



Beyond Fordlandia: Film Screening and Conversation with Director Marcos Colón

Tuesday, November 2 • 2:00 PM MDT • Register to attend at: bit.ly/3BBtN8P

Written, directed and produced by Marcos Colón, *Beyond Fordlândia* (2017, 75 min) presents an environmental account of Henry Ford's Amazon experience decades after its failure. The story addressed by the film begins in 1927, when the Ford Motor Company attempted to establish rubber plantations on the Tapajós River, a primary tributary of the Amazon. This film addresses the transition from failed rubber to successful soybean cultivation for export, and its implication for land usage. This film offers insight into the history and current state of extractive international industries in the Amazon rainforest, furthering discussion of the relationship between the local and global, consumption, inequity and the environment.

*Marcos Colón received his Ph.D. in Spanish and Portuguese Cultural Studies from the University of Wisconsin-Madison in 2019. His research focuses on Brazilian literary and cultural studies, with a particular emphasis on representations of the Amazon in twentieth- and twenty-first-century Brazilian literature and film. He is currently working on a book- project based on his experiences filming the Amazon. He has produced and directed two documentary films that represent diverse perspectives on humanity's complex relations with the natural world: *Beyond Fordlândia: An Environmental Account of Henry Ford's Adventure in the Amazon*, 2018 and *Zo'é*, based on his experiences with the Zo'é tribe, an Amazonian indigenous community that has had little to no contact with the outside world (2018). He is particularly interested in examining a variety of perspectives on the post-rubber era in the Amazon. Colón's scholarship uses the post-rubber era as a springboard for re-envisioning the region in a "relational" way, challenging hegemonic representations of the tropics in literature and culture. He is the editor and creator of *Amazonia Latitude*, a digital environmental magazine.*

More Information at: <https://beyondfordlandia.com>



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