



San Diego Rock Art Association Meeting

Sunday, August 13, 2017

Kumeyaay-Ipai Interpretive Center • 13104 Ipai Waaypuk Trail (formerly Silver Lake Drive) • Poway, CA 92064

• 4:00 Potluck: Bring food of your choice to share • 5:00 Meeting and Presentations

Meetings are included in your SDRAA Membership. Suggested Donation for Guests is \$5.00



Native American Imagery in Advertising

SDRAA member Lawrence Baca, a Pawnee Indian and retired civil rights lawyer, will talk about the history and current usage of Native American images in advertising and product promotion. Included in the talk will be a discussion of the vast array of products that have used Indian imagery, the controversy over Native American sports mascots, and the exceptional artistry of some of the Native images used commercially. He will show over 120 images of products, old and new, that reflect this usage. There are today 650 patents for American Indian images held by 450 American companies. The use of American Indian imagery in advertising is so important that the Smithsonian Institution's National Museum of the American Indian (NMAI) will be opening an exhibit in October of this year which will highlight the use of Indian imagery in American culture—everything from Tomahawk missiles to Jeep Cherokees. That exhibit, titled "The Americans," will include 155 pieces from "The Baca Collection." Having collected over 850 items in the past 35 years, Lawrence has donated the entire collection to the NMAI.

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