



RedBall Project Comes to Santa Cruz County

SANTA CRUZ, CA (May 4, 2021) — In celebration of the 25th Anniversary of the Santa Cruz Museum of Art & History (MAH), the internationally renowned public art installation known as the **RedBall Project** will be popping up across Santa Cruz County this June.

The RedBall Project is an inflatable mobile sculpture created by Kurt Perschke that has been making headlines around the globe since 2001. Considered “the world’s longest–running street art work” the RedBall has been to over 30 cities from Paris to Portland. “On the surface, the experience seems to be about the ball itself as an object,” said Perschke, “but the true power of the project is what it can create for those who can experience it.”

The playful art piece, which is 15 feet in diameter and weighs 250 pounds, will be in Santa Cruz County beginning **Tuesday, June 8 through Sunday, June 13, 2021**. Wedged into unexpected places with a burst of bright color, the giant orb will explore the area’s unique architectural landscape and history in a series of daily installations, ranging from the Santa Cruz Wharf to Downtown Watsonville to the MAH itself.

“The RedBall Project is a great representation of the spirit and vision of the MAH, which for twenty-five years has pushed beyond its four walls to be out in the community,” said Robb Woulfe, executive director of the MAH. “It challenges us to reimagine familiar spaces and, like the MAH, meets people where they are to create new connections.”

The public can find the RedBall squeezing itself into and around well-known Santa Cruz landmarks by following the MAH and the artist on social media (@santacruzmah and @redballproject). With an aim to delight and surprise, the community is encouraged to follow the travelling artwork each day as local buildings, parks, piers, and more become the canvas for this celebratory installation.

santacruzmah.org/exhibitions/redball

#redballsantacruz

Images + Artist Renderings

RedBall Santa Cruz Schedule

Tuesday, June 8, 11 am to 6 pm | Santa Cruz Wharf

- 21 Municipal Wharf, Santa Cruz

Wednesday, June 9, 11 am to 6 pm | Del Mar Theater in Downtown Santa Cruz

- 1124 Pacific Avenue, Santa Cruz

Thursday, June 10, 11am to 6 pm | Esplanade Park Bandshell near Capitola Village

- 120 Monterey Avenue, Capitola

Friday, June 11, 11am to 6 pm | Cabrillo College Downtown Watsonville Center

- 318 Union Street, Watsonville

Saturday, June 12, 11am to 6 pm | The MAH in Downtown Santa Cruz

- 705 Front Street, Santa Cruz

Sunday, June 13, 11am to 6 pm | Cowell's Beach

- 21 Municipal Wharf, Santa Cruz

The Santa Cruz Museum of Art & History (MAH)

The MAH is a thriving community gathering place that serves more than 130,000 people annually through 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.

Contact

Ashley Holmes
Marketing & PR Manager
ashley@santacruzmah.org