

The Story of California. The Story of You.

Oakland Museum of California



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OAKLAND MUSEUM OF CALIFORNIA PRESENTS NEW ADDITIONS TO GALLERY OF CALIFORNIA HISTORY

“California...To Be Continued” Features Stories of California from 1975 to the Present

On Friday, September 30, as part of OMCA’s O Zone event, OMCA unveils new updates to the Gallery of California History

This release is available online at: www.museumca.org/pressroom

(Oakland, CA) September 12, 2011—When the Oakland Museum of California (OMCA) reopened in 2010, the new Gallery of California History featured the overarching theme *Coming to California*. The back of the gallery, however, remained intentionally unfinished. Focusing on people coming to California from 1975 to the present, this portion of the gallery titled **California...To Be Continued** required visitor feedback to come to fruition.

To start the planning for the project, OMCA asked three California historians to describe what they think has been most important about California's history from 1975 to the present. **Janet Fireman**, Editor, *California History* magazine; **Bill Ong Hing**, Professor of Law and Asian American Studies, University of California, Davis; and **Bill Deverell**, Professor of History, University of Southern California, identified four main areas of focus: **immigration, diversity, technology, and the environment.**

On **Friday, September 30**, as part of OMCA’s extended hours **O Zone** event from 5 p.m. to midnight, the Museum unveils the new gallery space featuring dynamic additions informed by the three historians and co-curated by the public. Ongoing tours of the new gallery spaces as well as activities will be featured throughout the evening, all included with Museum admission.

Below is a description of the new sections highlighted in the Gallery:

Immigration After 1975

Changes in Federal legislation starting in 1965 have allowed people to move here from all over the world, including Iran, Korea, Central America, Vietnam, and Russia. By listening to oral histories and looking at an “x-ray scan” of pieces of luggage containing objects brought by immigrants, visitors can get a better understanding of why some people are

coming, and realize that California's makeup is constantly changing. On the ramp leading up to this section of the gallery, a 1974 jetliner—which visitors can sit in—highlights audio stories of those who have come to California in the last 35 years. Plasma screen, resembling flight status screens like those seen in airports all over the world, list current total populations of immigrants to California.

The Border

A prominent feature of this section is a treatment of the California/Mexico border. Along a “border fence,” visitors can explore the border between Mexico and the U.S. today, the people who cross it, the economic lines between the two countries, and the people who watch and patrol the border. Elements include some of the things immigrants have dropped as they cross the border illegally, such as shoes and water jugs; scopes used by the Minutemen to patrol the border; materials manufactured in *maquiladoras*; and a water station left by the Border Angels for immigrants crossing in the desert.

Innovator's Garage

This section explores the dynamic history of Silicon Valley and the technology boom in California from the 1970s to the present. Visitors can explore a garage filled with early innovations in computers and technology created in California, including a 1970s homemade computer and an Intel “clean suit.” Built for the “gear head” in all of us, the section features interactive experiences that allow visitors to tinker with technology.

Environment Lounge

In this changeable space, visitors can consider why California leads the nation in environmental initiatives, and help determine what our role should be in the future—from preservation of wilderness to harmonious use of the land, and more.

Marketplace of Ideas

At the center of the gallery, visitors can explore the innovative ideas that have come out of California since 1975 and that have had an impact beyond the state's boundaries. Meet former gang members of Homeboy Industries in Los Angeles, poppers from Fresno, and wine aficionados from Napa.

Dynamic Timeline

The dynamic timeline allows visitors to give feedback on the curatorial process. The timeline demonstrates how California history does not end with the end of the gallery, but that history is constantly being made. The timeline is visitor-created with the use of Post-it notes which visitors can add to create an evolving story of the last 35 years.

Cultures in Contact

In this section, co-curated by a public history class at California State University, East Bay, visitors are encouraged to think of the many ways in which people from different cultural backgrounds interact. Questions raised include: What does it mean to be a member of a

community? How and why do people cross the boundary from their own cultural practices to practices from other cultural traditions? Students from different California State Universities will curate this space each year, bringing in stories and artifacts from their home communities.

Story Studio

All of us contribute to the unfolding story of California, and here visitors are invited to join with others, past and present, by telling their story—their piece of California history—in a digital story booth format, for other visitors to access. This fall, the Story Studio turns into a hub for collecting oral histories of those affected by the firestorm that ravaged the Oakland-Berkeley hills in 1991.

Hot Tub

OMCA now has its very own Hot Tub Time Machine. Shaped like a real hot tub, and complete with umbrella, towels, and flip flops, visitors can sit and relax in this wooden “hot tub” lounge as they reflect on stereotypes of California from the last thirty-five years.

In addition to the new **California...To Be Continued**, another new interactive section in Gallery of California History focuses on **Creative Hollywood**, where visitors can design costumes, make a stop-animation film, and create a sound track for a film in the Foley Studio.

ABOUT THE OAKLAND MUSEUM OF CALIFORNIA

The Oakland Museum of California (OMCA) brings together collections of art, history and natural science under one roof to tell the extraordinary stories of California and its people. OMCA's groundbreaking exhibits tell the many stories that comprise California with many voices, often drawing on first-person accounts by people who have shaped California's cultural heritage. Visitors are invited to actively participate in the Museum as they learn about the natural, artistic, and social forces that affect the state, and investigate their own role in both its history and its future. With more than 1.8 million objects, OMCA is a leading cultural institution of the Bay Area and a resource for the research and understanding of California's dynamic cultural and environmental heritage.

VISITOR INFORMATION

The Oakland Museum of California (OMCA) is at 1000 Oak Street, at 10th Street, in Oakland. OMCA is situated between downtown Oakland and Lake Merritt. Museum admission is \$12 general; \$9 seniors and students with valid ID, \$6 youth ages 9 to 17, and free for Members and children 8 and under. OMCA offers onsite underground parking and is conveniently located one block from the Lake Merritt BART station, on the corner of 10th Street and Oak Street. The accessibility ramp is located at the new 1000 Oak Street main entrance. For more information, visit museumca.org.