



United Nations
Educational, Scientific and
Cultural Organization

Creative Cities Network

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Santa Fe

UNESCO City of Crafts and Folk Arts



The exchange of goods, ideas and know-how is deeply rooted in the city of Santa Fe, spanning from trade fairs that were attended by early Pueblo Indians and Mexico's indigenous population, the Camino Real and the Santa Fe Trail, to Santa Fe's Design Week and International Folk Art Market. The city continues to evolve as a hub for cultural industries as artists, visionaries, entrepreneurs and countless visitors come to Santa Fe to be inspired by and to take part in a rich and unique aesthetic tradition.

Fast facts

- University of New Mexico's Bureau of Business and Economics Research has shown that Santa Fe's community of 70,000 has more cultural enterprises per capita, than any other city in the United States.
- The creative industries as a whole account for \$1.1 billion in economic activity annually and employ one out of six workers in the city.

Folk art influences

Folk art traditions in Santa Fe date back to the pueblo cultures of the Rio Grande, and from there to the Spanish colonization in the late 16th Century.

Traditions are strong in pottery making, weaving, basketry, bead-work, jewelry, wood-carving and tinwork. Community-based living traditions are the basis of the culture life/industry of folk art that makes Santa Fe unique in the United States.

Santa Fe.

A level of worldwide recognition in art, craftwork and manner of expression that speak to the uniqueness of the

design elements that have been associated with Santa Fe for almost 400 years.

Cultural assets

Museum of International Folk Art – opened in 1953, boasts the largest international folk art collection in the world with more than 130,000 objects from six continents and over 100 nations.

Santa Fe International Folk Art Market:

- 95 artists from 34 countries exhibited and sold their original folk art works;
- Total sales amounted to 1,750,000 USD;
- An estimated 17,000 adults and children (Santa Fe residents and visitors alike) attended the Market;
- 510 volunteers from throughout the Santa Fe community and beyond contributed energy, creativity, and enthusiasm;
- Nearly 12,000 people visited the Museum of International Folk Art during folk art market weekend, while some 3,900 visited the Museum of Indian Arts & Culture.

Santa Fe Design Week – “eight-day week of events,” designed to cultivate design with rich and unique folk art influences, bring about dialogue and open national and international markets to design products.

Green Design Santa Fe – one week of events (including both weekends), celebrates innovative green and sustainable design. Brings together visionary practitioners in the fields of “whole-systems,” water conservation, renewable energy, permaculture and biomimicry.

Economic impact

“Training and Building Markets with International Folk Artists” – brings together 75 artists and translators for two days prior to Market to attend UNESCO-sponsored program to teach artists marketing and sales skills.



Santa Fe.