

CLEMENTS CENTER FOR  
SOUTHWEST STUDIES  
SOUTHERN METHODIST UNIVERSITY

You are invited to the Brown Bag Lecture Series  
Wednesday, January 26, 2011  
12 noon to 1 pm  
Texana Room, DeGolyer Library  
6404 Hyer (formerly Hilltop) Lane & McFarlin Blvd.

## VISUALIZING TIME IN PLACE USING PHOTOGRAPHIC POSTCARDS

**Daniel Arreola**

Clements Center Fellow for the Study of Southwestern America



Picture postcards are visual materials that have great utility in urban historical research. Daniel Arreola, a cultural historical geographer, will explore the use and application of photographic postcards to urban study on the international border of Mexico and the U.S. Postcards enable a researcher to see change by comparing one place at two times, a method called rephotography. Photographic postcards, arranged systematically, also permit a researcher to visualize place serially—through time—enhancing the understanding of change in a location. Serial visual analysis using postcards presents a quality to seeing place that is difficult to achieve with more conventional historic photographs or from land use sources like maps and archival records alone.

Arreola is a professor in the Department of Geography and an affiliate faculty member with the Center for Latin American Studies at Arizona State University. He received his PhD in Cultural Geography from the University of California at Los Angeles. He is spending his fellowship year at SMU at the Clements Center for Southwest Studies completing his book manuscript for publication, "Picturing Mexican Border Towns along the Lower Rio Grande."

*Image by Daniel Arreola, © 2010.*

For more information or if you need special accommodations,  
email [swcenter@smu.edu](mailto:swcenter@smu.edu) or call 214-768-3684.



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