

Attention: Quentin Wilson, Speakers Committee

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Abstract for AdobeUSA 2007 Conference

Mud in Mainstream Media

Kirk Higbee

How adobe and sun-baked mud brick buildings are viewed by the national news organizations, Hollywood movie producers and modern literature possibly guide the appropriateness of mud as a building material for the future. Does modern media 'educate' us on the use of adobe; sun-dried mud bricks in modern construction practices? The use of print media, movie clips and visuals will be used in this presentation to explore the role mainstream media has in portraying the use of earthen materials in buildings.