

FIRST RUN FEATURES PRESENTS

myth

nami Fr B 1165



"Superb! An uncommonly artful example of cinematic journalism." -VARIETY

"Devastating...an engulfing real-life horror story. Stings with an electric poignancy." -THE NEW YORKER

"An intelligent meditation on the decline of American cities." -ART FORUM



2011 THEATRICAL RELEASE!

"Captivating and visually compelling." -ST. LOUIS POST-DISPATCH

"Powerful...carries a visceral punch!" -THE ECONOMIST

> "Riveting." -VILLAGE VOICE

"A deeply impressive and disturbing exposé." -FILM JOURNAL





SPECIAL FEATURES:

 Bonus Film: "More Than One Thing" (Dir. Steve Carver; 30 min; 1969)

- Director's Commentary by Chad Freidrichs
- Additional Interviews
 Pruitt-Igoe Site Tour



TO ORDER CALL 1-800-229-8575 OR CONTACT YOUR DISTRIBUTOR

Email: sales@firstrunfeatures.com

Pre-book: APRIL 17 · Street Date: MAY 15

Flip over for more

Shattering."

An intelligent meditation of the decline of American cities." -ART FORUM

" $\star \star \star \star$ Revisits one of our nation's darkest hours and emerges with a scrupulous, revelatory consideration...a heartbreaking alarm call for a society that desperatel needs to learn from its worst mistakes." -TIME OUT NEW YORK

PRUITT-IGOE

It began as a housing marvel. Built in 1956, Pruitt-Igoe was heralded as the model public housing project of the future, "the poor man's penthouse." Two decades later, it ended in rubble - its razing an iconic event that the architectural theorist Charles Jencks famously called "the death of modernism." The footage and images of its implosion have helped to perpetuate a myth 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 seeks to set the historical record straight. To examine the interests involved in Pruitt-Igoe's creation. To re-evaluate the rumors and the stigma. To implode the myth.



