



**IFAM**

International  
Folk Art Market

PHOTO: MICHAEL BENANAV

2017 Innovations and Milestones

# Impact





PHOTO: MICHAEL BENANAV

"With earnings from my first Market, I was able to purchase and repair radio equipment that was damaged in Hurricane Matthew. We communicated with people in Baracoa and surrounding communities during Hurricane Irma and kept them informed every hour on the proximity and severity of the storm, so that they would be prepared, and have peace of mind."

Leandro Gómez Quintero,  
Baracoa, Cuba,  
2017 Market First-time artist

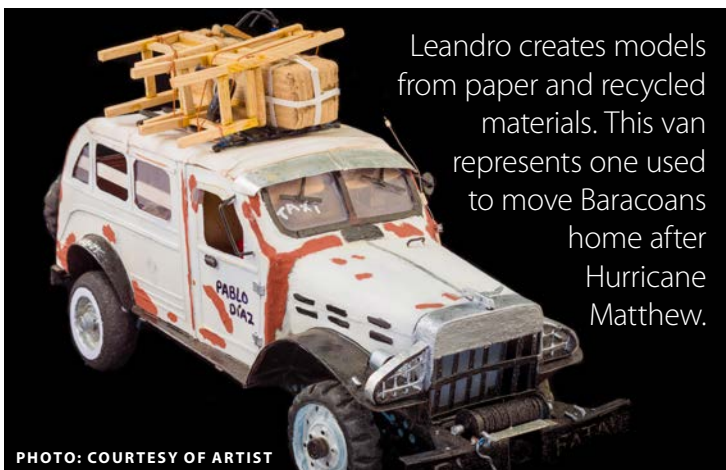


PHOTO: COURTESY OF ARTIST

Leandro creates models from paper and recycled materials. This van represents one used to move Baracoans home after Hurricane Matthew.



PHOTO: MIGUEL DISCART

Baracoans survey the wreckage of a washed out sidewalk.



# Impact

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For 14 years, the International Folk Art Market has empowered artists and changed the lives of communities around the world by serving as a catalyst that strengthens communities and revives traditional art forms.

#### Since 2004, the International Folk Art Market (IFAM) has:

- Hosted 950 master folk artists at International Folk Art Market **Santa Fe** from 94 countries and across six continents.
- Generated \$28 million from artist sales, 90 percent of which has gone home with the artists and their organizations
- Provided nearly \$1.1 million in direct financial support to new artists to attend the IFAM | Santa Fe.
- Offered business-development and entrepreneurship education workshops and support to 950 artists and their representatives from more than 44 countries
- IFAM has supported New Mexico, and New Mexico has supported IFAM:  
*Over 193,000 visitors have attended the IFAM | Santa Fe, with cumulative economic impact of \$112 million in our local community.*  
*The IFAM | Santa Fe has generated a cumulative \$1.6 million in GRT, contributions, and fees to the State of New Mexico, the Museum of New Mexico Foundation, and Department of Cultural Affairs.*
- More than 6,700 volunteers, many from New Mexico, have given 188,000 hours of their time to support IFAM over the past fourteen years. These volunteer hours are valued at over \$6 million.

Abduljabbar Khatri, Sidr Craft,  
Recipient of the 2017 Living  
Traditions Award

"This is the world's best market. It changes lives, preserves traditional craft, and leads us forward with innovative ideas."

PHOTO: MICHAEL BENANAY

# International Folk Art Market

## Santa Fe

### The 2017 Market

What an extraordinary year at the International Folk Art Market (IFAM)! We've secured a new world headquarters opening this fall in Santa Fe, launched our first Sister Market in Arlington, Texas, convened multiple artists sales venues at the Dallas Market Center, and produced the 14th Annual International Folk Art Market **Santa Fe**, in many respects our most successful Market to date. Indeed, 2017 will set a new high in total artist earnings, among other important record-setting benchmarks, such as a record number of lives positively impacted.

### Economic impact

The Market generated over **\$13.5 million** in economic impact to the city of Santa Fe, up from 2016.

→ **58.5%** of the attendees at the 2017 Folk Art Market came from New Mexico

→ **41.5%** come from out of state.

→ Nearly one-third (**28%**) of the attendees from outside of New Mexico came from five states:

**Texas (10%)**

**California (8%)**

**Colorado (5%)**

**Arizona (3%)**

**New York (2%)**

### 2017 in Numbers

**\$3.1M** in artist sales in just **2.5** days

**21,000+** attendees

**\$20,000+** average artist sales per booth

**1,600+** volunteers in **4,200+** work shifts, increasing volunteer names by **600+**

**90%** of sales return home with artists to serve as catalysts for positive social change

**\$13.5M** local economic impact

**154** artists from **53** countries

**\$255,000** in gross receipts tax collected for city and state (a none obligatory collection)

**52** first-time Market artists and **4** countries represented for the first time: **Argentina, Jordan, Tajikistan, and Tanzania**



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# Global Reach



PHOTO: MICHAEL BENANAV

## Creating Global Impact: Social Innovation and Cross-Sector Solutions

Folk Art Market week began with this discussion among thought-leaders and international figures who embrace IFAM's mission. Its topic of social entrepreneurship gave context to the Market's mission and activities.

*The event was generously sponsored by the Thornburg Foundation, IFAM Director Jane Reid, and the Lensic Performing Arts Center, with a special thanks to the Santa Fe Community Foundation.*

### Speakers included:

- **Lidewij Edelkoort** - Honorary Chair for 2017 International Folk Art Market **Santa Fe** and world renowned trend forecaster, and one of *TIME Magazine's* 25 Most Influential People in Design
- **Kim Meredith** - publisher, *Stanford Social Innovation Review*, and founding director, Stanford Center for Philanthropy & Civil Society
- **Nat Sloane** - England Chair, Big Lottery Fund, named a Commander of the British Empire for his service to venture philanthropy and social investment
- **Dr. Diana Wells** - President, Ashoka: Innovators for the Public, the largest global network of social entrepreneurs
- **Somporn Intaraprayong** - 2017 IFAM | Santa Fe textile artist from Thailand, and 2017 IFAM Community Impact Award Finalist



PHOTOS: GABRIELLA MARKS

## Mentor to Market and IFAM Artist Conferences

We welcomed 52 first-time Market artists at our Mentor to Market Programs (M2M), which provided business and marketing workshops, hands-on skill building, peer-to-peer learning, and long-term support for folk artists. Additionally, the expanded IFAM Artist Conference, which combined the Artist Resource Fair with a host of training workshops for first-time and veteran artists alike, provided more than 150 artists with crucial resources and support to succeed and participate more effectively in the global marketplace.

### Conferences topics included:

- **Forecast on Handmade Trends**
- **Developing a Marketing Plan to Increase your Sales**
- **How to Help your Community**
- **Innovation within Traditional Folk Art**
- **Owning Social Media**
- **Branding for the Handmade World**





PHOTOS THIS PAGE: CHRIS CORRIE



## One World Awards

A wonderful component of the Market is its acknowledgement of artists and community members who embody our mission. After a wonderful day at the Market we celebrated at the One World Awards Dinner at the beautiful La Fonda on the Plaza.

### 2017 IFAM Award recipients included:

#### → The Living Tradition Award

Abdullah and Abduljabbar Khatri of India were born into a family of traditional tie-dye artists, but their ancestral lineage with the art form was broken by their great-grandfather. Drawn back toward this traditional Kutchi craft, the brothers took advantage of the knowledge of uncles and cousins who still make bandhani to reinvigorate the family business, Sidr craft.

#### → Community Impact Award

Sna Jolobil, which means "the weavers house," was founded about 30 years ago by Pedro Meza, a Tenejapa weaver from Mexico, and MacArthur Fellow Walter "Chip" Morris, who wrote the book *Living Maya*. The organization includes 800 weavers

from 20 Tzotzil and Tzeital indigenous communities in the Mexican state of Chiapas. Sna Jolobil aims to preserve traditional design and technique through the study of historical and ancient textiles. Thanks to sales of their art, members of the cooperative are able to pay for medical needs, school supplies, and more.

#### → Friend of the Market, Recipient

City of Santa Fe Mayor  
Javier Gonzales

#### → Global Enterprise and Impact, Recipient

Thornburg Investment Management  
& Thornburg Foundation

#### → Heart of the Market, Recipient

Melinne Owen & Paul Giguere



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# Community Impact

## Folk Artist Demonstrations & Walking Tour

Prior to the Community Celebration Artist Procession and Concert, seven Downtown Business Partners hosted the second annual Folk Artist Demonstrations & Walking Tour. From back strap loom weaving to wheel-thrown ceramics, artists demonstrated their traditional techniques to rapt audiences.

### Participant artists and Downtown Business Partners included:

#### Seret & Sons

Rustam Usmanov  
& Damir Usmanov |  
Uzbekistan



#### Collected Works Bookstore & Coffeehouse

Manisha Mishra | India



#### Singular Couture

Dahyalal Atmaram  
Kudecha | Somaiya  
Kala Vidya | India



#### Rocki Gorman Gallery

Karim Oukid Ouksel |  
Algeria



#### Malouf on the Plaza

Tarek Abdelhay Hafez  
Abouelenin & Ekramy  
Hanafy Ahmed  
Mahmoud | Tentmakers  
of Cairo | Egypt



#### SHIPROCK Santa Fe

Blaise Cayol | France



#### Workshop & Santa Fe Dry Goods

Juana Pumayalli | Centro  
de Textiles Tradicionales  
del Cusco | Peru



## Artist Procession & Concert

### with Meow Wolf Dragons and TradiSon

The Artist Procession, generously sponsored by Nance and Ramón López y Familia, began at Cathedral Park was joined by Dragons of the World created in collaboration with Meow Wolf/Chimera. Additionally, students from Mandela International Magnet School returned this year as Global Youth Ambassadors, participants of a program sponsored by Los Alamos National Bank, and played an integral role in presenting the artists by country. The Community Celebration concluded with dance party and the music of TradiSon from Havana, Cuba.



PHOTOS: GABRIELLA MARKS

## Opening Night at International Folk Art Market **Santa Fe**

2017 Opening Night sales totaled

**\$720,000**

up 19% from last year.

There was another spectacular crowd at the Opening Night Party for IFAM | Santa Fe, sponsored by Thornburg Investment Management. Guests enjoyed the music of TradiSon, ate delicious food from the Cowgirl Hall of Fame, and enjoyed "Tito's Blue Bird," a special cocktail created for Opening Night thanks to sponsor Tito's Handmade Vodka. And of course there was buying and selling.



*New for 2017*

# Innovation Inspiration

This year, IFAM introduced at the Market a special section:  
**Innovation Inspiration.**

We celebrated and encouraged the innovation of global folk artists, who are infusing their communities' cultural assets with personal expression, fresh perspectives, and bold experimentation. Innovation Inspiration featured works by 30 artists, and was made possible by a generous gift from founding sponsors JoAnn and Bob Balzer, tireless arts advocates and folk art enthusiasts.

**Participating artists  
generated more than**

**\$550,000**  
in sales

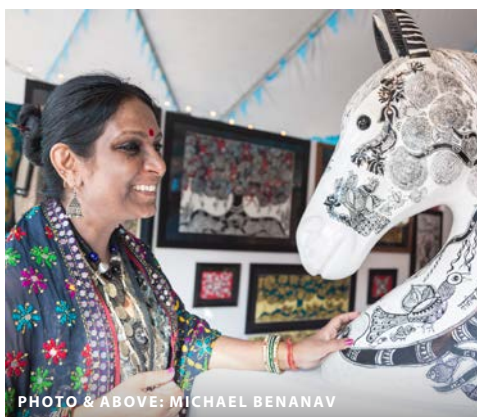


PHOTO & ABOVE: MICHAEL BENANAV



PHOTO & RIGHT: GABRIELLA MARKS





# International Folk Art Market Arlington

International Folk Art Market **Arlington** was held on **June 16 (6:30–9 PM) & June 17 (8AM–8PM)** on the Green at University of Texas at Arlington campus. Jeweler Andrea Usai said it best during impromptu remarks following the Market's close Saturday night, when he referred to himself, IFAM and the Arlington team as **"pioneers together,"** expanding into new markets and areas of the United States. His sentiment was shared throughout the entire weekend in our new Arlington home.



## The Arlington Market in Numbers

**56** participating artists in **34** booths

**1,000+** lives impacted

Per a metric from years past that accounts for artists and members of co-ops, multiplied by 10

**3,000+** attendees,  
including **300+** at the Friday Night Opening Party

**400+** volunteers  
including steering committing, pre-event, event workforce, and post-event

**\$160,000** in sales from folk art  
Note: all artists covered their expenses

**IFAM** International Folk Art Market

620 Cerrillos Rd. | Santa Fe, NM 87505 | 505.992.7600 | folkartmarket.org

# 2017 Total Revenue

## \$3.03M

44% Earned

13% In-Kind

12% Foundation

3% Government

24% Individual

4% Business



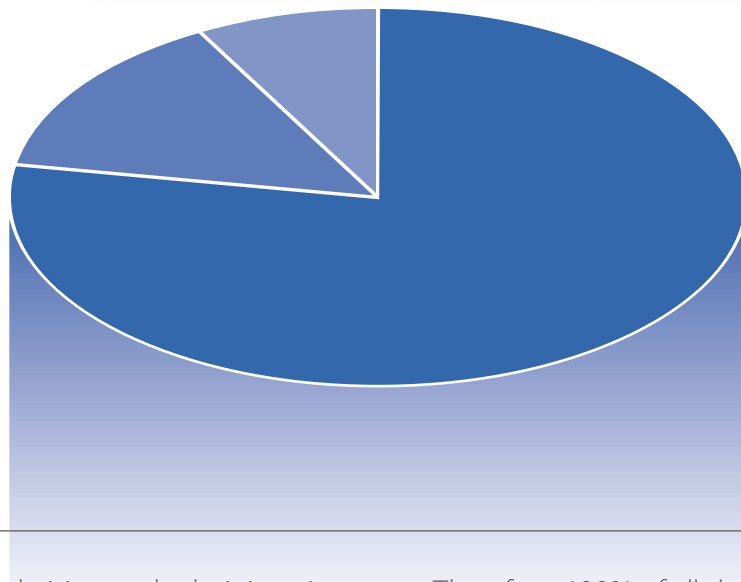
# 2017 Total Expenses

## \$3.02M

78% Programs

14% Fundraising

8% Administration



### Charity Navigator Rating

97.74 (out of 100)

★★★★ (out of four stars)

All fundraising and administrative costs are covered by IFAM's earned revenue, which includes ticket sales, fees collected, distributions from endowments, and other revenue streams.

Therefore, 100% of all donations support programs for artists. Expenses shown do not include non-cash expenses such as depreciation.