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# SANTA MONICA HISTORY MUSEUM

DISCOVER. EXPLORE. EXPERIENCE

## FOR IMMEDIATE RELEASE

**SANTA MONICA HISTORY MUSEUM TO REOPEN TO PUBLIC ON APRIL 1 WITH NEW EXHIBITION, NEW HOURS AND LIMITED-TIME FREE ADMISSION**

### ***NEW EXHIBITION BROADWAY TO FREEWAY: LIFE AND TIMES OF A VIBRANT COMMUNITY EXAMINES MID-20TH CENTURY COMMUNITY OF COLOR***

**Santa Monica, Calif. — March 1, 2022 —** The Santa Monica History Museum (SMHM) will reopen to the general public on Friday, April 1 with a new collaborative exhibition with the Quinn Research Center (QRC), new operating hours, and free admission for the first two months.

The new exhibition, *Broadway to Freeway: Life and Times of a Vibrant Community* will examine how residents that included African American, Mexican American, and immigrant community members built the Broadway neighborhood in Santa Monica into a flourishing community – and how the Interstate 10 freeway destroyed it in the 1960s. This thriving community was a haven in the mid-20<sup>th</sup> century for those who were excluded from other parts of the city by racist and anti-immigrant policies and practices.

Featuring period photographs, ephemera, oral histories, and a song, the exhibition draws on the wealth of archival material collected by the QRC, which is dedicated to preserving the history of African American life in Santa Monica. Visitors will explore the stories of the families, businesses, churches, civic and educational institutions that comprised the Broadway neighborhood, and will leave with a new understanding of what it means to build community, and why it matters to us today.

"Through exhibitions like these, we acknowledge the legacy of history and inform people about its ongoing impact," said SMHM Archivist Sara Crown who is also the curator of the exhibition. "The rare images and objects in the exhibition illustrate how Broadway's former residents created a thriving community in the face of structural racism. These stories are ones every Santa Monica resident should know."

"We are excited to partner with the Santa Monica History Museum on this important city history that is unknown to most people who live here," said Carolyn Edwards of the Quinn Research Center (QRC). "The QRC is dedicated to promoting the study and research of Black family history and culture in the Santa Monica Bay Area, and this exhibition demonstrates we were and are a very important fabric in the rich history of our city."

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### ***SMHM Reopens On April 1, 2022/2-2-2***

The museum's new visitor hours starting April 1 will be Thursday from 3pm-8pm, and Friday through Sunday from 11am-5pm. In addition, the museum will welcome back the community with free admission for the first two months. However, hours are subject to change due to the ongoing pandemic and all visitors are encouraged to visit the museum's website for up to date information including reservation dates, and health and safety guidelines.

In addition, visitors will be able to experience the museum's new History Happened Here touch table, located in the main exhibition gallery, to learn more about specific locations featured in the Broadway exhibition and other sites throughout the city. The table will continually be updated by museum staff utilizing content from the museum's rich collection of photos. Moreover, residents and visitors will be able to learn more about specific city sites when they view and scan the museum's History Happened Here decals at prominent locations throughout the community. Any decal at a featured location will display a QR code that a person can scan with their phone and will instantly learn about the site with content and images. The museum will update site locations, via our social media channels and website, in the coming weeks.

"Our new History Happened Here program will strengthen our relationship with stakeholders throughout the city and give users a unique learning experience at the location site they are visiting," said Executive Director John Kearns. "This program, along with our new exhibition, are prime examples of our mission to continue to share the history and culture of Santa Monica."

Other new museum initiatives that were recently launched includes a brand-new website with ease of use functionality and a new membership program that features new benefits with new levels. For more info on memberships please visit the museum's [website](#).

### **IMAGE DESCRIPTIONS**

File name: SMHM-Beebe\_3-2-189.jpeg

Description: Students at Garfield Elementary School in Santa Monica participate in a toy refurbishment project, 1935

Credit: Santa Monica History Museum, Bill Beebe Collection (3.2.189)

File name: SMHM-Outlook\_1998-1-898.jpeg

Description: Santa Monica Crescent Bay Lodge No. 19 mortgage burning celebration, 1928

Credit: Santa Monica History Museum, Outlook Collection (1998.1.898)

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