cultural sustainability by regarding heritage identification and conservation as equal in importance to environmental and energy conservation.

BRIDGING CULTURES: Assessing the Cultural Heritage of the Rio Grande/Rio Bravo Borderland,” sponsored jointly by UTSA’s Mexico Center and Center for Cultural Sustainability, bring together prominent scholars from Mexico and the United States in order to provide an in-depth exploration of the heritage values unique to the area nestled between San Antonio, Texas, U.S., and Monterrey, Nuevo León, Mexico, including territory on both sides of the Rio Grande/Rio Bravo from Laredo/Nuevo Laredo to Brownsville/Matamoros. Shaped by the commonality of historic experiences, the cultural identity of the region merits attention because it transcends borders. The objective of this conference is to produce a picture of cultural identity that can be appreciated and respected as an asset, and one deserving to be sustained.

“BRIDGING CULTURES: Assessing the Cultural Heritage of the Rio Grande/Rio Bravo Borderland” will analyze distinct features specific to the region such as: bridges, fences, water, plazas, culture, space and society. The conference will consider the aspects of this unique borderland culture through a transnational approach and an interdisciplinary framework. Anthropology, architecture, art, folklore, economics, geography, heritage conservation, history, literature, music, public policy, regional planning, sociology, and sustainable design will inform conference participants as they explore how transnational relations reinforce cultural identity and contribute to its sustainability. They will be guided by the orienting question: “What is the contemporary value of the cultural heritage of the borderlands between Southwestern Texas and Northeastern Mexico and why is it important today?”

November 2012
THURSDAY, NOVEMBER 8, 2012

8:45 - 9:00  Opening Remarks  
Dr. Daniel J. Gelo, Dean of the College of Liberal and Fine Arts, UTSA

9:00 - 11:00  PANEL ONE: The Continuity of Cultural Heritage  
Moderator: William A. Dupont

Elementos Históricos y Socioculturales del Noreste Mexicano y su Frontera  
Dr. Manuel Ceballos Ramirez, Colegio de la Frontera Norte, COLEF

The Many Values of Cultural Heritage  
William A. Dupont, Center for Cultural Sustainability, UTSA

Heritage, Identity and Community Participation  
Olga Orive, President, ICOMOS México

11:00 - 11:15  Break

11:15 - 1:15  PANEL TWO: Tangible Culture: Built Environment  
Moderator: Dr. Richard Tangum, Director, UTSA Center for Urban and Regional Planning Research

La Arquitectura del Siglo XX: Gestión de una Tradición Cultural de la Modernidad  
Dr. Enrique X. de Anda Alanis, UNAM

The Question of Modern Heritage: Mid Twentieth-Century Architecture of the Texas-Tamaulipas Borderland  
Stephen Fox, Rice University

Picturing Reynosa: Visualizing the Past of a Mexican Border Town  
Dr. Daniel D. Arreola, Arizona State University

1:15 - 2:30  Lunch (on your own)

2:30 - 4:30  PANEL THREE: Bridging Cultures: Puentes o Muros  
Moderator: Dr. Jill Fleuriet, Department of Anthropology, UTSA

Organizing the Border during the Great Migration: Notes on the Primer Congreso Mexicanista  
Dr. Roberto Calderon, University of North Texas

The Extended Border  
Dr. Harriett Romo, UTSA Mexico Center

Back to the Future: What do the Ghosts of South Texas Have to Tell Us about Where our Border Lands May Be Headed?  
John Phillip Santos, UTSA
THURSDAY, NOVEMBER 8, cont.,

6:00 - 7:30

**Keynote Address**
A River Runs Through It: Deep Heritage, Disruptions, and the Choices of Hope
Dr. David Carrasco, Harvard Divinity School

FRIDAY, NOVEMBER 9

9:00 – 11:00

**PANEL FOUR: Intangible Culture: The Terrain of Culture**
Moderator: Dr. Raquel Marquez, Department of Sociology, UTSA

*Violence on the “Forgotten” Border: Unemployment, Endemic Corruption, and the Paramilitarization of Drug Cartels on the Texas-Tamaulipas Border*
Dr. Guadalupe Correa-Cabrera, UT Brownsville

*A New Border? Multimedia Strategies for Representing Rural and Urban Spaces on the U.S. – Mexico Border*
Dr. Margaret Dorsey, UT PAN American

*Cultura Transfronteriza: Three Traditional Arts — Matachines, Quinceañeras and el Arbol de la Vida*
Dr. Norma Cantu, UTSA (Emeritus)

11:00 – 11:30

**Closing Remarks**
Dr. Harriett Romo, Mexico Center, UTSA
William Dupont, Center for Cultural Sustainability, UTSA

All presentations will be held at:
UTSA Downtown Campus
501 W. César E. Chávez
Durango Building
Southwest Room
(DB 1.124)
**Panel One: The Continuity of Cultural Heritage**

**The Many Values of Cultural Heritage**
William Dupont

The study and appreciation of history produces numerous benefits, one of these is the documentation and conservation of cultural heritage. Cultural heritage is both tangible and intangible, and includes a wide array of materials and topics, from the built environment that is a physical manifestation of culture, to beliefs and traditions. Cultural heritage is almost always connected to places, and some places have a greater depth of cultural heritage than others. There are values associated with having and perpetuating cultural heritage. Although difficult to define, there is agreement in the field of heritage conservation that these values are real though not always measurable. This paper will explore scholarly works on the topic by Lowenthal, Mason, de la Torre and others as applied to the context of the Rio Grande/ Rio Bravo Valley region.

**The Historical and Sociocultural Elements of the Northeast Mexican Borderlands**
Manuel Ceballos Ramirez

This paper supports the fundamental insight that the historic northeastern Mexico is comprised of the former Eastern Internal Provinces which in turn formed the Diocese of Linares, currently known as the states of Coahuila, Texas, Nuevo Leon and Tamaulipas. It also supports the idea of trade and economic interdependence in the region, along with elements of cultural, historical, family, health defining the regional structure. The paper also addresses the topic of the polygon formed by the cities of Saltillo-Monterrey and San Antonio-Houston at the other end. It also considers the axis formed by populations on both sides of the present Mexico-USA border.

**Heritage, Identity and Community Participation**
Olga Orive

The cultural heritage of various regions of Mexico have long been contemplated and researched. The Northeast region however, even less than the Northwest, is an exception. This paper discusses the need to find the contemporary values of an area that has been traditionally overlooked by comparing it in the context of cultural heritage throughout other regions of Mexico. On our common border, we must explore mechanisms that permit the different views on heritage, putting aside many historical distortions built around the confrontation and not the search to open spaces on different interpretations, to the construction of self-esteem that can only be accomplished by discovering their own values. Heritage can play a significant role on the understanding of the “other,” which is also a part of humanity in search of a better quality of life.

It is necessary to build management programs seeking collective appropriation. More than just the physical conservation of the cultural properties, it has to ensure the participation of the community that shares it, in the process of identifying values and risks, as well as the social and economical development of the property. The paper will discuss the Zacatecas Charter (XXIX International Symposium “The Cities and their Heritage” Zacatecas, 2009) and the Toluca
Charter (XXXII International Symposium “New Realities and Future Challenges of Cultural Heritage Legislation”, Toluca 2012) on how we can build and assure the construction of an appropriation of cultural and cultural heritage values:

1. The cities are the visible face of the identity of their inhabitants, but coexisting with them is a series of subtle and intangible expressions: traditions, customs, ways of doing and thinking, the vision of the world and of the cultural heritage.

2. These expressions give a meaning to the place and are part of the historical urban landscape. In order for the heritage to have a future, the inhabitants have to have the responsibility of living in a sustainable way with the natural and built environment, added to the responsibility of conserving it.

3. The law should recognize the extraordinary value and significance representing the cultural heritage for the individual, the community and even for those outside these communities.

Culture and Cultural Heritage conservation are social and human rights to be protected and promoted.

**About the Presenters**

**William A. Dupont, AIA, NCARB,** is Director of the Center for Cultural Sustainability, plus the San Antonio Conservation Society Endowed Professor at the College of Architecture within the University of Texas at San Antonio (UTSA). Professor Dupont teaches advanced design studio for architecture students and graduate seminars concerning historic preservation. He established the Graduate Certificate in Historic Preservation in 2008 and is responsible for the historic preservation component of the College of Architecture. Current research and scholarship efforts in San Antonio, New Orleans and Havana are focused on cultural heritage conservation. Previously, Professor Dupont served 11 years as the architect for the National Trust engaged in master planning and preservation of major landmarks such as Mies van der Rohe’s Farnsworth House, Philip Johnson’s Glass House Estate, Frank Lloyd Wright’s Robie House and President Lincoln’s Cottage National Monument. He still assists the National Trust and the Finca Vigia Foundation in leadership of a U.S. technical team supporting Cuban preservation efforts at Museo Hemingway, Ernest Hemingway’s home. Professor Dupont serves on the Boards of US/ICOMOS (International Council of Monuments and Sites) and Villa Finale, a National Trust Site in San Antonio.

**Dr. Manuel Ceballos Ramirez** (Universidad Nacional Autonoma de Mexico) is a researcher and historian for El Colegio de la Frontera Norte. He has been listed as National Researcher by the Mexican Government since 1990. His field of expertise is the formation of the northeast of Mexico, its demography, politics, economics and social issues. He has taught at several universities in Mexico. He is advisor for the General Archives of the Nation and member of the Advisory Council for Historic Heritage for the Ministry of Foreign Relations. He has published many books and articles in scholarly journals in Mexico.

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**Olga Orive**, Architect (1971), National Autonomous University of Mexico. Master in Conservation and Restoration of Monuments and Sites, University of Rome - ICCROM, Italy with a scholarship from UNESCO (1972-1973). Ms. Orive is an accomplished scholar including studies and research for the United Nations on Housing, Building and Planning of Social Interest, in several European countries. She was the Research Director of the Historic Museum of Churubusco and Head of the Department of Documentation and Public Records of Historic Monuments and Sites; with responsibility for the catalogue and limit definition of the historic sites of 22 cities and towns in Mexico. She is also an educator of several conservation courses: at the National Autonomous University of Mexico UNAM, School of Restoration and Conservation, ENCRYM - INAH - OAS, Technological Institute of Durango, Cristobal Colon University, Veracruz.

An active member of ICOMOS Mexico since 1971, Ms. Orive has served as Vice-President (2003-2009); President of the National Committee (2009-2012, reelected 2012-2015); Member of the Executive Committee, succeeding Alfredo Contí (2010-2011) and elected for the triennium 2011-2014 and Member of the World Heritage Working Group (2011-2014). She is a Co-author of the Zacatecas Charter (2009), the Toluca Charter (2012) and of Mexico’s National Committee’s new Statutes (2010) and has been a Member of the Editorial Board of the collection “Banco de Nivel” and “Boletín de Monumentos Históricos” INAH since 2009. She is also a Member of the Editorial Board of the newspaper Reforma’s Cultural Section (2011) and is a Co-author of numerous translations, bibliographies, conferences and museum exhibitions on the restoration of monuments and sites for ICCROM, INAH, UNAM and the UNESCO International Centre in Mexico.
The objective of this presentation is threefold: first, it seeks to underscore the importance of 20th century architecture; second, to encourage reflection on the value of last century’s architecture as cultural heritage and testimony; and lastly, to analyze the notion of employing components of the collective heritage as a strategy to promote social conservation of inherited architectural testimonies. This presentation is not a critique of 20th century architecture, but rather, a study of the built environment as a critical component in the development of modern civilization. For this reason, a community’s architectural heritage has a prominent position among its cultural expressions. There is a relation between architecture and society that goes beyond the everyday use of the built environment. The cases of historical downtown Oaxaca City and the campus of the National Autonomous University of Mexico (UNAM) are drawn upon to exemplify the problems and challenges in the safekeeping and preservation of architectural heritage. To conclude, the presentation touches on a new potential strategy to manage built cultural heritage that may also be applied to the architecture of the 20th century.

The Question of Modern Heritage: Mid-Twentieth-Century Architecture of the Texas-Tamaulipas Borderland

Stephen Fox

Architecture built in the cities of the Tamaulipas-Texas borderland between the 1930s and the 1960s attracted international critical recognition for the only time in the region’s history. Examination of these mid-century buildings highlights the problematic involved in constructing cultural heritage because it raises questions about preservation versus change based on the issue of whether modern architecture fits into the picture of border cultural identity crafted at the end of the twentieth century.

Picturing Reynosa: Visualizing the Past of a Mexican Border Town

Daniel D. Arreola

An illustrated essay constructing a visual cultural geographic history of the lower Río Bravo Mexico border town of Reynosa, Tamaulipas from 1900-1950. The primary documentary evidence for this study is Arreola’s personal collection of some 6,000 vintage historical photographic postcards of Mexican border towns. Images for Reynosa are used to interpret the changing representations of the place and to compose a narrative visual culture history for the town. The visual past has emerged as a recent avenue to understand changing perceptions and representations of people and place using historical photographic imagery. Photography has been used to investigate the place relationships of cultural groups as well as to document landscape change. In cultural geography, a focus on imagery and its relationship to how places are socially constructed has developed parallel to the concerns and uses of historical photography in the social sciences and humanities. This research builds on previous examination of the cultural and urban geography of
Mexican border cities to expand the understanding of how these cities have been represented through visual media and to document changes in places. The present investigation incorporates lessons from those experiences as well as from two decades of research and teaching about the Mexican border.

About the Presenters

Enrique X. de Anda Alanis (College of Architecture, Universidad Nacional Autónoma de México) is a researcher at the Instituto de Investigaciones Estéticas at UNAM. He teaches graduate courses at the School of Architecture and School of Philosophy at UNAM. He was awarded the title of National Researcher (level III) by the Mexican Government. He holds a Ph.D. from the School of Philosophy at the UNAM. He has written several articles for local and international magazines. He has lectured and participated in symposia in Mexico, Latin America, USA, Europe and Australia. He is the author of sixteen books of architectural history and the co-author of seventeen books. In 1993, he received a grant from the Rockefeller Foundation; in 1995 a grant from the Getty Grant Foundation; in 2003 the “Alfonso Caso” silver medal from the UNAM, in 2004 the “Ricardo de Robina National Award” granted by the “Mexican College of the Architects”, which also granted him in 2007 the “Juan O’Gorman” award for his trajectory in researching and disseminating the history of Mexican architecture. He currently serves as coordinator of the “National Committee of XX Century Architecture” and co-president of the International Bureau of 20TH Century Architecture of the International Council on Monuments and Sites (ICOMOS). Dr. de Anda’s expertise in cultural heritage and conservation has led him to produce the master plan (along with Dr. Ciro Caraballo) for the conservation of Oaxaca’s historic district as well as the report which contributed to UNESCO’s 2007 decision to declare UNAM’s main campus, Ciudad Universitaria, a world heritage site.

Dr. Daniel D. Arreola received the Ph.D. in Cultural Geography from the University of California at Los Angeles. He was born and raised in Los Angeles, California, and he has lived and researched in the four American states that line the U.S.-Mexico border. He has published extensively in scholarly journals and in books chapters on topics relating to the cultural geography of the Mexican-American borderlands. He is the author of The Mexican Border Cities: Landscape Anatomy and Place Personality (with James R. Curtis, University of Arizona Press, 1993). Tejano South Texas: A Mexican American Cultural Province (University of Texas Press, 2002) and Hispanic Spaces, Latino Places: Community and Cultural Diversity in Contemporary America (edited, University of Texas Press, 2004). He is also a Senior Consultant for World Geography, a high school textbook (McDougall Littell, 2003). Arreola has served on the editorial boards for several leading geography journals, an international cross-cultural architecture journal, and he was a contributing editor to the Hispanic Division of the Library of Congress. He is a past-president of the Association of Pacific Coast Geographers. He is a Professor in the School of Geographical Sciences and Urban Planning and an Affiliate Faculty with the School of Transborder Studies at Arizona State University. In 2010-2011, Arreola was the Bill and Rita Clements Senior Research Fellow at the Center for Southwest Studies at Southern Methodist University where he worked to complete Picturing the Place, Placing the Picture: Rio Bravo Mexican Border Towns, 1900-1950, presently under contract with the University of Texas Press.

Stephen Fox is an architectural historian and a fellow of the Anchorage Foundation of Texas. He is a lecturer in architecture at Rice University and the University of Houston. His work has focused on nineteenth and twentieth-century architecture, with special emphasis on architecture in Houston, Texas, and the border between Mexico and Texas. He is the author of The Country Houses of John F. Staub (2007), Rice University: An Architectural Tour (Princeton Architectural Press, 2001), and the Houston Architectural Guide (1990, 1999). He has contributed essays on architecture to the books Thomas Phifer and Partners (Skira Rizzoli, 2010), Art and Activism: Projects of John and Dominique de Menil (Yale University Press and The Menil Collection, 2010), Gwathmey Siegel: Inspiration and Transformation (Cameron Museum of Art, 2009), Crowley: Carlos Jiménez (ORO Editions, 2009), Rienzi: European Decorative Arts and Paintings (Scala Publishers and The Museum of Fine Arts, Houston, 2008), Images of the Not-Seen: Search for Understanding (the Rothko Chapel, 2007), and Architectural Regionalism: Collected Writings on Place, Identity, Modernity, and Tradition, edited by Vincent B. Canizaro (Princeton Architectural Press, 2007). He has written about the architecture of Monterrey, Nuevo León, in Cite: The Architecture and Design Review of Houston (52: Fall 2001), the architecture of the Texas-Tamaulipas border in the University of Texas at Brownsville/Texas Southmost College publication series Studies in Brownsville and Matamoros History (1995 and 1997), and the architecture of San Antonio, Texas, as a contributor to A Guide to San Antonio Architecture, edited by Chris Carson and William McDonald (1986). He has conducted tours of architecture along the Texas-Tamaulipas border for the National Trust for Historic Preservation, the Rice Design Alliance, the Houston Seminar, the University of Houston Graphic Design department, and the Lower Rio Grande Valley Chapter of the American Institute of Architects.
We examine organizational life on the Texas-Mexican border during the turn of the 20th century starting with the arrival of railroads in the early 1880s, and continuing through the 1910s. This was the first Great Migration (1870-1930) by Mexicans to the US. The decades-long migration and settlement process generated its own vibrant organized life. The September 1911 Primer Congreso Mexicanista (PCM) was the culmination of this organized transnational experience midway through the migratory wave and included not only labor organizations but various kinds of civic and cultural organizations. An expanding Spanish-language Mexican print media provided the means to share information across the burgeoning diaspora. This paper analyzes this Mexican organized history amid a historic migration to the border region, where it had its greatest initial impact. The perceived civil and human rights agenda of the Mexican community that had settled or experienced South Texas was publicly articulated. Mexicans had begun to consider the long term prospects of their residence in the US. The PCM attempted to synthesize all such prior experience in Texas and established a precedent for airing grievances and declaring ideals through the mechanism of a regional congress north of the Río Bravo. Said agenda once articulated, resonated closely with later regional efforts through the end of the period. The audacity to declare Texas Mexicans deserving of such collective and individual rights, dignity and respect echoed in subsequent efforts to gain social justice for the Mexican community.

The Extended Border
Harriett Romo

Professor Romo has been directing a research team that is interviewing Mexican immigrants and Mexican Americans who live transnational lives in the Rio Grande/Rio Bravo borderlands. These individuals and their families often work, go to school, have homes, visit extended family, invest, and maintain social connections on both sides of the border. The presentation for this conference will explore how the recent migrations of elite Mexicans—those who are well educated and have economic resources—are refurbishing Mexican cultural values and the Spanish language in the borderlands. U.S. companies and their executives have also migrated to Monterrey and have influenced the social fabric of that city. The paper will explore how identities are socially constructed as a result of ethnically linked symbols and practices, language, and traditions that come from both sides of the Rio Grande. Access to cultural materials is facilitated by the growing immigrant population and transnational social fields established in the border and extended border urban areas of Monterrey and San Antonio.

Back to the Future: What do the Ghosts of South Texas have to Tell us About Where our Borderlands May be Headed?
John Phillip Santos

Today’s border is a landscape of ghosts, a geography populated with a host of specters from a long, fraught history, all the upheavals of the past five hundred years in our Texas patch of the New World. For decades, immigration policy has found it hard enough trying to close the
border to the living. But it is truly powerless to detain the ghosts of the past. They continue to pass freely, some heading north, some heading south. No policing stratagem will ever capture them, nor can we ever fully know the magnetic force they exert upon us. But what difference might it make if our immigration policy were shaped in full recognition of our complex past?

### About the Presenters

**Roberto R. Calderón** received his A.B. in Political Science at Brown University in 1978. He received his Master’s and Doctorate in History from UCLA. Dr. Calderón has taught at the University of California at Riverside (UCR) the University of Texas at San Antonio (UTSA) and currently teaches at the University of North Texas, where he teaches courses in Chicano History at the graduate and undergraduate level. His graduate courses introduced Chicano History to his department and the University of North Texas at the master’s and doctorate level beginning in spring 2002. He’s published numerous titles including *Mexican Coal Mining Labor in Texas and Coahuila, 1880-1930*, published by Texas A&M University Press (2000). In 1999, he edited the anthology, *Nuestra Voz: Memories of Our Education*, published through the Department of Ethnic Studies, University of California at Riverside. Earlier in 1984, he published an edited volume, with funding from a National Endowment for the Humanities Youth Grant. He is currently working to complete a history of Laredo titled, *Tejano Politics in the American Era: Laredo, 1845-1911*. Two additional book projects are in-progress including one co-authored volume with Dr. Manuel García y Griego, *Más allá del Río Bravo: Breve historia mexicana del Norte de Tejas*, which will be published by the Acervo Histórico Diplomático of the Secretaría de Relaciones Exteriores in Mexico City. He is the founding director for the Mexican American Studies academic minor at the University of North Texas at Denton since fall 2001. He is also the founding editor at the University of North Texas Press of the book series, *Al Filo: Mexican American Studies Series*, which published its fifth volume in spring 2010, and has three additional titles scheduled to be published between December 2012 and September 2013. Dr. Calderón was born and raised in Eagle Pass, Texas in a working class family. He is descended from norteros whose history in Nuevo León and Coahuila predates Anglo settlement. His late parents Vicente and Laura moved to the US in 1953 with three children, and their remaining four were born in the US. Six of the seven siblings earned college degrees, including graduate or professional degrees.

**John Phillip Santos** is a Distinguished Scholar in Mestizo Cultural Studies in The Honors College at The University of Texas at San Antonio. He is an accomplished freelance filmmaker, producer, journalist and writer. His articles have appeared in the Los Angeles Times and the New York Times. He has produced over 40 documentaries for PBS and CBC, two of them nominated for Emmy awards. He has been awarded the Academy of American Poets’ Prize at Notre Dame, the Oxford Prize for Fiction, and the Berlin Prize Fellow at the American Academy in Berlin. His family memoir, *Places Left Unfinished at the Time of Creation* was a finalist for the National Book Award. He was also a past member of the President’s Advisory Commission on Educational Excellence for Hispanic Americans. Born in San Antonio, Professor Santos was the first Mexican-American Rhodes Scholar. He holds degrees in English Literature and Language from Oxford and in Philosophy and Literature from the University of Notre Dame.

**Dr. Harriett Romo** has a Ph.D. in Sociology from the University of California, San Diego and is a Professor of Sociology at The University of Texas at Austin. She received her B.S. from the University of Texas at Austin and has Master’s degrees from the University of California, Los Angeles and the University of California, San Diego. She directed the Inter-University Program for Latino Research at the Center for Mexican American Studies at UT Austin and taught at Texas State and at UT Austin before coming to UTSA in 1999. She has been the Director of the Child and Adolescent Policy Research Institute (CAPRI) since its inception in 2005 and has been the Director of the UTSA Mexico Center since its inception in 2006. She received an endowment from the Bank of America to fund the CAPRI and two grants from the federal government to fund the Mexico Center. Her research has involved collaborations with the University of Washington, Seattle to study language acquisition of infants in bilingual homes, collaborations with Mexican universities to study transnational families in San Antonio, and the Civic Engagement of Dream Act students. Her most recent publication is a compilation of research articles published with the Universidad Veracruzana (2012) *A Bilateral Perspective on Mexico-U.S. Migration*. She edited a book (with Raquel Marquez) *Transformations of La Familia on the U.S.-Mexico Border*, Notre Dame Press, 2008. Her book *Latino High School Graduation* (UT Press, 1996) was a finalist for the C. Wright Mills prize for research of value to the community. She directed grants from the U.S. Health and Human Services for nine years that helped Latina Head Start teachers earn Associate and Bachelor’s degrees providing scholarships for tuition, books and fees and a summer institute. She received three grants from the U.S. Department of Housing and Urban Development to engage UTSA students in research projects of value to the community. She teaches classes on the Sociology of Childhood, Language and Society, Race & Ethnic Relations in the U.S., Border Studies, and Qualitative Research Methods.
**Panel Four: Intangible Culture - The Terrain of Culture**

**Violence on the “Forgotten” Border: Unemployment, Endemic Corruption, and the Paramilitarization of Drug Cartels on the Texas-Tamaulipas Border**

Guadalupe Correa-Cabrera

This paper explains the high levels of violence on the Mexican side of the Texas-Tamaulipas border at the present time. This part of the U.S.-Mexico border has been overlooked by scholars, political analysts, and the media in general until recently, now that violence in the Mexican border state of Tamaulipas has reached unprecedented levels.

**A New Border?: Multimedia Strategies for Representing Rural and Urban Spaces on the U.S.-Mexico Border**

Margaret Dorsey

This paper explores multimedia strategies to puncture dominant visual narratives on the U.S. side of the Rio Grande/Rio Bravo Borderland that view it as a site of rural emptiness and urban squalor. These representations of rural and urban spaces, the author argues, are key aspects of state strategies to continue re-militarizing the border that include the construction of a border wall. Dorsey and her research partner, Miguel Díaz-Barriga—through their extended ethnographic research on border militarization and work creating the Border Studies Archive at the University of Texas Pan American—have employed a number of media strategies to provide a counternarrative that represents the rural areas of South Texas as verdant and the urban zones as rich in culture and community. In doing so, this project contests dominant representations of the border and rethink, through a reflection on the border, the relationship between rural and urban spaces. This presentation concludes by asking the audience: what are the most effective media strategies for challenging visual representations of the U.S. side of the U.S.-Mexico border as a war zone? How can we best assess the impact of our strategies (a blog, publications, community outreach, video production, television interviews as well as the Border Studies Archive and a Border Studies Conference)?

**Cultura Transfronteriza: Three Traditional Arts—Matachines, Quinceañeras and El Árbol de la Vida**

Norma Cantu

The cultural production of communities along the borderlands region of South Texas and Northern Mexico offers a rich and layered terrain for analysis. Using a Chicana Third Space Feminist approach, this paper explores how three different cultural structures—religious festival, coming of age ritual and clay sculpture—reveal the reconfigurations and creative transformations that occur as the traditional expressions exist on both sides of the border. In looking at the matachines religious dance tradition, the quinceañera celebration and the clay structures of Tree of Life candelabra I begin an exploration of how “structures of feeling,” as Raymond Williams called them, exist as formative domains in the transfrontera culture that encompasses the lived experiences and cultural production on both sides of the geopolitical border between Mexico and the US. More than a comparison or contrast of the traditions in Mexico and in Texas, I argue for the use of the “differential consciousness” that Sandoval calls for along with Anzaldúa’s Border
theory and Emma Perez’s “decolonial imaginary”—a Third Space Feminist Approach—allows for a clear analysis of these “structures of feeling.”

**About the Presenters**

**Dr. Guadalupe Correa-Cabrera** is an assistant professor in the Government Department of the University of Texas at Brownsville. Her areas of expertise are comparative politics, Mexican politics, Mexico-U.S. relations, and border studies. Her teaching fields include public policies in the Mexico-U.S. border region; U.S.-Mexico relations; American Hispanic politics; and Latin American politics. She is currently developing a project on the explanations of violence in the Texas-Tamaulipas border, mainly focused on organized crime, poverty, unemployment and endemic corruption in Mexico’s “new democratic” times. Correa-Cabrera received her Ph.D. in political science at the New School for Social Research (New York City) and bachelor’s degree in economics at Universidad Iberoamericana (Mexico City). She was also awarded a Fulbright Scholarship as a graduate student. Her previous work experience includes positions with the Mexican government at the Ministry of Agriculture and the Ministry of Finance, and director of political analysis at Fundación Ethos, a Mexican think tank dedicated to research, analysis, evaluation and design of public policies in the areas of poverty alleviation, social and economic sustainable development, and the consolidation of democracy in Latin America.

**Dr. Margaret Dorsey** is an Assistant Professor of Anthropology and the Curator of the Border Studies Archive at UTPA. Dorsey’s two current research projects incorporate a strong public component. One project—developed with Miguel Díaz-Barriga—“A Nation Divided: Immigration and Citizenship on the Border” analyzes underlying notions of citizenship that inform the current U.S. immigration debate. More specifically, the work refers to the cleavage within U.S. society over the construction of a border fence along the U.S.-Mexico border. The larger research project is an ethnographic case study of Mexican Americans on the Texas-Mexican border from July 2008 to January 2010. The project’s blog (http://blogs.swarthmore.edu/borderwall/?page_id=2) reports from “the field,” on the construction of the border wall and, more generally, on immigration issues in South Texas. See Visual Anthropology Review, The American Wall and Transnational Encounters for recent articles by Dorsey and Díaz-Barriga on the border wall.

Dorsey, a native of South Texas, has long been attracted to the music and politics of the border region, in particular she studied the growing convergence of politics and marketing as it manifests through grassroots political practices, cultural practices, and race relations along the Texas-Mexican border. In her book, *Pachangas: Borderlands Music, U.S. Politics, and Transnational Marketing* (University of Texas Press 2006), Dorsey focuses on how national marketers and political parties incorporate Texas Mexican cultural practices into their marketing strategies. In her article in Latin American Music Review, Dorsey focuses on sexuality and nation formation in country western and conjunto music. Her article in Political and Legal Anthropology Review explores the political economy of music.

**Dr. Norma Cantu** is a Professor Emeritus of English and U.S. Latina/o Literatures at the University of Texas at San Antonio. Dr. Cantu received her Ph.D. from the University of Nebraska—Lincoln. As editor of a book series, *Río Grande/Río Bravo: Borderlands Culture and Tradition*, at Texas A&M University Press, she promotes the publication of research on the borderlands culture. Author of the award-winning *Canícula Snapshots of a Girlhood* en la Frontera, and co-editor of *Chicana Traditions: Continuity and Change, Telling to Live: Latina Feminist Testimonios and Dancing Across Borders: Danzas y Bailes Mexicanos*, she has just finished a novel, *Cabreruelas*, and is currently working on another novel tentatively titled: *Champú*, or *Hair Matters*, and an ethnography of the Matachines de la Santa Cruz, a religious dance drama from Laredo, Texas. She is also the editor of *Flor y Ciencia: Chicanas in Mathematics, Science and Engineering*. This successful anthology was reissued as a new book with added essays as *Paths to Discovery: Autobiographies of Chicanas with Careers in Mathematics, Science and Engineering* by the UCLA Chicano Studies Research Center. Currently her passions include the establishment of the Society for the Study of Gloria Anzaldúa and the group of Latina/o poets, CantoMundo. Her most recent books include the co-edited volume, *Inside the Latin@ Experience: A Latin@ Studies Reader* and the edited collection of essays and artwork, *Moctezuma’s Table: Rolando Briseño’s Mexican and Chicano Tablescapes*.
Keynote Address
6:00 - 7:30 pm

A River Runs Through It:
Deep Heritage, Disruptions, and the Choices of Hope
Dr. David Carrasco, Harvard Divinity School

About the Keynote Speaker

David Carrasco is a Mexican American historian of religions with a particular interest in religious dimensions in human experience, Mesoamerican cities as symbols, immigration, and the Mexican-American borderlands. His studies with Mircea Eliade, Charles H. Long, and Paul Wheatley at the University of Chicago inspired him to work on the question, “where is your sacred place,” on the challenges of postcolonial ethnography and theory, and on the practices and symbolic nature of ritual violence in comparative perspective. Working with Mexican archaeologists, he has carried out 20 years of research in the excavations and archives associated with the sites of Teotihuacan and Mexico-Tenochtitlan. His spirited debates at Harvard with Cornel West and Samuel Huntington on the topics of race, culture, and religion in the Americas has resulted in publications on ritual violence and sacred cities; religion and transculturation; the Great Aztec Temple; and the history of religions in Mesoamerica and Latino/a religions.

His work has included a special emphasis on the religious dimensions of Latino experience: mestizaje, the myth of Aztlan, transculturation, and La Virgen de Guadalupe. He is co-producer of the film Alambrista: The Director’s Cut, which puts a human face on the life and struggles of undocumented Mexican farm workers in the United States, and he edited Alambrista and the U.S.-Mexico Border: Film, Music, and Stories of Undocumented Immigrants (University of New Mexico Press). He is editor-in-chief of the award-winning three-volume Oxford Encyclopedia of Mesoamerican Cultures. His most recent publication is a new abridgment of Bernal Díaz del Castillo’s memoir of the conquest of Mexico, History of the Conquest of New Spain (University of New Mexico Press). Carrasco has received the Mexican Order of the Aztec Eagle, the highest honor the Mexican government gives to a foreign national. In 2011 he was unanimously voted a Corresponding Member of the Academia Mexicana de la Historia (Mexican Academy of History), joining a rich heritage of historians, artists, writers, and intellectuals who have distinguished themselves, by their contributions and knowledge, to the culture, education, and love of Mexico.
**About the Mexico Center**

The UTSA Mexico Center, established in October 2005, is an umbrella organization within UTSA that connects existing Mexico-related expertise at UTSA through cross-disciplinary collaboration on research projects and activities. The Center’s primary goal is to address and generate transnational dialogue and research on public policy issues that affect the people of Mexico and the United States in the hope that this dialogue will translate into bilateral and cooperative policy recommendations. The Mexico Center aims at shifting the emphasis in the discussion of key issues from political and unilateral to academic, analytical, and bilateral.

**About the Center for Cultural Sustainability**

The mission of the Center for Cultural Sustainability is to explore the continuity of the cultural systems of human existence. Cultural sustainability includes consideration, understanding and respect for heritage — identities and values that bind people to places. The CCS provides academic research and services to benefit communities, completes large-scale research projects, provides research and educational opportunities for graduate students, and convenes leaders in the field for dialogue on global practices concerning sustainable development and construction.

**About the Moderators**

**Dr. Richard Tangum** is the Director for the UTSA Center for Urban and Regional Planning Research. He is a registered architect with more than 30 years extensive and varied experience in architecture, housing, urban design, city and regional planning, and economic development. As a project director and researcher, he has been involved in the development of master plans for institutions, cities, districts, and neighborhoods in Europe, North and Central America, and Africa. He has directed studies within communities that address housing needs, commercial corridor and downtown district revitalization, pedestrian and traffic movement, and land utilization. As a Professor of Architecture and Planning, he has taught graduate and undergraduate courses in housing, project development, urban and regional planning, and urban design. His research focuses on affordable housing, sustainable community design and planning, and regional development. Current research projects include a vision plan for Zapata County, Texas and a corridor redevelopment study for the City of Windcrest Economic Development Corporation. Dr. Tangum holds two patents for an affordable housing building system. He earned a Bachelor of Architecture from Texas Tech University, a Master of Architecture in Environmental Systems from Virginia Tech University, and a Doctor of Environmental Design from Texas A&M University.

**Dr. Jill Fleuriet** is an Associate Professor in the Department of Anthropology at the University of Texas at San Antonio. She received her Ph.D. from Stanford University. Dr. Fleuriet’s research focuses on the experiences of medically underserved Hispanic/Latino populations in south Texas, broadly considering health, health care, and illness from political, economic, and feminist perspectives. She is particularly interested in health disparities within the context of trans-rationalism, biomedical hegemony, and identity. Two ongoing projects include: 1) ethnographic research of pregnancy and birth among immigrant Latinas from Mexico, and 2) an assessment of a program on the health and well-being of lower-income Hispanic seniors. Recent publications include: Problems in the Latina Paradox: Measuring Social Support for Pregnant Immigrant Women from Mexico, Anthropology & Medicine (2009); Pregnant, Uninsured, and Undocumented: Prenatal Care for Immigrant Women in South Texas, The Applied Anthropologist (2009); Health Care Among the Kumiai Indians of Baja California, Mexico: Structural and Social Barriers, American Indian Culture and Research Journal (2009); La Tecnología y las Monjitas: Constellations of Authoritative Knowledge at a Religious Birthing Center in South Texas, Medical Anthropology Quarterly (2009).

**Dr. Raquel Marquez** was born and raised in the border community of Brownsville, Texas. After receiving her Ph.D. from the University of Texas at Austin in Sociology, Dr. Marquez joined the sociology department at UTSA in 1999. She has most recently served as the department’s Chair. Dr. Marquez’s research focuses on issues affecting Mexican women as they migrate to the U.S. A research project funded by the Annie E. Casey Foundation explored the border communities of Laredo/Nuevo Laredo. Dr. Marquez acts as the principal convenor for Las Fronterizas, a bi-national working group of Latina scholars and is co-editor of a collaborative cross-border book Transformation of La Familia on the U.S.-Mexico Border (2008) with Harriett Romo. She is currently working on a documentary of the Texas Farm Worker Movement.
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