



Photo by Tom Ladwig

## Giving the Serra New Life

New exhibits tell the story of George Marston and the San Diego River

THE ICONIC JUNIPERO SERRA MUSEUM POISED FOR REVIVAL.

A new vision for telling the story of San Diego at the historic Junipero Serra Museum is about to be realized as the San Diego History Center embarks on the creation of two new exhibits at the Presidio Park landmark.

Recently, the History Center was awarded a \$250,000 grant from the San Diego River Conservancy and State Coastal Conservancy to implement phase one of the Junipero Serra Museum Interpretive Master Plan, completed in 2013. This project will turn the existing admissions area and store into an engaging new exhibit that welcomes visitors and orients them to the Serra Museum and Presidio site. The exhibit will chronicle the efforts of George Marston, visionary philanthropist and businessman, to conserve the Presidio and establish the San Diego Historical Society, now the San Diego History Center, as an institution to preserve the stories of the growing city. The new exhibit will also focus on the historic

role of the site and its relationship to the San Diego River. A new admissions and store area will be created in an adjacent space.

A second new exhibit will be installed on the exterior northeast terrace overlooking the San Diego River. This exhibit will focus on the river's changing role for the region's inhabitants, from native populations through modern city dwellers, and the forces, both synthetic and natural, that have shaped the river's course throughout the ages.

Dr. Iris Engstrand will curate both exhibits with the assistance of an advisory committee made up of expert archeologists, urban planners, geologists, and other community stakeholders.

The project is funded by the "Safe Drinking Water, Water Quality and Supply, Flood Control, River and Coastal Protection Bond Act of 2006" (Proposition 84).

BY BILL LAWRENCE, CHIEF OPERATING OFFICER