



PRESS RELEASE

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NEW DOCUMENTARY *THE PRUITT-IGOE MYTH* TO PREMIERE IN FEBRUARY

The Pruitt-Igoe Myth: An Urban History, a new feature-length documentary directed by Chad Freidrichs, will premiere at the Oxford Film Festival and the Big Sky Documentary Film Festival the weekend of February 11, 2011.

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 premieres at the Big Sky Documentary Film Festival in Missoula, Montana at 4:00pm on Saturday, February 12 at the Wilma Theater (265 South Broad Street) and at the Oxford Film Festival in Oxford, Mississippi, at 4:00pm on Friday, February 11, with a second screening at 12:45pm on Saturday, February 12 at the Malco Oxford Studio Cinema (1111 Jackson Ave. W).

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To learn more about *The Pruitt-Igoe Myth*, and to view the trailer, visit www.pruitt-igoe.com. For additional information or materials, contact Brian Woodman at brian@pruitt-igoe.com.