

BRANDED CONTENT  
AUGUST 18, 2025

# MUSEUMS

## SPOTLIGHT



**F**ROM VINTAGE AUTOMOBILES TO NAVAL HISTORY, THERE ARE A REMARKABLE ARRAY OF MUSEUMS THAT GO FAR beyond the traditional gallery experience. The city and its surrounding communities are home to unique cultural treasures that celebrate art, innovation, architecture and history in captivating ways.

The Petersen Automotive Museum showcases an unparalleled collection of classic, rare, and concept cars that will thrill any enthusiast, while the historic Clarke Estate offers a glimpse into early 20th-century design and craftsmanship. Heritage Park transports visitors into a recreated 19th-century town, and the Palos Verdes Art Center provides a hub for visual arts, exhibitions and education with sweeping coastal views. Maritime history comes alive aboard the Battleship USS IOWA Museum, where visitors can explore the decks of a legendary World War II vessel. Meanwhile in Las Vegas, the Mob Museum dives into the fascinating, often gritty, history of organized crime. Together, these institutions offer a dynamic cross-section of a rich and varied cultural landscape.



## MUSEUMS SPOTLIGHT

# Turning a Love of Automobiles Into a Captivating Experience for All

A conversation with the Petersen Automotive Museum's founding chairman, Bruce Meyer

**B**ruce Meyer is the founding chairman of the Petersen Automotive Museum and is also a prominent car collector. He has been involved with the museum since its inception, working closely with its founder, Robert E. Petersen. Meyer is known for his passion for automobiles, particularly hot rods and historic race cars, and he continues to be an active member of the museum's board. He shared insights and perspective on the museum's evolution and what it brings to the community.



## What initially inspired you to get involved with the Petersen Automotive Museum, and what was your vision for it when it first opened in 1994?

**MEYER:** Cars have always been more than machines to me—they're part of my DNA. My love affair with automobiles started before I could even drive. I was the kid who had *Hot Rod Magazine* folded under my arm like it was the Bible. And who published that magazine? Bob Petersen — my childhood hero. Fast forward a few decades, and I find myself in YPO with the man himself. Life has a funny way of bringing things full circle. Bob was a sharp businessman — savvy, strategic and always ready to seize a good deal. One day, he came across this incredible property: a full city block, just sitting there, waiting for a purpose. It lit a fire in both of us. Our vision wasn't just to create a museum — it was to build a cathedral for car culture, a place that paid tribute to the soul of the automobile.

## Over the past 30 years, what moments stand out as particularly meaningful or transformative for the museum?

**MEYER:** There are two landmark moments etched into my memory. The first was opening day back in 1994. It was the museum's first breath of life. The second was our grand reopening in 2015, post-renovation—that was its moment of transformation. That's when the Petersen stopped being a car museum and became a cultural icon. As for exhibits, Precious Metals was breathtaking — an homage to the most beautifully engineered machines on Earth. And Winning Numbers... well, that exhibit wasn't just about cars, it was about passion, perseverance and the joy of collecting. It hit home on a personal level.

## How has the mission or focus of the Petersen Museum evolved since its inception, and what influenced those changes?

**MEYER:** In the beginning, we didn't know what we didn't know. We were an "automotive museum," plain and simple. But over time, we realized it's not just about having cool cars, it's about the culture. Cars reflect design, politics, innovation — they are stories on wheels.

Today, we're not just an automotive museum. We're a cultural institution. We examine how cars shape our lives and reflect society. We are now a museum with a capital "M".



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MUSEUMS SPOTLIGHT

The museum underwent a major renovation in 2015. What was your role in that transformation, and how do you feel it changed the public’s experience?

**MEYER:** The 2015 redesign was a turning point — and it took a village. My dear friend David Sydorick had the architectural vision, teaming up with Gene Kohn to create something bold, futuristic and unforgettable. But the outside was just the beginning. I knew the soul of the museum needed transformation too. That’s when I brought in Peter Mullin and, most importantly, pushed to hire Terry Karges as Executive Director. I was relentless about it — I knew we needed a visionary leader to truly elevate the institution. Hiring Terry was one of the most pivotal decisions we made. The public didn’t just see the museum differently after 2015 — they felt it differently.

Are there any particular cars or collections in the museum that are especially close to your heart? Why?

**MEYER:** Steve McQueen’s Jaguar XKSS. That car is a legend, a racecar for the road — and it almost wasn’t in our collection. Bob Petersen had his eye on another hot rod, but I managed to persuade him to go for the Jaguar. That car isn’t just beautiful; it’s cinematic history, it’s Hollywood cool, and it’s a masterwork of engineering. Then there’s the Shah of Iran’s Bugatti. I had no clue Bob wanted it, and I went to the auction planning to buy it for myself. But when I saw the Petersen paddle go up, I stepped back. That car... it’s art. The proportions, the mechanical purity — it’s the definition of a rolling sculpture.

What do you hope to see the museum accomplish in the next 10 to 20 years? Are there any specific projects or goals you’re passionate about?

**MEYER:** I want the next decade to be just as extraordinary as the last—and maybe even more daring. What excites me most is the power of the Petersen brand. It’s no longer just tied to a building at 6060 Wilshire — it’s an idea, a movement, a global ambassador for car culture. I envision satellite experiences, global partnerships, cutting-edge exhibitions that push boundaries and start conversations. There are so many untapped opportunities, and the road ahead is exciting.

Looking back, how do you view your personal legacy with the Petersen, and what advice would you give to the next generation of automotive enthusiasts?

**MEYER:** My legacy? I hope it’s one of passion, persistence and belief in the impossible. I didn’t come from wealth. Everything I have, I earned over time — with a deep love for what I do. The last three decades being involved in the Petersen have been rewarding beyond words. I have created so many friendships, met my heroes and started a donor circle called the Checkered Flag that will ensure my passion for the automotive hobby continues far into the future. To the next generation: Stay curious. Stay humble. Stay hungry. Treat every day like it’s your first — and never take your foot off the gas — or as I say, ‘Never Lift.’ To the future collectors: buy what you love, not what the market tells you to love. If it appreciates, great. If it doesn’t, you still win — because passion, in the end, is the real reward.

*Learn more about the Petersen Automotive Museum at [petersen.org](http://petersen.org).*





MUSEUMS SPOTLIGHT

# CLARKE ESTATE

SANTAFESPRINGS.GOV



ADDRESS AND PARKING

10211 Pioneer Blvd.  
Santa Fe Springs

Ample on-site parking is available for guests and event attendees.

KEY EXECUTIVES

Gus Hernandez  
Director of Parks & Recreation  
(562) 863-4896  
gustavohernandez@santafesprings.gov

René Bobadilla, P.E.  
City Manager  
(562) 868-0511  
rbobadilla@santafesprings.gov

MUSEUM MISSION

To preserve and celebrate the architectural legacy of the Clarke Estate and honor the civic spirit of its original owner, Ms. Chauncey Clarke — a founder of the Hollywood Bowl and organizer of the 1932 Los Angeles Olympics — by offering a historic, elegant venue for cultural enrichment, education and community connection.

KEY BOARD MEMBERS

The Clarke Estate is operated by the City of Santa Fe Springs. The City Council serves as its governing body.



Does the museum have event/function space available to host corporate events?

Yes. The Clarke Estate is an exquisite venue for corporate gatherings, retreats, galas and community fundraisers. Its historic ambience and beautifully landscaped grounds offer a memorable experience for business and civic events.

What are some of the ways businesses and business leaders can support and/or get involved with the museum?

Local businesses and leaders can support the Clarke Estate by sponsoring events, booking the venue for private or corporate functions, or contributing to preservation efforts. Event sponsorships are accepted through Santa Fe Springs Community Programs, Inc., the official nonprofit partner of the City dedicated to supporting local enrichment programs and historic preservation.

Why is the Clarke Estate an

important part of Southern California’s cultural and architectural history?

The Clarke Estate, designed by renowned architect Irving Gill in 1919, is one of Southern California’s finest examples of early modernist architecture. Beyond its design, it reflects the legacy of Ms. Chauncey Clarke—a visionary civic leader whose contributions helped shape regional culture, from the founding of the Hollywood Bowl to the 1932 Olympics. The Estate stands as a symbol of timeless elegance, civic spirit and community pride.

What makes the Clarke Estate a distinctive venue for businesses looking to host meaningful events?

The Clarke Estate offers more than just a beautiful setting—it provides a sense of history and purpose. Hosting an event here allows businesses to align themselves with cultural preservation and community engagement. Every gathering becomes part of a legacy, leaving a lasting impression on guests while supporting a treasured historic landmark.

# HERITAGE PARK

SANTAFESPRINGS.GOV



ADDRESS AND PARKING

12100 Mora Drive  
Santa Fe Springs

Free public parking is available adjacent to the park grounds.

KEY EXECUTIVES

Maricela Balderas  
Director of Community Services  
(562) 692-0261  
maricelabalderas@santafesprings.gov

René Bobadilla, P.E.  
City Manager  
(562) 868-0511  
rbobadilla@santafesprings.gov

MUSEUM MISSION

Heritage Park is a historic site that preserves and interprets the cultural layers of Santa Fe Springs. It features restored 19th-century ranch buildings, a Tongva/Gabrieliño exhibit, a vintage A.T.& S.F. steam locomotive, and adobe ruins from the Mexican era beside the Carriage Barn Museum.

KEY BOARD MEMBERS

Heritage Park is operated by the City of Santa Fe Springs. The City Council serves as its governing body.

What makes Heritage Park a cultural gem in Southern California?

Heritage Park is a living history site featuring a restored 1880s Carriage Barn museum, a working tankhouse windmill, a Victorian-style plant conservatory, and a railroad exhibit with a vintage A.T.&S.F. steam locomotive. Visitors can explore Tongva/Gabrieliño history, adobe ruins from California’s rancho period, and artifacts from the city’s early days as a rail and agricultural hub.

What is the historical significance of the Carriage Barn Museum at Heritage Park?

Heritage Park’s Carriage Barn once housed horses and carriages. Built in the Carpenter Gothic style, it was the most expensive barn in Los Angeles County in its day. Originally constructed in 1880 and reconstructed in 1987 using photographs taken a century earlier, the barn now serves as a museum filled with artifacts and memorabilia. Exhibits highlight the diverse people and eras of the area — including the Indigenous Tongva/ Gabrieliño, the Ontiveros family of the Rancho era, and life in the 1880s — with displays on schooling, farming and homemaking. The museum also features artifacts uncovered during the park’s excavation, offering a deeper look into the everyday lives of those who once lived in the region.

What makes Heritage Park’s exhibits stand out from other historic sites?

Heritage Park uniquely blends natural beauty with immersive history — including a full-scale railroad exhibit featuring a restored A.T.&S.F. steam locomotive, depot, replicated refrigerated boxcar, and caboose. It tells the story of how rail transformed the local economy, even inspiring the city’s name change from Fulton Wells to Santa Fe Springs in the 1870s.



Are there any special exhibits on the calendar over the next year that our readers should know about?

Each spring, Heritage Park hosts the City’s annual ArtFest, one of Southern California’s premiere art festivals. The entire park, including the historic Carriage Barn, railroad exhibit, adobe ruins, and Tongva/Gabrieliño interpretive site, remains open during the event, offering guests a rare experience where art and history converge. Thousands attend to enjoy live music, curated exhibits, hands-on workshops, and cultural performances in a truly immersive setting. And in October, the park transforms into a spooky landscape for Lantern Tours — a guided nighttime walk through the grounds featuring eerie tales and scary stories at each exhibit.

How does Heritage Park serve as an educational resource for the community?

Heritage Park offers immersive, curriculum-based programs for local schools and youth groups, bringing history to life through hands-on exhibits, docent-led tours, and interactive storytelling. Students explore topics ranging from early California ranch life to Indigenous heritage and railroad expansion — making the park a living classroom that connects past and present.



# THE MOB MUSEUM

*The National Museum of Organized Crime and Law Enforcement*

[THEMOBMUSEUM.ORG](http://THEMOBMUSEUM.ORG)



**ADDRESS AND PARKING**

300 Stewart Avenue  
Las Vegas

Parking is available.

**KEY EXECUTIVES**

Jonathan Ullman  
*President & CEO*

Sabine von Henning  
*Senior Director of Development and Sales*

**MUSEUM MISSION**

To advance the public understanding of organized crime’s history and impact on American society.

**KEY BOARD MEMBERS**

Oscar B. Goodman, *Chief Visionary*, The Mob Museum; *former Mayor of Las Vegas*

Steve Martinez, *Chairman of the Board* former SVP of Global Security, MGM Resorts International; *former Executive Assistant Director and Special Agent in Charge for the Las Vegas Field Office, FBI*

Shelley Berkley, *Las Vegas Mayor and former congresswoman*

**What are some of the ways businesses and business leaders can support and/or get involved with the museum?**

Named a “Best Museum” by U.S. News & World Report, The Mob Museum in Las Vegas welcomes over 400,000 visitors annually. Forward-thinking business leaders can amplify their philanthropic impact by partnering with the Museum to support a wide range of initiatives, from our educational programs and community outreach to our digital content reaching global audiences.

**Are there any special exhibits on the calendar over the next year that our readers should know about?**

The Mob Museum has an ongoing list of compelling events, guest speakers and public programs throughout the entire calendar year. More information can be found at [TheMobMuseum.org/events](http://TheMobMuseum.org/events).

**Does the museum have event/function space available to host corporate events?**

The Mob Museum offers over 25,000 square feet of indoor and outdoor event spaces, available for private and corporate events, including a 1920s Prohibition-era speakeasy and distillery, The Underground at The Mob Museum.

**Are there any corporate sponsorships and naming opportunities for businesses to get involved with?**

Absolutely. There are numerous ways to collaborate. From the Museum’s public programs, educational outreach, and Inside the Life podcast, to naming rights and more, connect



with us and let’s see how we can partner on a compelling, thoughtful and mutually beneficial initiative. For more information on memberships, sponsorship opportunities and major gifts, please call (702) 724-8644.

**What options exist for membership? (example: lifetime memberships, annual memberships, VIP experiences, etc.)**

We offer a variety of annual memberships, including our Inner Circle, which provides VIP access, exclusive events and behind-the-scenes experiences. It’s a unique opportunity for individuals and organizations that want to deepen their engagement with the Las Vegas community.

**What would you like readers to know about how museums are being impacted by the state of the economy? How can they help?**

Museums thrive when communities stay engaged. Simply visiting, and encouraging others to visit, helps sustain cultural institutions. Your support, presence and advocacy make a real difference.



## UNCOVER THE REAL STORIES OF ORGANIZED CRIME AND LAW ENFORCEMENT

**Voted One of America’s Best Museums — U.S. News & World Report**

**THE MOB MUSEUM**

**PLAN YOUR VISIT TODAY**  
[themobmuseum.org](http://themobmuseum.org) • Downtown Las Vegas



# BATTLESHIP USS IOWA MUSEUM

PACIFICBATTLESHIP.COM



With Phase One of the museum expansion on the horizon, now is the time to join Battleship USS IOWA Museum in making history.

# BATTLESHIP USS IOWA

Fun for the whole family. Take a crew-led tour, find Vicky the dog, and enjoy food and drinks right on the L.A. Waterfront.



**EDUCATION ★ VETERANS ★ COMMUNITY**





# PALOS VERDES ART CENTER

Beverly G. Alpay Center for Arts Education  
PVARTCENTER.ORG

**PVAC**  
PALOS VERDES ART CENTER  
Beverly G. Alpay Center for Arts Education

ADDRESS AND PARKING

5504 Crestridge Road  
Rancho Palos Verdes

Free onsite parking.

KEY EXECUTIVE

Daniela Saxa-Kaneko  
CEO/Executive Director

What are some of the ways businesses and business leaders can support and/or get involved with the museum?

PVAC forms partnerships to support our exhibition and outreach programs with content and fiscal support.  
Visit our Community Partners page at [pvartcenter.org](http://pvartcenter.org) for details.

MUSEUM MISSION

Founded in 1931, Palos Verdes Art Center strives to make art accessible through free exhibitions, affordable classes in all media, scholarships, elementary school-based art education and artist residencies, special education for low income and at-risk youth, outreach partnerships in the community, and support for our artist groups.

Are there any special exhibits on the calendar over the next year that our readers should know about?

PVAC curates and presents over ten art exhibitions annually featuring local and regional artists in all media. Upcoming exhibitions include *Guillaume Zuili: The American Years*, a love poem to the French-born photographer's adopted city of Los Angeles, featuring alter-



native process film photography opening this September. Also on view will be a survey show of resin sculpture by Eric Johnson, an exemplar of the Los Angeles Light and Space and Finish Fetish movements. *Now Trending: 10th Annual Alpay Scholarship Exhibition*, open to students enrolled in Southern California colleges, will exhibit next June. All our exhibitions are also archived online in their entirety. Art education is the core of our mission. The Studio School at Palos Verdes Art Center offers youth, beginning, intermediate and advanced level courses for all ages. Courses in various media mediums such as painting, printmaking, ceramics, drawing and illustration, art theory, digital design and more can be found in our academic course catalog.

Who should executives contact to make financial contributions to the museum?

Daniela Saxa-Kaneko, CEO/executive director at [dsk@pvart.org](mailto:dsk@pvart.org).

Does the museum have event/function space available to host corporate events?

PVAC offers a spectacular venue for your

event or meeting. Located at the top of the beautiful Palos Verdes Peninsula, PVAC offers many unique event spaces including the expansive Atrium and our art galleries.

Is the museum seeking new board involvement from business leaders and philanthropists? If so, how does one get involved?

Our board of trustees serves annually from July to June. Contact Daniela Saxa-Kaneko, CEO/executive director at [dsk@pvart.org](mailto:dsk@pvart.org) for information.

Are there any corporate sponsorships and naming opportunities for businesses to get involved with?

Yes, contact Scott Andrews, communications director at [sandrews@pvart.org](mailto:sandrews@pvart.org).

What options exist for membership?

Annual memberships provide art class discounts for individuals and families, beginning at \$50 and \$60 and range to \$5,000 for Art Patrons, who receive bespoke activities and VIP attendance at special events.

# We build community.

Making the visual arts available, accessible, and affordable since 1931.  
[pvartcenter.org](http://pvartcenter.org)





Palos Verdes Art Center / Beverly G. Alpay Center for Arts Education