

Cultural Treasures Market at NHM Event Guide



Event Details

This holiday season, NHM is proud to partner with LA Commons to present the Cultural Treasures Marketplace at NHM, a celebration of the rich cultural traditions, creativity, and resilience of the artisans, vendors, and small businesses of South Los Angeles and Altadena. More than a holiday celebration, this marketplace is a community response to the 2025 LA Wildfires, uplifting Angelenos who help our neighborhoods heal and thrive.

About Cultural Treasures of South LA

Rooted in the work of Promise Zone Arts South LA, a community-driven cultural asset mapping initiative led by LA Commons and the City of Los Angeles, these marketplaces shine a light on the Cultural Treasures that residents have identified as important to the fabric of South LA. The Cultural Treasures Market uplifts the Black and brown artists, organizations, and businesses within South LA, providing them a platform to share their wares *to community, in community*. With strong historic ties between South LA and Altadena, this Cultural Treasures Market is sure to be steeped in an abundance of culture and community!



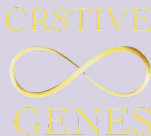
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Zone Schedule and Details

Food Vendors | NHM Community Plaza

Crenshaw Juice Co. 	Refuel with authentic cold-pressed juices produced in organic batches every morning. Crenshaw Juice Co. does not use HPP preservation methods nor add any sweeteners or additives. All of their recipes are carefully crafted to achieve the best balance of ingredients, producing a delicious and nutritious beverage that is great for the mind, body, and soul.
Dulanville 	Experience the best of two great brands coming together in this dual-branded food truck. Dulanville offers the very best in classic soul food from Dulan's on Crenshaw and authentic Nashville Hot Chicken from Hotville Chicken.
Fuegos LA 	Savor a taste of Argentina! Fuegos LA is a casual gourmet Argentinian restaurant where community is celebrated through the sharing of culture. Be sure to grab their delicious empanadas made with love.
Rincon Hondureno 	Share a taste of tradition with a flavorful selection of classic Honduran bites. Join them for warm, handmade baleadas and comforting rice and beans served with sweet plantains. To complement the menu, they'll be serving refreshing <i>aguas frescas</i> and cozy, traditional drinks like creamy corn <i>atol</i>.

Plaza Marketplace | NHM Community Plaza

Name	Introduction
Cr8tive Genes 	Adorn yourself with handcrafted waist beads, jewelry, and small artistic pieces. Each creation is made with intention, color, and cultural meaning, and is designed to celebrate beauty, confidence, and personal expression. Market-goers can expect unique, vibrant adornments and art that carry both style and spirit.

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<u>LA Commons</u>  LAcommons 25	LA Commons is the proud partner of the Cultural Treasures Market, an organization that engages communities in artistic and cultural expression. Their mission is to tell unique stories and serve as the basis for dialogue, interaction, and a shared understanding of Los Angeles. Through community-based art programs centered on youth leadership development, they help diverse neighborhoods create dynamic public art that builds connection and promotes healing. Activity: Stop by to decorate a canvas shopping bag! <i>(While supplies last).</i>
LA librería Bookstore BOOKS EN ESPAÑOL LA libRería • BOOKSTORE • BOOKFAIRS • SCHOOLS & LIBRARIES • West Adams, Los Angeles.	Browse a carefully curated catalog of thousands of children's literature titles in Spanish, specializing in imported books from fine publishing houses in Latin America and Spain. They carry fiction and non-fiction for ages 1-15, as well as illustrated albums, poetry, graphic novels, and comics. The high-quality editions reflect the rich culture, history, and ethnic and linguistic diversity of Spanish-speaking communities.
Mayana's Body Butters Inc. 	Treat your skin to all-natural, luxurious whipped butter blends. Mayana's Body Butters began as a mother's act of care for her daughter's eczema-prone skin, growing into a community-loved, natural healing brand. They blend clean, premium ingredients chosen for their restorative, soothing benefits, delivering rich moisture with a luxurious, melt-on-contact application.
Queen Aminah Clothing QUEEN AMINAH'S CLOTHING	Explore an African-centered clothing, art, and jewelry store located in Leimert Park. They also sell West African wares, such as antique masks and sculptures, offering items steeped in culture and heritage.
Reparations Club REP CLUB	Check out this Black-owned and woman-owned concept bookshop and creative space curated in Los Angeles. They carry an assortment of titles, a commitment to spotlighting writers of color, and a curated selection of records and other unique finds.

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Rhythms of The Village 	Shop a variety of cultural items from this cultural hub, including handcrafted African goods, natural body products, art, and apparel. Their mission is to preserve heritage, promote healing, and uplift Altadena through culture, creativity, and togetherness with their community-centered creations.
Shady Business Mobile 	Find a curated collection of more than 100 bold, unique, and sophisticated UV400 eyewear for adults and children. Recently, they added Maasai-made jewelry from Tanzania (East Africa) and a huge array of Crocs charms, also known as Jibbitz.
SIKA x QUEEN MIDAS GOLD 	Discover 14k gold jewelry, African-made goods, art, clothing, and handmade shea butter from this family-founded legacy shop. Their mission is to preserve culture and support the community through intentional, high-quality pieces inspired by the African diaspora.
Soul Food Candle Company 	Smell the scent-driven nostalgia with candles that tell stories about where they come from, who raised them, and the little moments that make us feel at home. Known for bold, soulful scents with names that spark conversation—like Plátano Más Duro or Thick Like Cornbread—these candles blend culture, memory, and vibes that hit close to the heart.
The Blk Craftsroom 	Get hands-on at this pop-up arts studio, which brings hands-on, culturally-rooted creative experiences to the community. They teach folks how to make dope, useful things—from linocut prints to incense to fiber art—while giving them space to slow down, tap in, and create something super dope!
Yayi's Hats	What's a Yayi? Yayi's are handmade, one-of-a-kind crocheted hats for all heads. They are uniquely designed to add an extra flavor to any outfit.

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Zakruu 	Celebrate Oaxacan culture and Zapotec roots with beautiful clothing and accessories. This family-owned business, started by Indigenous women, was founded on their love for their culture and their desire to share their heritage.

Music| NHM Commons Community Plaza

Name	Introduction	Schedule
DJ Adé 	Groove to the sounds of DJ Adé, a selector, cultural historian, and community-rooted artist. He channels the energy of underground Black dance music through live sets, curated compilations, and immersive sonic installations. A lifelong student of culture and resistance, he was raised in Mattapan after migrating from Ayiti, and treats sound as sacred lineage—an act of remembering, a method of movement, and a ritual of return.	12 PM - 5 PM

Art Market | NHM Commons Theater

Vendors	Introduction
Cynthia Navarro Illustration 	Find digital and watercolor illustrations by Cynthia Navarro from South Central LA, who specializes in creating narratives that center Latinx people of color. Through her work, she highlights the shared experiences of first-generation families in the United States and celebrates the rich folklore and traditions of Michoacán, Mexico. She also works with Self Help Graphics & Art to bridge more opportunities for art education across Los Angeles.

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Las Chicas Peligrosas 	Shop bold illustrations and prints from Jackie Hernandez (They/She), a first-generation, queer Latinx artist based in Los Angeles. Also known as Las Chicas Peligrosas, the artist transforms stories into visually compelling illustrations that represent diverse cultures, neighborhoods, and community members. She utilizes various art forms, including printmaking, murals, and digital illustration, to share her unique perspective.
Kalli Arte Collective 	Discover original printmaking, gallery exhibitions, art installations, and unique designs from this family artists' collective based in Boyle Heights. Started by two self-taught artists, Adriana Carranza and Alfonso Aceves, and their four children, Kalli Arte is dedicated to speaking directly to their community and beyond through their originally designed and made artwork.
King Cre8 	Explore incredible masterpieces from Eric "King Cre8" Walker, who has been producing artwork since the early 1980s. He uses aerosol paint, acrylics, markers, and more to create a visual impact at many levels through strokes, blends, splatters, and controlled lines of calculated precision. King Cre8 also provides creative support to those in need through art therapy, and his art has been exhibited at major institutions such as LACMA, MOCA, and the Getty Museum Research Institute.
Self Help Graphics & Art 	Visit this institution, founded in 1970 in the heart of East Los Angeles, which is dedicated to the production, interpretation, and distribution of prints and other art media by Chicana/o and Latina/o artists. Their multidisciplinary and intergenerational programs promote artistic excellence and empower the community by providing access to space, tools, training, and capital.
World of Willkapedia 	Immerse yourself in the unique universe of Willie Thomas, a self-taught artist hailing from Compton. His artwork, which often features a 2D animation style, celebrates Black identity, skin tones, queer culture, and women. Through his creations, including unique prints, original creations, stickers, and clay sculptures, Will aims to uplift communities that are frequently misrepresented in contemporary society and serve as a bridge across diasporas.

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Other Event Information

ADMISSION

The Cultural Treasures Market takes place in NHM Commons, which is free and open to all. A separate General Admission ticket is required for access to the Museum's main galleries and exhibitions.

PARKING INFORMATION

Limited paid parking will be available in the NHM Car Park on Bill Robertson Lane. Additional parking is available in the BLUE STRUCTURE PARKING LOT at 700 Exposition Park Dr, Los Angeles, CA 90037. For more information, see [Parking and Directions](#).

ACCESSIBILITY

We aim to make NHM an exciting, educational, and enjoyable experience for everyone. If you have any questions about your visit and our services, contact our Call Center at 213.763.3466 or info@nhm.org. ASL Services will be provided for talks taking place in the Commons Theater. For more information, see [Accessibility](#).