



Santa Cruz Museum of Art & History Reopens in Red Tier

SANTA CRUZ, CA (March 10th, 2021) — Following the announcement on Tuesday, March 9th that Santa Cruz County has entered the Red Tier of California's Blueprint for a Safer Economy, the Santa Cruz Museum of Art & History (MAH) announced its reopening.

The MAH began its phased reopening on Friday, March 12th, nearly a year to the day after closing its doors due to the coronavirus pandemic.

Looking to thank those that have supported the museum during its prolonged closure, the MAH will reopen for Members and Exhibiting Artists while in the Red Tier. New and existing Members can sign up for 30-minute private visits through advance registration on Eventbrite every Friday and Saturday from 12-6pm. Then with each new tier – orange is next, then yellow and green—the Museum's capacity and hours of visitation will increase. Guests are encouraged to read through their FAQ found at santacruzmah.org/blog/before-you-visit

On view inside the museum guests will enjoy their newest community-sourced exhibition, *In These Uncertain Times: Creativity, Community, and Compassion During a Global Pandemic*. The MAH, in partnership with UC Santa Cruz Creative Ecologies also extended the tenure of the guest curated exhibition, *Beyond the World's End* which consequently was on view for two weeks before the Museum closed on March 13th, 2020.

On top of preparing for these in-person exhibitions the MAH has met the moment by pivoting a year of programming online and outside. In this year, the MAH continued to be a museum without walls as they launched their first-ever virtual exhibition, *Queer Santa Cruz*, free Santa Cruz history lesson plans for educators, virtual field trips, and an array of interactive and educational events both online and outside. The MAH even opened up their gallery as a private studio for Santa Cruz artist Abi Mustapha and offered space for multiple mutual-aid efforts. During this time, the MAH also worked to maintain and continue fulfilling requests for information from their robust Santa Cruz County archive during the closure.

Celebrating their 25th Anniversary this year, the MAH is eager to welcome guests back inside and offer new online and outside programming for those who are not yet comfortable visiting in-person. Located in the heart of Downtown Santa Cruz, The MAH looks forward to joining municipal planners and policymakers in conversations around recovery efforts this year in an effort to bolster Santa Cruz County's creative economy.

"At a time of such uncertainty, it is crucial to recognize the enduring value of creative enterprise to drive community development. We need to celebrate our local cultural organizations and do what we can to support the sector." – Robb Woulfe, Executive Director

Read the MAH's full [Cultural Vibrancy Report](#), which highlights the many ways the Museum will be helping to support local recovery and rebuilding efforts through creative enterprise.

New health protocols instituted to protect the health and safety of visitors and staff include:

- Limiting attendance to one pod per 30-minute visit through advance registration
- Requiring facial coverings for all staff and visitors ages 2 and up;
- Requiring physical distancing and enforcing directional pathways
- Implementing enhanced cleaning procedures;
- Adding a plexiglass barrier at the front desk
- Removing interactive displays and other touchable exhibit elements;
- Providing hand sanitizer throughout the building

Important Links:

- Become a MAH Member: santacruzmah.org/members
- Register for a 30-minute visit: eventbrite.com/e/visit-the-mah-mah-member-pods-tickets-144710281347
- Visiting the MAH FAQ: santacruzmah.org/blog/before-you-visit

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