



Upcoming Festival

# Día de los Muertos creates a needed space in Santa Cruz for Mexican tradition

Saturday, November 3rd | 12:30pm-6pm | Free

**WHAT:** Día de los Muertos Festival, plus more bilingual English/Spanish programming in Fall/Winter 2018

**WHEN:** Saturday, November 3rd 12:30pm-6pm

**HOW MUCH:** Free

**WHERE:** [Santa Cruz Museum of Art & History](#), 705 Front St, Santa Cruz, CA 95060

**BIG IDEA:** The MAH is hosting its 7th annual Día de los Muertos Festival in partnership with Senderos– the first of many bilingual English/Spanish events and exhibitions this fall.

On Saturday, November 3rd, the streets of Downtown Santa Cruz will be filled with families, youth, and performers celebrating the traditional Mexican holiday of Día de los Muertos. This is the 7th annual Santa Cruz festival keeping traditions and memories of loved ones alive. Co-created with Senderos, the free 6 hour festival is jam-packed with family-friendly performances and activities. Festivities start at the museum with face painting and tissue paper flower making. At 2pm, the mile-long procession takes off from the MAH through Mission Santa Cruz State Park and onto Evergreen Cemetery. The procession culminates at Evergreen with more dance performances, community ofrendas (altars), and an outdoor screening of Disney's Coco.

Senderos, the MAH's partner in producing Día de los Muertos, brings vital cultural experience and talent in producing this event. Through their after-school and weekend programs, Senderos works to keep their native traditions, cultures, and languages alive. Many of their musicians, dancers, and performers will be present at this November's event.

Día de los Muertos is just one of the MAH's events and exhibitions this fall celebrating Latinx (Latinx is a gender neutral term for people of Latin-American

origin) families and traditions. On November 8th and 14th, speakers will honor the 150th anniversary of Watsonville in an event created in partnership with the City of Watsonville and Watsonville Library.

On November 2nd, visitors at the MAH will find two new exhibitions that touch on important local and international issues for Latinx communities. *Mirando al Futuro* opens in the History Gallery. Created with the farmers from the Beach Flats Community Garden, visitors learn about the farmer's struggle to preserve land and tradition down by the Santa Cruz Beach Boardwalk. Upstairs *Lay of the Land* by Rodrigo Valenzuela explores the dislocation and disorientation of being an immigrant in a new place. Valenzuela challenges visitors to reflect on ways they find connection in unfamiliar places.

On December 7th, the MAH will open a pop-up exhibition in Watsonville Goodwill co-created with the Digital Nest. Using repurposed Goodwill items, MAH Archival images of Watsonville, and images designed by Digital Nest a wall of the Watsonville Goodwill will be completely renovated with art until June 30th, 2019.

Not all museums collaborate with unheard voices like this. Since its turnaround in 2011, the MAH has become a museum of, by, and for Santa Cruz County because of powerful partnerships like these. Over 30% of Santa Cruz County identifies as Latinx. To center these voices at the heart of our events, exhibitions, and programming this fall is just one way we hope to make the museum more accessible to all.

## [PHOTOS](#)

## FULL EVENT LISTINGS



The Art of Healing  
Pop-up MAH on view October 15, 2018 - October 15, 2019  
Patients and visitors throughout Dominican Hospital will be surrounded by 45 artworks chosen from the MAH collection.

### Crash Course: Día de los Muertos

Thursday, November 1st | 5-8pm | MAH | \$10

Learn more about what it takes to keep traditions and memories of our loved ones alive for Day of the Dead. Co-created with Santa Cruz Senderos.



### Día De Los Muertos

Saturday, November 3rd | 12:30pm - 6pm | MAH | Free  
Celebrate the Day of the Dead with an all-ages festival throughout Downtown Santa Cruz. Enjoy community altars, dancing, facepainting and a procession to Evergreen Cemetery. Co-created with Santa Cruz Senderos.

### Free First Friday: Sugar Skulls

Friday, November 2nd | 5pm - 10pm | MAH | Free

Decorate your own sugar skull, enjoy all three floors of the museum for free, and listen to live music in Abbott Square by JUDO NO (an Afro-Latin hip-hop band).



### Mirando al Futuro: The Beach Flats Community Garden

Exhibit on view November 2nd - September 2, 2019 | Daily MAH Admission

Explore the pop-up exhibit in the Santa Cruz History Gallery. Farmers share their story of the struggle to preserve tradition and land at the Beach Flats Community Garden.

### Lay of the Land: Rodrigo Valenzuela

Exhibition on view November 2nd - February 17, 2019 | Daily MAH Admission

Experience the dislocation and disorientation of being an immigrant in a new place and reflect on ways they find connection in unfamiliar places in this new exhibition.

### Bilingual Storytime: Día De Los Muertos

Sunday, November 4th | 11 - 2 pm | MAH | Free

Come enjoy stories celebrating the day of the dead and it's history. In between readings enjoy art activities like tissue paper flower making and coloring.



### Lightning Stories: 150 Years of Watsonville

Thursday, November 8th | 5-8pm | Watsonville Library | Free

Lightning Talks: 150 Years of Watsonville is an event by the City of Watsonville, Watsonville Public Library, Community Action Board with support by Santa Cruz MAH as part of a year long event series celebrating 150 year anniversary of the city of Watsonville.

Stories Under the Influence: 150 Years of Watsonville

Thursday, November 15th | 5-8pm | MAH |

Hear from a handful of speakers sharing their stories honoring Watsonville's 150th Anniversary. Same event as the week before, but brought to the MAH and with drinks for guests. Co-created by the City of Watsonville, Watsonville Public Library, Community Action Board with support by Santa Cruz MAH as part of a yearlong event series celebrating 150 year anniversary of the city of Watsonville.

Café Charla: Ascender y Resistencia

Saturday, November 17th | 12:00 pm - 1:30 pm | MAH | Free

Enjoy a good conversation over coffee. Conversations are bilingual and focus on that month's assigned topic.



Watsonville Goodwill Pop-up

On view Friday, December 7th - June 30, 2019 | Watsonville Goodwill | Free  
Shoppers will be welcomed with art made out of repurposed Goodwill items, as well as old archive images of Watsonville. Co-created with Digital Nest and Goodwill.

**CONTACT**

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