



New Pop-up Exhibition

MAH Launches Art and History Pop-up in Watsonville Goodwill

When: [Grand Opening Party](#): January 4th, 4-5pm

Exhibition on view until June 2019

How much: Free

Where: [Watsonville Goodwill](#), 470 Main St, Watsonville, CA 95076

What do a museum and a thrift store have in common? Surprisingly, their mission statements both focus on building a stronger, more empowered community. Goodwill Central Coast works to eliminate barriers to opportunity through their inclusive job opportunities and programs. The MAH uses art and history as a catalyst to empower and bring people together.

In August, Goodwill Central Coast staff reached out to the MAH looking for a way to bridge those missions together and create something unique for their community. The result? A yearlong bilingual pop-up exhibition inside their downtown Watsonville storefront. The pop-up includes sculptures made out of salvaged Goodwill items, historic images of Watsonville from the MAH Archive, and new images taken by Carlos Campos, a local graduate student who grew up in Watsonville and works at the Watsonville Digital Nest.

The sculptures were made by over 300 kids, neighbors, and friends at a free, drop-in craft night in November at the MAH. Visitors crafted items into makeshift butterflies, to symbolize the transformation of these items destined for the landfill into public art. The results are a mix of hilarious (ex: a cheese grater Pokémon card butterfly) and beautiful (ex: an old book carved into wings).

This exhibition blends together two seemingly different organizations and makes something fun, accessible, and unique to Watsonville. The mix of art made by residents of Santa Cruz County gives people ownership of what's on display. Historical images of Watsonville spark conversations and memories of proud community members. And current images, by a local well-loved non-profit, captures the depth and beauty of the city today. All this will be celebrated at the Grand Opening party on January 4th. There will be a free, drop-in art activity hosted by the MAH and opportunities to ask questions and dig deeper into the archive images on display.

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