

**2016 - 2020 MONITORING REPORT, CITY OF SANTA FE, NM
USA
City of Santa Fe, New Mexico USA | Crafts and Folk Art**

UNESCO Creative Cities Network



United Nations
Educational, Scientific and
Cultural Organization



UNESCO Creative Cities Network
Member since 2005

**RESPONSIBLE AGENCY:
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EXECUTIVE SUMMARY

Santa Fe continues to be a vital center of the arts in the United States. In 2020, it was named the most creative small city in America by the Western States Arts Federation (WESTAF), based on their Creative Vitality™ Index ranking of cities with populations under 500,000. Southern Methodist University DataArts (SMU DataArts) also found that Santa Fe was first in United States Medium Cities (population 100,000 to 1 million) in its sixth annual Arts Vibrancy Index (September 2020).



Figure 1 Most creative small American city, 2020 Creative Vitality Index

These recognitions are the result of a history that started thousands of years ago with Native Americans living in the region. Spanish Colonial settlers brought other cultural traditions when they established the City of Santa Fe in the early 17th century. After New Mexico became a state in

1912, there was a new effort by Anglo immigrants to the area to organize cultural institutions and recognize artists. This resulted in today's unusual depth of creativity, enhanced by businesses and organizations that present the arts to the community and its visitors. Appreciation for the arts and the unique cultural mix of Santa Fe and New Mexico continue to draw artists and residents to the community.

A Platform for Cultural Sector Development and International Recognition of Santa Fe

Through its membership in the UNESCO Creative Cities Network (UCCN), Santa Fe commits to supporting and growing the essential elements that keep northern New Mexico's unique culture developing and evolving over time. UNESCO's goals and the work of other Creative Cities provide inspiration and guidance for the City to be a leader among global cities. Santa Fe is working toward the following goals:

- I. Expand Santa Fe's reputation as a center of arts and creativity and grow the economic impact of arts and culture,
- II. Participate with other UCCN members to strengthen the creation and production of the arts and enhance local quality of life through participation in arts and culture,

- III. Participate in meetings and conferences that provide opportunities for showcasing the work of Santa Fe artists and arts organizations, sharing Santa Fe's depth of experience in developing the creative industries and urban development projects; and
- IV. Facilitate and participate in international exchanges that promote recognition of local art forms and technologies and learning between artists and the public.

Santa Fe Institutions Supporting Traditional Art Forms

Many institutions in Santa Fe have a role in promoting Santa Fe's artists and creativity. Crafts and folk art flourish in the City. Some of the larger entities that present traditional art forms to the public are the International Folk Art Market (IFAM), which hosts the sale of high quality crafts from around the world; the Southwestern Association for Indian Arts (SWAIA), presenter of the renowned Indian Market; the Museum of International Folk Art; the Museum of Indian Arts and Culture; and the New Mexico History Museum/Press at the Palace of the Governors.

This report summarizes a selection of activities presented by these institutions. Activities include creative economy building through the major art markets hosted in the summer and new innovations in virtual environments. Folk art artists across the world have benefited with the exposure of the International Folk Art Market and have developed new practices that expand creativity and protect cultural traditions. Institutions have supported professional opportunities and learning for individuals through international exchanges.

Major Local Initiatives

The government of the City of Santa Fe recognizes the importance of supporting arts and culture with planning and critical infrastructure.

Local Planning: Culture Connects: Santa Fe, a community-wide cultural plan, was developed in 2016 through an immersive engagement with the public that included a survey, public gatherings, and interviews. Themes of the plan are People, Places, Policies, and Practices. Every facet of the community's culture was explored, and numerous strategies and ideas were developed for shaping the future.

Affordable Housing: Santa Fe has experienced a great need for affordable housing for artists for decades. Over the past eight years, a plan was formed that led to the development and current construction of the Siler Yard Arts + Creativity Center. This

new hub for creativity is projected to house 130 or more residents in 65 one-, two- and three-bedroom apartments starting in 2021.

Youth Exchange Program

The Santa Fe Sister Cities Committee has continued to forge meaningful cultural ties with Icheon, S. Korea. Their noteworthy work resulted in a group of Santa Fe High School musicians visiting Icheon to participate in an international concert.

Collaboration with Other U.S. Creative Cities

Recognizing the opportunity to create greater awareness of the UCCN, the Creative Cities of the United States have begun to work together to promote their designations. Santa Fe representatives have participated in gatherings of the cities both in person and online. The collaborations will be expanded in the next four years.

COVID-19: Support for Artists and Innovations

The COVID-19 pandemic caused a great loss of income for artists. The community came together through the leadership of the Santa Fe Arts and Culture Department to support local artists financially and through employment and professional development. Initiatives were also developed to continue the support of artists who have depended on large in-person summer markets for sale of their work.

Santa Fe's major markets have always operated as summer events with festival atmospheres. COVID-19 forced virtual approaches to delivering the markets. The markets developed new strategies such as SWAIA's new virtual reality platform, NDN (Indian) World. SWAIA also leaped into capacity building efforts, helping artists to develop websites so they could sell their work when the in-person market was cancelled. New fundraising strategies by IFAM and its donors found resources to continue supporting folk artists.

Action Plan 2021-2024

The action plan for the next four years is focused on post-pandemic rebuilding of cultural events and the further development of innovations that began during the pandemic. Collaboration that was started over the last four years between Creative Cities Network members in the United States will be expanded. The Siler Yard Arts + Creativity Center will establish an active and sustainable community of creative people, becoming a central hub that joins emergent arts organizations in an industrial area of the city.

GENERAL INFORMATION

Santa Fe, New Mexico
United States
Crafts and Folk Arts
December 31, 2020
City of Santa Fe Arts & Culture Department
Previous Reports Submitted: 2016
Focal Point of Contact: Pauline Kanako Kamiyama

CONTRIBUTION TO THE PROGRAMME'S GLOBAL MANAGEMENT

- UCCN Annual Conferences (4) and Summits Attended (1)
(Sub-network gatherings at the Annual Conferences were frequently chaired by Santa Fe's representative, Peter Ives.)
 - 2016 UNESCO Creative Cities Beijing Summit II
 - 2016 Östersund, Sweden
Presentation made by Peter Ives on *Culture Connects*, a City plan that speaks to sustaining culture and resolving conflict.
 - 2017 Enghien-les-Bains, France
 - 2018 Krakow and Katowice, Poland
 - 2019 Fabriano, Italy

- Crafts and Folk Arts Sub-network Meetings Attended (2)
 - 2017 Paducah, Kentucky, US
 - 2018 Icheon
 - 2019 Kanazawa – unable to attend due to a cyclone

- 2018 Weifang, China, pre-application visit with other Crafts and Folk Arts cluster members

- American UCCN Cities Meetings
 - 2018 Iowa City, Iowa
 - 2019 San Antonio, Texas

- Hosted 2006 UCCN meeting

- Hosted 2008 UCCN Annual Conference (Santa Fe International Conference on Creative Tourism)

MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL AND CITY LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN

A Hub of Creativity: Siler Yard Arts + Creativity Center

- *UCCN Objective: Developing hubs of creativity and innovation and broadening opportunities for creators and professionals in the cultural sector and integrating culture and creativity into local development strategies and plans.*
- *2030 Agenda for Sustainable Development*



Figure 2 Siler Yard Arts + Creativity Center Architectural Rendering, AOS Architects

The Siler Yard Arts + Creativity Center is a 65 unit live/work apartment complex under construction in 2020 and slated to be completed in 2021. This affordable housing complex, an \$18.8 million project built on land donated by the City government with a federal subsidy and other funding sources, will house Santa Fe artists and cultural workers who qualify under federal low income housing guidelines. The apartments were designed in collaboration with the input of local artists to make them functional living and work spaces. A solar array will provide electricity, resulting in a net-zero energy project. Water harvesting has also been designed into the complex. A building housing shared workspace and equipment will be developed in the future to support the growth of small businesses.

This project meets several goals of the 2030 Agenda for Sustainable Development. It will house people who have experienced poverty and food insecurity (goals 1 and 2); the solar array addresses goal 7's call for affordable and clean energy; and it is part of making Santa inclusive, safe, resilient, and sustainable, as stated in goal 11.

Local Development Strategy: *Culture Connects: Santa Fe*

- *UCCN Objective: Integrating culture and creativity into local development strategies, policies and plans.*



Figure 3 Participants in Culture Connects: Santa Fe public engagement process.

Photos courtesy of (from left to right): Chrissie Orr, Chris Hanna, Chris Hanna, Chris Hanna, Juan Rios, Juan Rios, Xochitl Chavez, Xochitl Chavez,

In 2016, the City of Santa Fe hired Creative Strategies 360° to develop a community cultural plan to shape the future of Santa Fe. It is titled *Culture Connects: Santa Fe*. An extensive public engagement process was used to investigate the meaning of culture to the community through a survey, community gatherings, and interviews. A *Cultural Cartography* was developed based on four themes for moving forward. “People” prioritizes young people and cultural workers; “Places” prioritizes neighborhood revitalization and transforming underutilized spaces; “Practices” prioritizes equity in the community, the cultural sector’s capacity, and conserving the community’s cultural heritage; and “Policies” prioritizes integration of culture into the local government, optimizing city investment in the cultural sector, and strengthening the role of culture in education.

MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY AND INTERNATIONAL COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN

Initiative to Expand Creativity and Protect Cultural Traditions International Folk Art Market

- *UCCN Objective: Strengthening the creative economy, notably through the creation, production, distribution and enjoyment of cultural goods and services.*

➤ *2030 Agenda for Sustainable Development*

Over the last four years the International Folk Art Market has increased its focus on the future of folk art by reviewing applications from artists in a system of new categories. This effort is directed at the expansion of creativity while at the same time protecting cultural traditions. Results include adding a contemporary element to traditional craft forms, sustaining the planet and traditions, promoting the use of recycled materials, and supporting the growth of women’s cooperatives. The new categories used to evaluate applications for the Market are:

- Innovation
- Sustainability
- Women’s Empowerment
- Protecting the Environment
- Maintaining Traditions

Initiatives Offering Professional Opportunities and Learning

Icheon, S. Korea artists sell ceramics at International Folk Art Market, 2016, 2017, 2018

A close relationship has formed between Santa Fe and Icheon, S. Korea. In addition to a number of exchanges between the two cities, Icheon ceramic artists have found opportunities to sell their work through galleries in Santa Fe since 2011 and at Santa Fe’s International Folk Art Market starting in 2013.

Santa Fe Paper-making Artist works with Fabriano, Italy Artist, 2019



Figure 4 Thomas Leech of Santa Fe working in Fabriano, Italy

➤ *UCCN Objective: developing hubs of creativity and innovation and broadening opportunities for creators and professionals in the cultural sector.*

Thomas Leech, paper-maker and printer, Curator of the New Mexico History Museum and director of the Press at the Palace of the Governors, collaborated with Giorgio

Pellegrini, Director of the Museo della Carta e della Filigrana (Museum of Paper and Watermarks) in Fabriano, Italy. In a two-week visit in 2019 they cemented the relationship between the two institutions and shared their expertise and love of paper-making traditions. Mr. Leech researched paper made in Italy that is in the New Mexico History Museum's collection, and worked with Fabriano paper-makers to prepare 900 sheets of paper for a reprint of Hands, by Bruno Carusso. Mr. Leech also participated in the UCCN Annual Meeting, which coincided with his professional exchange visit.

Public Art Collaboration by Haitian and Santa Fe Artists, 2018



Figure 5 "Seabed" by Serge Jolimeau and Jeremy Thomas

The Santa Fe Folk Art Alliance commissioned Haitian artist Serge Jolimeau and Santa Fe artist Jeremy Thomas to create an archway/gateway structure to be installed in Santa Fe on City property and “serve as a real and symbolic gateway to the world.” The City of Santa Fe provided funding for the project. Mr. Jolimeau works in a traditional form using

recycled oil drums. Mr. Thomas is also a metal worker. Mr. Jolimeau's sculpture was framed and installed by Mr. Thomas in a Santa Fe municipal park.

Student Exchange

Santa Fe Youth Perform in 2019 Global Sister Cities Youth Orchestra Festival, Icheon, S. Korea

- *UCCN Objective: improving access to and participation in cultural life, notably for marginalized or vulnerable groups and individuals, and fostering youth engagement and gender equality.*

Santa Fe sent a nine-member student group to Icheon, S. Korea to participate in a Global Youth Music Concert, along with groups from ten of Icheon's Sister Cities.

Participants included Creative City Paducah, Kentucky. The students, from all over the world, showcased musical compositions from each of the Sister Cities during the final orchestral performance on August 2, 2019.

During the 2020 Sister Cities Virtual Annual Conference, Santa Fe received an award for Innovation in Youth and Education (population category 25–100k). According to Sister Cities International, "[t]he Innovation Awards recognize the accomplishments of outstanding community and individual sister city programs that promote peace through mutual respect, understanding, and cooperation...."



Figure 6 Santa Fe high school student group that visited Icheon

Collaboration with other UCCN cities

YouTube Channel and Social Media Collaboration Between U.S. Creative Cities

- *UCCN objective: bolstering awareness-raising on the UCCN, as well as enhancing the impact of culture and creativity in sustainable urban development and supporting research, analysis and dissemination in this particular field.*

This collaboration is designed to highlight the work of the Creative Cities in the United States. As of late 2020, five of the nine cities, including Santa Fe, provided videos available for the public to watch on the Paducah Visitors Bureau YouTube channel. See “Meet the US Creative Cities.”

Members of this collaboration also work together on creating awareness of events through their social media platforms.

PROPOSED ACTION PLAN 2021-2024

Goals

- I. Expand Santa Fe’s reputation as a center of arts and creativity, and grow the economic impact of arts and culture.
- II. Participate with other UCCN members to strengthen the creation and production of the arts and enhance local quality of life through participation in arts and culture.
- III. Participate in meetings and conferences that provide opportunities for showcasing the work of Santa Fe artists and arts organizations, sharing Santa Fe’s depth of experience in developing the creative industries, and urban development projects.
- IV. Facilitate and participate in international exchanges that promote recognition of local art forms and technologies, and learning between artists and the public.

Local Initiatives, Programs & Projects

A. Siler Yard Arts + Creativity Center

- *UCCN Objective: Developing hubs of creativity and innovation and broadening opportunities for creators and professionals in the cultural sector.*

Development of Siler Yard will continue during the next four years. Construction on the 65 residential apartments is scheduled to be complete at the end of 2021. Still to be planned and built after that is a shared resource center likely to provide shared equipment and programming.

Outcomes and Impacts

- 1) The community of residents living on a 5-acre site will foster creativity and innovation.
- 2) A training and support program for the artists and creative professionals residing at Siler Yard will develop entrepreneurial activity and strengthen the creative economy.

B. NDN (Indian) World Virtual Reality Experience for Engaging with Native American Artists

- *UCCN Objectives: Strengthening creative economy, notably through the creation, production, distribution and enjoyment of cultural goods and services.*
- *Developing hubs of creativity and innovation and broadening opportunities for creators and professionals in the cultural sector.*

In a newly developed virtual reality world, a rich environment is offered for the public to interact with Native American artists through avatars. Users may view exhibits, make or listen to presentations, view traditional dances and regalia, and generally experience the artists' culture. Developed by SWAIA, presenter of the almost 100-year old Indian Market in Santa Fe, this is also a venue for all the art media shown and sold at the traditional market on the Santa Fe Plaza. The vision for this new virtual world includes developing meaningful partnerships, collaboration, and exchange of ideas, in a variety of settings including a stage for live presentations.

Outcomes and Impacts

- 1) A new global creative economy venue for Native American arts and culture, expanding distribution.
- 2) Development of a new generation of collectors of Native American art.
- 3) An innovative hub that will increase opportunities for Native American artists to connect with each other and members of the public, increasing creativity and appreciation for Native American tribal cultures.

C. Midtown 64-acre College Campus Redevelopment

- *UCCN Objective: Making creativity an essential component of sustainable urban development, policies and actions, notably through participatory approach and partnerships involving the public and private sectors and civil society.*

Planning for the redevelopment of over 64 acres of city-owned property in the geographic middle of Santa Fe will occur in the next few years. The property was the home of a four-year college focused on art and design. Artist-led community organization and interventions are supporting the planning efforts. The City of Santa Fe has expressed a commitment to social justice, environmental responsibility, and financial prosperity. Uses of the property are likely to include: Mixed Use and Residential, Technology and Innovation, Higher Education, Film and Multimedia, Public Open Space, and Arts and Culture.

As stated on the initiative’s website, midtowndistrictsantafe.com, “Midtown will become an essential and memorable hub in Santa Fe, reflecting the City’s heritage and culture where all residents are invited to live, work, play, and learn. The site shall become the most creative location in the U.S. — a place where a wide variety of people interact and collaborate to find their passions, build their skills, live in a thriving, vibrant neighborhood, and create a great future for our community, region and beyond.”

Outcomes and Impacts

- 1) A new mixed use urban district in the geographic center of the city with vibrancy and sustainability created by arts and cultural uses.
- 2) “...an innovation hub that is enriched by arts and culture experience and anchored with higher education institutions, film and multimedia companies, technology and entrepreneurial businesses, community arts organizations, as well as civic buildings and public open spaces” (midtowndistrictsantafe.com).

International Initiatives, Programs & Projects

A. Artist Exchanges Between Santa Fe and UCCN Members

- *UCCN Objective: Strengthening the creative economy, notably through the creation, production, distribution and enjoyment of cultural goods and services.*

Starting in 2023, Santa Fe will plan and propose artist exchanges with other cities designated in the Crafts and Folk Art category to occur starting in 2024. This will be an exchange that offers an artist a suitable amount of time to accomplish a defined project while visiting an international city. The project will be one that is meaningful and beneficial to the artist’s career and includes an element for the education of the public. Project types might include research, developing a body of work, and sharing technical knowledge among artists or with students.

Outcomes and Impacts

- 1) Development of relationships between Creative Cities through the spread of crafts and folk art and promotion of artist exchanges.
- 2) Development of artists’ careers through professional development.
- 3) Education of the public through presentations on craft and folk art traditions.

B. Special project between Santa Fe Craft and Folk Art institutions (museums, galleries, or markets) with similar organizations in an international City of Crafts and Folk Art.

- *UCCN Objective: Strengthening the creative economy, notably through the creation, production, distribution and enjoyment of cultural goods and services.*

Santa Fe will work with the local institutions that promote craft and folk art to determine an international project that can be implemented in 2024. The project might be in a virtual environment, or might involve sending traditional art materials from Santa Fe for display in a museum or community center and receiving materials for exhibit in Santa Fe.

Outcomes and Impacts

- 1) Increased international visibility for Santa Fe’s regional artists, the unique cultures of New Mexico, and cultural institutions that focus on traditional art forms.
- 2) Renewed public interest in the institutions involved in the special project, resulting in the education of their audiences.
- 3) Enhanced international reputation of Santa Fe as an arts center attracts visitors to Santa Fe.

Budget

ESTIMATED ANNUAL BUDGET IN USD				
Project	2021	2022	2023	2024
Major events: International Folk Art Market, SWAIA Indian Market, Spanish Market	2,500,000	5,000,000	5,000,000	5,000,000
Exchange program for craft and folk artists 2023-2024	0	0	25,000	25,000
U.S. Creative Cities You-tube channel and social media promotion	5,000	10,000	15,000	20,000
Special project: Santa Fe museums or markets with similar entities in another City of Crafts and Folk Art.				50,000
Totals	2,505,000	5,010,000	5,040,000	5,095,000

Communication and Awareness

A. City of Santa Fe Websites

The City of Santa Fe promotes its designation as a member of the UCCN on its primary websites. Those are santafe.org, which is TOURISM Santa Fe’s website for travel planning, and santafenm.gov, the general city government website.

B. Newsletters, Social Media, Videos

Communications about UCCN projects will be disseminated through the SFACD newsletter and email blasts directed at the local arts and cultural community. This will include opportunities for artists and arts organizations to participate in exchanges and special projects included in this plan. Social media, to include Facebook, Instagram, and Twitter, will be used to communicate with the general public about UCCN activities. Videos and still photography of projects will be used in all communication methods.

C. Creative Cities Collaborative YouTube Channel & Social Media Promotion

Santa Fe will support the UCCN objective of bolstering awareness of the UCCN by continuing to work with the U.S. Creative Cities. The group’s goal is to further develop the playlist of videos on YouTube to inform the public about the UNESCO Creative Cities Network and collaborate on using social media to promote the UCCN and activities of each U.S. city. In addition, Santa Fe hopes to work with Paducah, Kentucky to initiate a similar collaboration with other Cities of Crafts and Folk Art.

INITIATIVES UNDERTAKEN IN RESPONSE TO COVID-19

Public-Private Partnerships Led by City of Santa Fe

Santa Fe's arts and culture industry took a tremendous blow in 2020 from the economic downturn caused by the pandemic. The causes of this are common to cities around the world: governmental policies that limit group gatherings, a decrease in tourism, and an increase in shopping on large e-commerce sites. The City of Santa Fe Arts and Culture Department (SFACD) developed a portfolio of programs to assist artists. These included distributing funds to artists in need of support, employing artists, and presenting workshops related to selling art online.

- **Culture Connects Coalition Artist Relief Fund**

The Culture Connects Coalition Artist Relief Fund was created by SFACD in partnership with Lannan Foundation and Santa Fe Art Institute. The group succeeded in raising almost US\$54,000 from private sources to give \$500 grants that could be used for any expense. Over half of the 92 artists supported use a traditional art or craft method.



Figure 7 Examples of work by artists who received a \$500 award.

- **Culture Connects CARES Artist Mini Grants of \$750**

When federal funding became available through the CARES Act, the City of Santa Fe appropriated approximately US\$48,000 for mini grants to be awarded to artists for public art projects with COVID safe practice messaging. The call was for projects that would provide hope, spark the public's imagination and promote connectedness. The awards were in the amount of US\$750 for projects presented to the public at no charge.

- **Digital Literacy Workshops for Artists**

Coronavirus has laid bare the need for creative professionals to innovate their professional practices to incorporate sustainable solutions. A series of online workshops in November and December 2020 helped artists to learn tools to broaden their businesses. They included developing video content, learning marketing strategies, and graphic recording of meetings.

Replacements for Summer and Holiday Artist Markets

Santa Fe is home to large markets for the sale of crafts and folk art by regional and international artists. COVID-19 led to the cancellation of the summer and winter holiday 2020 markets. Innovations led to new ways of doing business.

- **Online Indian Market and Support for Artists' Website Development**

Many of the artists who participate in Indian Market rely on the annual sales opportunity to provide a large percentage of their annual income. Recognizing that a large number of artists who live in rural areas have not operated online businesses, SWAIA established a new partnership to assist artists with creating websites and selling their work online. A directory of Market artists with links to their websites is now on SWAIA's website.

SWAIA also started NDN World, a virtual reality experience (see description on page 10-11). This innovation, based on gaming platforms where visitors to the virtual world interact with each other, was piloted for the 2020 holiday market.

- **International Folk Art Market: Artist Opportunity Funds and Online Holiday Market, November-December 2020**

IFAM donors contacted the Market administration because they were concerned about the loss of income for the Market artists. Their idea was to send money directly to the artists. Instead a program was developed to help both the artists and the organization. IFAM's budget had been cut severely with a reduction in staff from 14 to five people made in April 2020.

Donors gave US\$85,000 for the purchase of items from over 100 artists. One of the primary gifts was for items under \$500 each. Another gift was to support shipping from the artists to Santa Fe. An online Holiday Market was held to sell the items with the proceeds going to support of IFAM. Following the Holiday Market, an online store was launched. Funding was allocated to work with artists who are ready for wholesale.

Folk Art in the Time of COVID-19

In collaboration with the International Folk Art Market, folklorist Dr. Suzanne Seriff and her students at the University of Texas at Austin spent six months gathering stories of folk artists from around the globe. Their research is presented on a [website](#) that tells stories of financial hardship. Content includes how artists have helped others in their communities, how they are using their work to educate the public, and how they have developed products to sell during the pandemic. Most of the featured artists have participated in the annual International Folk Art Market in Santa Fe.

“As citizens of India we feel it is our duty to use our medium to try to create awareness among the public about the spread of the pandemic.”

– Gurupada Chitrakar, traditional itinerant scroll painter, India