



THE CITY OF SAN DIEGO

Public Library

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Author Matthew Bokovoy to Discuss New Book “San Diego World’s Fairs and Southwestern Memory, 1880-1940”

SAN DIEGO – The City San Diego Public Library will host a discussion with Matthew F. Bokovoy, author of “The San Diego World’s Fairs and Southwestern Memory, 1880-1940,” on Saturday, Oct. 22 at 2 p.m. in the third floor auditorium of the Central Library, located at 820 E St. in downtown San Diego. This event is FREE to the public.

Bokovoy believes that no two events shaped modern Spanish heritage more profoundly than the San Diego expositions of 1915-16 and 1935-36. Both San Diego fairs displayed a portrait of the Southwest and its peoples for the American public. The Panama-California Exposition of 1915–16 celebrated Southwestern pluralism and gave rise to future promotional events, including the Long Beach Pacific Southwest Exposition of 1928, the Santa Fe Fiesta of the 1920s. The California-Pacific International Exposition of 1935–36 promoted the Pacific Slope and the consumer-oriented society in the making during the 1930s. These San Diego fairs distributed national images of Southern California and the Southwest unsurpassed in the early 20th century.

By examining architecture and landscape, American Indian shows, civic pageants, tourist imagery, and the production of history for celebration and exhibition at each fair, Matthew Bokovoy peels back the rhetoric of romance and reveals the legacies of the San Diego world’s fairs to re-imagine the Indian and Hispanic Southwest. In tracing how the two fairs reflected civic conflict over an invented San Diego culture, Bokovoy explains the emergence of a myth in which the city embraced and incorporated native peoples, Hispanics, and Anglo settlers to benefit its modern development.

Bokovoy, a San Diego native, lives and writes in Norman, Okla. He serves as co-editor of the *Journal of San Diego History*.

Copies of Matthew Bokovoy book will be available for purchase after the presentation.

For more information about the event, call the Central Library at 619-236-5800 or visit the San Diego Public Library on the City’s Web site at <http://www.sandiego.gov/public-library/>

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