

2010 Creative Cities Network Report Santa Fe, New Mexico

PRESENTATIONS

Mayor Pro-Tem Rebecca Wurzbarger made a presentation titled “The Importance of Creative Enterprise to the Development of Territories” at a meeting of the Mercado Atlantico de Creation Contemporanea meeting in Santiago de Compostela, Spain, September 2010.

Santa Fe was represented by Darby Parliament, Consul for Political and Administrative Affairs (U.S. Consulate General in Barcelona), December 2010 at the International Conference on Creative Tourism, Barcelona, Spain.

Membership in CCN led to membership in the Inter-city Intangible Cultural Cooperation Network (ICCN) and Andrea Poole, musician and state government administrator made a presentation at the annual meeting of the ICCN in the Czech Republic, September 2010.

As a result of contacts made through the CCN, Sabrina Pratt made two presentations in S. Korea in October. They were “Santa Fe’s Vibrant Arts & Cultural Districts” presented at a forum in Incheon and “Santa Fe’s Youth – Involved in City Government and Cultural Activities” presented in Gangneung.

INITIATIVES

Creative Tourism Expansion

Artists in Santa Fe are finding creative tourism to be a good way of enhancing their income. Listings on the website www.santafecreativetourism.org totaled 323 as of December 2010. Visitors to the site were approaching 5,000 per month at the end of the year. The listings include hands-on authentic experiences for the traveler and study in a particular art form or a new medium for artists.

The city of Santa Fe’s work has expanded to include educational activities designed to assist artists with developing their creative businesses. In spring 2010 we held marketing workshops for artists. In the fall and continuing into 2011 we are giving artists free consultations concerning web site development, social networking and blogs.

“Meet Our Local Artists,” a series of free artist demonstrations, hands-on activities and conversations was held in a local hotel 3/15 – 4/19.

Videos of a dozen artists showing their work and workshops in action were added to the website in November.

Icheon

Sabrina Pratt visited Icheon in October to get familiar with the city and start discussion of possible exchanges.

EVENTS

Design Santa Fe

In 2004 Santa Fe made a commitment to the further development of the field of design when the City Council adopted a new Economic Development Strategy. Since 2005 and 2006 when the City funded Design Week, Santa Fe has had a fall event raising the profile of the field of design. The current event is *Design Santa Fe*, which brings together design professionals for networking and professional development, and provides an opportunity for the general public to learn about the field of interior design.

Design Santa Fe is produced by Santa Fe Interior Designers Present, a not-for-profit group of New Mexico licensed designers, design professionals, small business owners, and design students.

The goals of this group are to:

- Stimulate** the design community through *Design Dialogue*.
- Demonstrate** the diversity of good interior design with a home tour.
- Contribute** to the community by donating the proceeds to a local charity.

In 2010 Design Dialogue was moderated by Susan Szenasy, editor-in-chief of Metropolis. The three acclaimed designers on the panel were Mary Murphy of Maharam Design Studio (www.maharam.com), Rania Alomar of RA-DA (www.ra-da.com), and Michael McCoy of Michael McCoy Design (www.michaelmccoydesign.com). The discussion was inspired by the question, "How do you maintain the human touch in design when the process is predominantly driven by modern technology?".

This event brings design professionals in all related fields together as a cohesive group year round, fostering collegiality. A critical part of the event is the presentation of speakers who work in the U.S. and internationally, offering exchange of knowledge about what is happening in the various design fields.

International Folk Art Market Continues to Grow

The 2010 Folk Art Market was once again very successful, with a total economic impact of \$16,103,870. The wonderful work of 132 artists from 50 countries resulted in \$2.1 million in sales, a 10.2% increase over 2009. Santa Fe continues to be very proud of this Market's ability to assist artists from other countries with the sale of their work.

As an economic development activity for Santa Fe, the Market is flourishing. Attendance in 2010 totaled 22,167 people, a 6.6% increase over 2009. Sixty-three percent of the attendees were visitors to Santa Fe.

Plans are now underway for the 2011 Market. Applications have been received from artists in almost every part of the world and they are currently being processed. Members of the Creative Cities Network are invited to identify artists who would be interested in applying for the 2012 Market. Information can be found on the website, www.folkartmarket.org.