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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

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The Thesis of James Ellsworth Noland III is approved and is acceptable in quality and form for the publication on microfilm and electronically:

University of California, San Diego

2014
“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.