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**SANTA CRUZ MAH ANNOUNCES**  
***ACCIDENTALLY WES ANDERSON: ADVENTURES IN SANTA CRUZ***  
**January 24–May 18, 2025**

**Seeking submissions of Santa Cruz County and beyond  
that highlight the region’s architectural landscape and history**



IMAGE CREDITS: SANTA CRUZ BEACH BOARDWALK, PHOTOS BY LUDWIG FAVRE | @LUDWIGFAVRE.

**SANTA CRUZ, CA** (May 28, 2024) — The Santa Cruz Museum of Art & History (MAH), in partnership with brand and social media community *Accidentally Wes Anderson* (AWA), is pleased to announce ***Accidentally Wes Anderson: Adventures in Santa Cruz***, an exhibition coming to the MAH from **January 24–May 18, 2025**. The show will take guests on a visual journey to the most beautiful, idiosyncratic locations around the globe—including Santa Cruz County—all seemingly plucked from the whimsical world of visionary filmmaker Wes Anderson.

From impossibly grand hotels and chateaus to idyllic lighthouses, cable cars, and train carriages, AWA explores the filmmaker’s distinct aesthetic, whether a perfectly symmetrical landscape or a European city brimming with technicolor structures. The MAH exhibition, which will include a selection of community-sourced images of quirky places and locales in Central Coast California, is also presented as homage to the centennial celebration of the Santa Cruz Beach Boardwalk’s Giant Dipper roller coaster, an Anderson-esque vintage wooden coaster that debuted in 1924.

Born off the back of a viral online phenomenon and community of the same name, AWA celebrates the undeniable visual vernacular of one of cinema’s greatest filmmakers. Each of the locations highlighted in the exhibition boasts the recognizable singular aesthetic that is oh-so typical of film master Wes Anderson. Bright, vivid, and often slightly jarring to reality, AWA collects the world’s most Anderson-like sites in all their faded grandeur and pop-pastel colors,

telling the story behind each stranger-than-fiction location. Authorized by Anderson himself, the exhibition and its companion books celebrate much of the weird and wonderful architecture that exists in our unique world, paying tribute to travel, photography, community, and adventure.

“We are thrilled to partner with AWA on what promises to be a fun and interactive exhibition,” said MAH Executive Director **Robb Woulfe**. “Both of our organizations tell stories related to place, history, and cultural identity, and this collaboration allows us to share some of those unexpected narratives through the lenses of image-makers from our backyard and beyond.”

AWA photo contributors have been called “adventurers” who range from travelers, architects, history buffs, artists, editors, photographers, to teachers, students, and all walks of life intrigued by the wonders of the world and civilization. For the Santa Cruz exhibition, which will highlight photography from around the globe alongside similarly-inspired images of Santa Cruz County and the greater Central Coast region, AWA and the MAH are issuing a call for submissions from Santa Cruz locals and visitors seeking real-life images of the popular seaside destination that mimic the famous filmmaker's aesthetic.

“We are so excited to bring this exhibition to Santa Cruz with its boardwalk, beaches, and iconic California attractions” said AWA Co-Founder **Wally Koval**. “Our team loves getting lost in all the amazing photo and video submissions the AWA Community sends our way, and we cannot wait to share a beautifully curated selection in one of our favorite parts of the country.”

**To submit photos or videos of Wes-worthy vignettes from Santa Cruz County or the surrounding areas, visit [accidentallywesanderson.com/santa-cruz-photo-submissions](https://accidentallywesanderson.com/santa-cruz-photo-submissions). Entries for consideration for this exhibition will be accepted through September 13, 2024.**

The exhibition at the MAH is presented with support from Visit Santa Cruz County.

### **ABOUT WES ANDERSON**

Wes Anderson is a modern auteur: a film director, a producer, and a screenwriter. He is famed for his atypical directorial style as witnessed in the multi-awarded *Rushmore* (1998), *The Royal Tenenbaums* (2001), *Moonrise Kingdom* (2012), *The Grand Budapest Hotel* (2014), *Asteroid City* (2023), among many others. He is recognized for his unique visual and narrative approach, all painted in colorful imagery, sometimes animated or scaled in miniature models.

### **ABOUT ACCIDENTALLY WES ANDERSON**

Founded in 2017 by husband and wife team Wally and Amanda Koval, the AWA concept was conceived out of a passion for travel and adventure. First established on Instagram, the personal project soon took off, cultivating a community of nearly 2 million members, publishing a *New York Times* best-selling book of the same name, and becoming a wide-reaching resource, providing inspiration for travelers and creatives worldwide.

### **ABOUT THE MAH**

The MAH is a thriving community gathering place that offers rotating art and history exhibitions, visual and performing artworks, public festivals, education and outreach programs, and cultural celebrations in collaboration with its many partners. It maintains a permanent collection of

regionally significant art and artifacts, a research library, a historical archive, and historic sites including the Evergreen Cemetery, Octagon Building, and Davenport Jail. It is also home to Abbott Square, a vibrant public plaza on the museum's doorstep that offers food, social events, and year-round creative happenings.

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