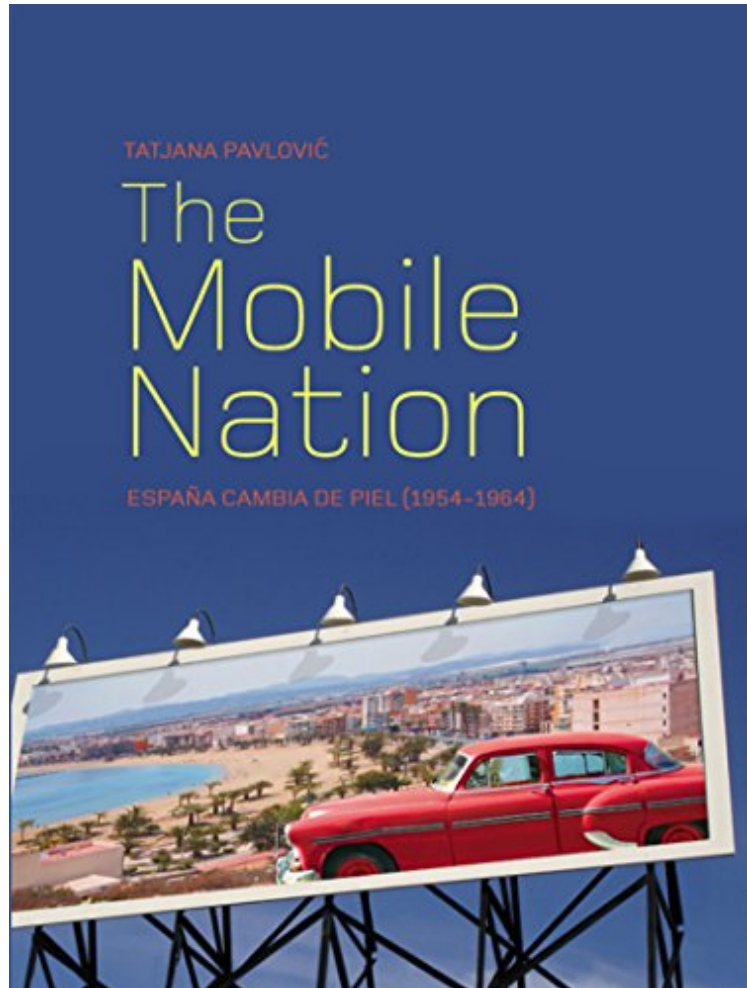


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## The Mobile Nation: Espantilde;a Cambia de Piel (1954-1964

*Pavlovic Tatjana*

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The last five years have witnessed a surge in publications on Spanish cinema and Spanish cultural studies, but the subject of consumer culture in Spain has been neglected until now. The Mobile Nation: Espantilde;a cambia de piel (1954ndash;1964) presents the first systematic treatment of this crucial period during Spainrsquo;s transition to modernity and highlights the forces that converged during this dramatic decade to change the face of Spain. Drawing from the methodologies of literature, film studies, cultural studies, feminist theory, and history, The Mobile Nation explores consumer culture in Spanish media, mass tourism, and the national auto industry from 1954 to 1964 and

offers valuable insight into postmodern Spain's transformation and trends.

About the Author Tatjana Pavlovic is associate professor of Spanish at Tulane University.