

ROUGE AND HEELS AT THE WHEEL

The relationship between cars, women and tourism in Argentina

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Gender and cars is the issue that concerns this article, which aims to show how the relationship has evolved between the woman and the car in Argentina and how it has been shaped in automobile museums. While many women today have their own car or choose to buy the family car, culturally there are still many things to do in this regard. The presence of women in museums is very cut and arguably are spaces unique to a preserve of men that women can only go to admire, even in the case studies are beginning to see a promising future. This absence of women in the cultural history of the cars are added cultural prejudices about the relationship between women and cars, which are visible even in the ads about cars. We conducted a content analysis of Argentine museums, through direct visits or their Internet portals, and applied a semi-structured interview to people in charge of the promotion or management of these museums. It also conducted a survey of advertisements in two magazines specialized in Argentina. Finally, to provide additional information, we analyzed 5 blogs about cars written by women and aimed at them.

KEY WORDS: *women, cars, museums, Argentina.*