Abstract
In this article I explore how the inhabitants of El Cajón, Catamarca, Norwest Argentina, create imaginaries related to modernity. I examine the fundamental role of their relations with Santa María, the political, administrative and religious centre of the region. Particularly, I focus on the imaginaries related to the ideas of periphery, tourism, areas of archaeological and botanical value. Challenging approaches that have defined the country towns, frequently far away from big cities, as similar to isolated cultural units - closed, transhistorical and relatively autonomous, I combine recent interpretations of the translocal circulation of ideas, images and actions.

Keywords
Imaginary, Modernity, Social Transformation.