

FOR IMMEDIATE RELEASE

***MAN IN THE FIELD: THE LIFE AND ART OF JIM DENEVAN***  
**TO BE SHOWN IN AUSTIN MARCH 14 AT HUSTON-TILLOTSON UNIVERSITY**  
**DURING *THE FUTURE OF FOOD AT SXSW***

*Documentary Shows Personal Side of Renowned Land Artist,  
Founder of Outstanding in the Field*



Jim Denevan, Mt. Tam, Photo: Anne Simone

Santa Cruz, CA—"Man in the Field: The Life and Art of Jim Denevan" directed by **Patrick Trefz**, will be shown on March 14 at 5:30PM CT in Austin at Huston-Tillotson University as one of the Food-Film Watch Parties at SXSW, a Food Tank co-curated program with Huston-Tillotson University, Little Herds and Driscoll's as part of *The Future of Food at SXSW*.

The watch party is free and open to the public and will take place at the Huston-Tillotson University at the Agard-Lovinggood Auditorium at the 127-year-old, historically black University, which is within walking distance of the SXSW HQ, Convention Center.

**Jim Denevan** is a renowned land artist, who creates ephemeral drawings in the earth's topography and founded a roving culinary experience that celebrates pioneers in the sustainable movement called Outstanding in the Field. Trefz adroitly weaves the parallel disciplines into a deeply personal narrative that speaks to the decades-long friendship the men have enjoyed and uncovers the deep respect for the earth and its elements that drives the artists' practices.

An intimate, interactive discussion featuring both Trefz and Denevan following the watch party will be moderated by Food Tank President **Dani Nierenberg**, one of a series of activations, discussions, and interactive experiences curated around building more sustainable food systems presented by SXSW, Huston-Tillotson University, Food Tank, The James Beard Foundation, Little Herds and The Cook's Nook, among other partners, that will feature 150 speakers over eight days during SXSW 2022.

FOOD TANK VISION + MISSION: We aim to educate, inspire, advocate, and create change. We spotlight and support environmentally, socially, and economically sustainable ways of alleviating hunger, obesity, and poverty and create networks of people, organizations, and content to push for food system change.

Watch Party Location: Huston-Tillotson University @ 2:30-5PM CT (Agard-Lovinggood Auditorium @ 900 Chicon St, Austin, TX 78702).

Open to credentialed SXSW Media and the public at [EventBrite](#).

[Download](#) the Man in the Field press kit.

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