



PRESS RELEASE

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THE PRUITT-IGOE MYTH TO HAVE MIDWEST PREMIERE AT TRUE/FALSE FILM FEST

The Pruitt-Igoe Myth: An Urban History, a new feature-length documentary directed by Chad Freidrichs, will hold its Midwest premiere at the True/False Film Festival in Columbia, Missouri, March 3-6, 2011. Every year, the pioneering film festival hosts films and directors from around the world. [Columbia resident Freidrichs will be in attendance, along with co-producer Jaime Freidrichs, also of Columbia, and co-producers Paul Fehler and Brian Woodman of St. Louis. All are graduates of the University of Missouri-Columbia].

The Pruitt-Igoe Myth explores the short life of the Pruitt-Igoe housing development, which was opened in 1954 to meet the public housing needs of an overcrowded city. Two decades later, with its highly-publicized demolition, Pruitt-Igoe became a potent national symbol of failure, a failure that has been used to critique Modernist architecture, attack public assistance programs, and stigmatize public housing residents.

The Pruitt-Igoe Myth attempts to reassess the complex history of Pruitt-Igoe within the larger post-War context of segregation, poverty, and urban population decline. It gives special emphasis to the stories of the residents who managed to adapt to, and survive, the downward spiral of vacancy, vandalism and crime that made Pruitt-Igoe infamous. By examining the interests involved in Pruitt-Igoe's creation and re-evaluating the rumors and the stigma associated with it, the film reveals a much more nuanced vision of Pruitt-Igoe that implodes the well-worn stereotypes and myths.

The Pruitt-Igoe Myth will have four screenings at the True/False Film Festival. The first screening will be at 9:30pm on Friday, March 4th in Windsor Auditorium on the Stephens College campus (1405 E. Broadway). On Saturday, March 5th, the film will show at 10:00 a.m. at Ragtag Cinema (10 Hitt Street) and at 7:30 p.m. in the Globe Theater (at the First Presbyterian Church, 16 Hitt Street). On Sunday, March 6th, it will screen at 3:00 p.m. in the Forrest Theater, located in the Tiger Hotel (23 S. 8th Street).

To learn more about *The Pruitt-Igoe Myth*, and to view the trailer, visit www.pruitt-igoe.com, or visit us on facebook at www.facebook.com/#!/thepruittigoemyth. For the True/False Film Festival, visit www.truefalse.org. For additional information or materials, contact Brian Woodman at brian@pruitt-igoe.com.