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UNIVERSITY OF CALIFORNIA, SAN DIEGO

How The West Was Fun

A Thesis submitted in partial satisfaction of the
requirements for the degree Master of Fine Arts

in

Visual Arts

by

James Ellsworth Noland III

Committee in charge:

Anya Gallaccio, Chair
Brian Cross
Tara Knight
Christo Sims
Michael Trigilio

2014

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Chair

University of California, San Diego

2014

EPIGRAPH

“The Grand Project is a garage sale...”

Jean-Pierre Gorin

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Please see Supplemental Files for the *How The West Was Fun* catalogue.

ABSTRACT OF THE THESIS

How The West Was Fun

by

James Ellsworth Noland III

Master of Fine Arts

University of California, San Diego, 2014

Anya Gallaccio, Chair

How The West Was Fun is a large-scale, participatory installation developed in response to the disappearing American tradition of rattlesnake roundups. The sculptures, video, images, and performances, which comprise the installation, respond to material collected during research trips to the Apache Rattlesnake Festival in Apache, Oklahoma. The exhibition represents a meditation on the American west, notions of masculinity, cultural malaise, leisure activity and humor.