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Sue Moen
On Half a Tank of Gas
October 19, 2017

"On Half a Tank of Gas" Presented by Swiss Institute and Kunsthaus Glarus



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Swiss Institute and Kunsthaus Glarus presented a village-wide project that took place in New Glarus, last weekend.

With its title taken from a flyer for a local business advertising that one can "Visit Switzerland...On Half a Tank of Gas!", the project explored New Glarus as an unusual place of cultural crossover between America and Switzerland. The particular history and culture of the village was the central point of departure for the project, which explored migration, economic development, and the heritage and tourism industries that preserve and market a sense of place.



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