



SANTA CRUZ MUSEUM
of natural history

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“THE CURIOUS WORLD OF SEAWEED” AT SANTA CRUZ MUSEUM OF NATURAL HISTORY PROVIDES A STUNNING LOOK AT MARINE FLORA

NEW EXHIBIT OPEN JANUARY 6 THROUGH MARCH 3, 2024

SANTA CRUZ, CA — JANUARY 2, 2024 — The Santa Cruz Museum of Natural History is pleased to present [*The Curious World of Seaweed*](#), an extraordinary exhibition featuring captivating color “portraits” of seaweed. The temporary exhibition features surprising stories highlighting Indigenous peoples’ and women’s connections to seaweed and examines its vital role as the base of the food chain. “The Curious World of Seaweed” opens January 6 and will be on view through March 3, 2024.

Seaweeds have three requirements for survival: something to hold onto, sunlight to provide energy, and nutrients to fuel growth. They find these three elements in a thin section of the ocean, which accounts for less than two percent of the entire sea floor. Yet seaweeds are the supreme eco-engineers, oxygenating the waters and creating habitats for countless organisms. This exhibition examines how these surprisingly sophisticated marine plants keep our planet opulently rich in life.

The Curious World of Seaweed highlights the works and research of photographer and author, Josie Iselin. “The Curious World of Seaweed” was released by Heyday Books in August 2019. Iselin’s writing and art focusing on seaweed, kelp and sea otters puts her on the forefront of ocean activism, presenting and working with scientists and environmental groups working to preserve the kelp forests of the Pacific Coast.

An opening reception for Museum Members reception will take place on January 5 at 5:30 p.m. Additional related programming includes a low tide walk on January 20 and a presentation from the author at the Museum on February 15.

Exhibition Support

The Curious World of Seaweed is a traveling exhibition from author and artist Josie Iselin in partnership with Exhibit Envoy. The exhibit is based on the book of the same name by Iselin (Heyday Books). Exhibit Envoy provides traveling exhibitions and professional services to museums throughout California. For more information, visit www.exhibitenvoy.org.

About Josie Iselin

Josie Iselin is a photographer, author, and designer of many books. Her newest book, *The Curious World of Seaweed*, presents visually rich narratives of our iconic West Coast seaweeds and kelps. It was released by Heyday Books in August 2019 and has been shortlisted for the Northern California Book Award and the Alice Award, recognizing illustrated books. She holds a BA in Visual and Environmental Studies from Harvard and an MFA from San Francisco State University. She currently teaches in the School of Design at SFSU.

About The Santa Cruz Museum of Natural History

The Santa Cruz Museum of Natural History's mission is *connecting people with nature and science to inspire stewardship of the natural world*. The Museum was first established with the personal collection of local naturalist and lighthouse keeper Laura Hecox. Founded in 1904, becoming an independent nonprofit in 2009, it has a proud history as the first public museum in Santa Cruz. The Museum is located in Tyrrell Park, bordered by its Garden Learning Center featuring native plants and grasses, and a life-size gray whale model greeting the public. The historical collection, public programs, and location make this institution a cherished landmark located across from the entrance to Seabright State Beach. Learn more about the Museum at santacruzmuseum.org.

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