In “Boron to Buttonwillow: Muscle and American Identity on Highway 58,” John T. Caldwell explores notions of masculinity, place and race culled from the mediated research for his feature documentary focusing on a rural highway in California that is simultaneously nondescript and socio-historically and cinematically significant. This presentation is part of a larger media archaeology project which examines the complex ways that outsiders have used images, films, and narratives to map and culturally “dis locate” a 121-mile stretch of a single rural highway in California. Retracing the last leg of the 1930s Okie migrations, Caldwell re-photographs FSA photographer sites and re-shoots locations from Hollywood’s Grapes of Wrath, Erin Brockovitch, and There Will be Blood.