

What: A Lager Landscape: The Cultural Economy of Beer in the Southwest

Keywords: Distribution > Marketing, Aesthetics, Social collaborations > Development

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Who: Paula Lupkin is a professor of Architecture at Washington University in St. Louis where she is currently working on a project entitled “The Great Southwest: Trade, Territory, and Regional Architecture.”

Why: In this talk, Dr. Lupkin investigates the web of spaces devoted to the production, distribution, marketing, and consumption of beer as an important regional system that helped to define the cultural and economic relationship between St. Louis and “The Great Southwest.”

How: Dr. Lupkin uses historical records to show how Adolphus Busch invested in architectural projects in the American southwest, thereby shaping the built environment to benefit the St Louis based beer industry.

This video is currently archived by the Institute for Advanced Study at UMN. It may be usefully curated with other materials that examine the legacy of food production in the urban environment.