



From solemnity to celebration: The commercialization of the Day of the Dead

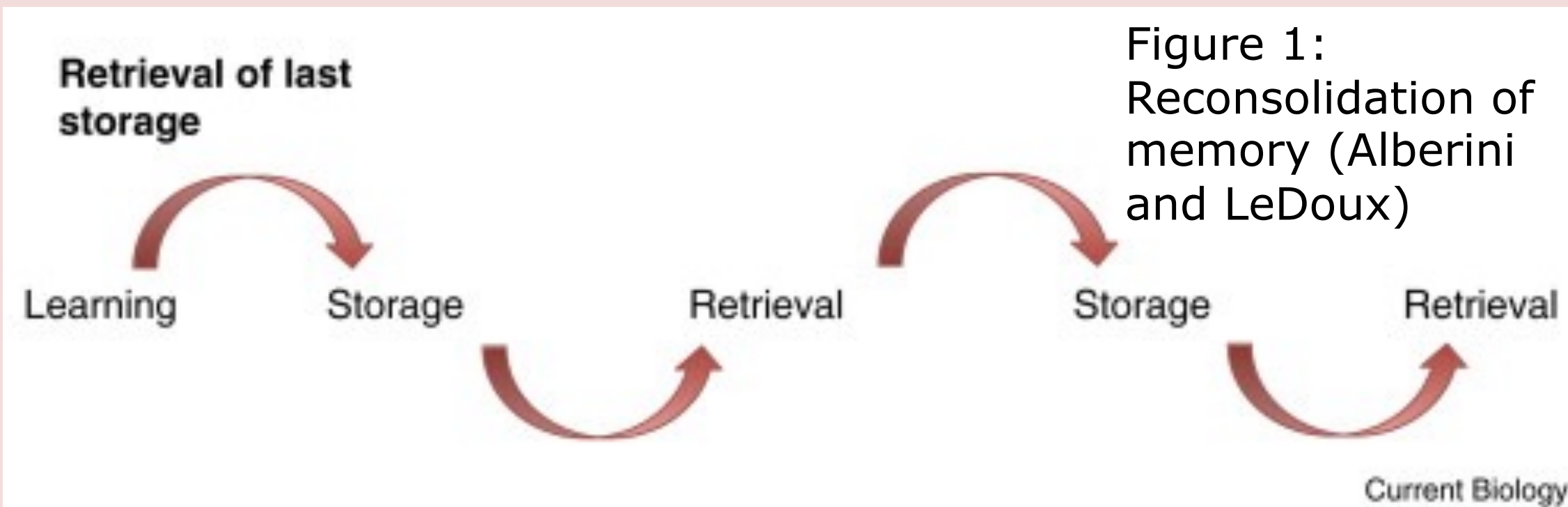
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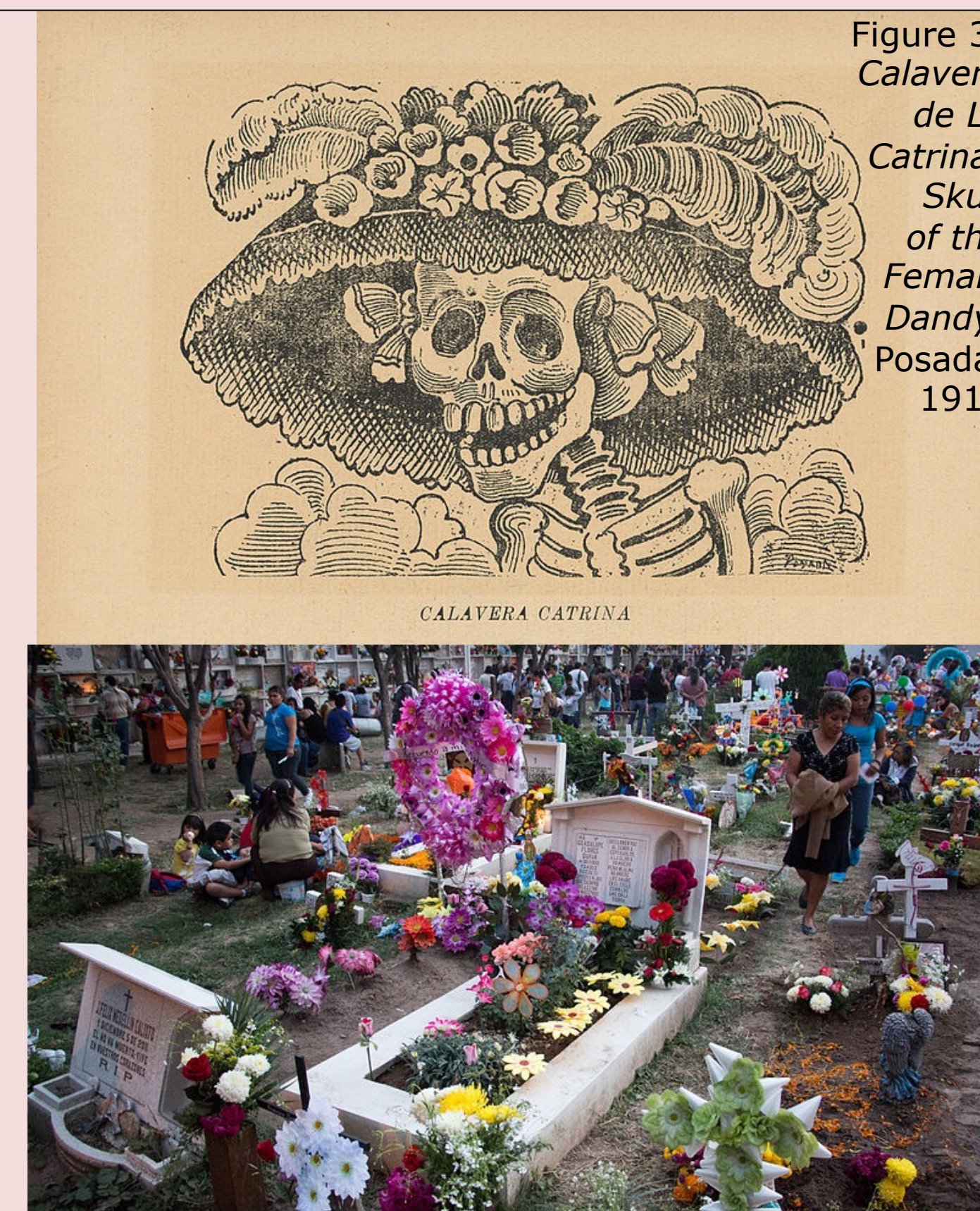
Intro: Memory Frameworks

- Social Memory + Memory Reconsolidation
- Archives and the power of selectivity
- Methods of memory transference
 - Art + Images
 - Space



Devices Used For Commemoration

- Icons: La Calavera
 - Skull
- Art: Catrina
 - Posada
 - Rivera
- Film: Coco
 - Vehicle of Intergenerational transmission
 - Gateway to Commercialization



Conclusions

- Societal pressures shape an individual's commemoration experience
 - Methods of memory transference can be subjective
- Individuals can combat social amnesia and exclusion through expressive and excessive commemoration
- Deviation of a commemoration from its country of origin and religious solemnity toward a more global cultural celebration can facilitate its commercialization.



Figure 5: Iconic Day of the Dead Sugar Skull

Origins: The Day Of The Dead

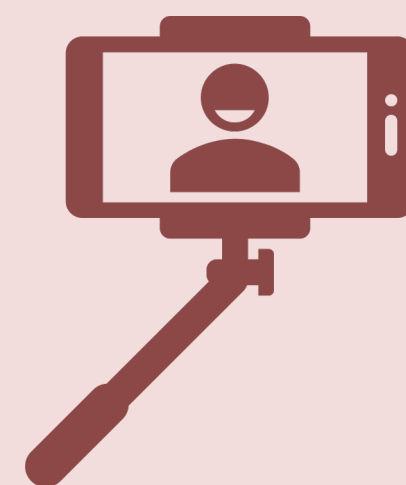
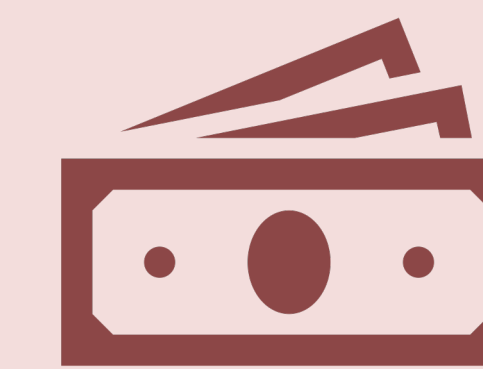
- *Día de los Muertos*
- *Ofrendas*
- Official Catholic Origins
 - All Souls Day
 - All Saints Day
- Pre-Hispanic Origins
 - *Miccaiuhuitontli*
 - *Hueymiccalhuitl*
- Archival Erasure



Figure 2: Traditional altar for the Day of the Dead in Milpa Alta, Mexico City, (Troya)

Evolution Towards Commercialization

- Diversity of Mexico: Cultural Tourism
 - Economic boost of 3.9 Million pesos during the "Season of the Dead"
 - Performance for money
 - The "Coco" Route
 - *Spectre* Day of the Dead parade
- Popularity Aboard
 - United States
 - England
- "Routine" holidays



Coexistence between religious and state holidays

Producing vs. Consuming Material Goods

Transition of Values: Work vs. Free Time

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