

Sustainability Sunday

at the International Folk Art Market Santa Fe

July 14, 2019 • 9:00am through 5:00pm
Museum Hill in Santa Fe, New Mexico

Santa Fe, New Mexico – In today's world of mass-produced consumer goods, International Folk Art Market artists exemplify the values of local sourcing, supply-chain integrity and community integration in their respective home countries.

The Market celebrates these artists' conscientious creative practices on the final day of this year's IFAM, **Sustainability Sunday: Community and Family Day**.

This showcase day will highlight artists' uses of recycled and replenishable materials as they build sustainable economies at home and demonstrate at Market the conscientious production standards of their creative work.

IFAM artists run the gamut from recycling discarded items into folk art, to protecting renewable resources and natural materials in their sourcing. All practice forms of environmental and community mindfulness in their work.

Living Traditions finalist Serge Jolimeau is a Haitian master sculptor who recycles steel oil drums for his flat sculptural tableaux of mermaids and fish hammered out of these discarded industrial containers.

Mexican master weaver Porfirio Gutierrez and natural dye expert Juana Gutierrez Contreras use responsibly-sourced plants and insects, some threatened by climate change, for their weavings' natural dyes.

Multicolores is a Guatemalan cooperative of indigenous women who use recycled clothing as the raw material for their exuberant hooked rugs. Their motifs are a combination of ancient symbols and observations of daily life.

"As citizens of the world, we need to make our desires known: We want to support responsible practices and policies, and we want to invest in makers whose vision advances the best interests of people and planet," said IFAM Creative Director, Keith Recker.

On Sunday, a special map for market visitors will notate featured artists' locations. There will be an early-morning guided tour of 22 booths. There will also be hands-on workshops for kids. Information below.

(MORE)

GUIDED TOUR: 22 Market Artists Working with Recycled and Replenishable Materials with Keith Recker, IFAM Creative Director

July 14, 2019 • 9:00 am – 10:00 am

The group will meet under the IFAM Marquee at the entrance to Milner Plaza. Space is limited to 20 people. First come, first serve.

Keith Recker serves as the Creative Director of the International Folk Art Market (IFAM). Recker is the founder and Editor of HAND/EYE Magazine, an online endeavor discussing the intersections between art, craft, design, philanthropy, and enlightened consumption. He is the author of the just-published book, *True Colors: World Masters of Natural Dyes and Pigments* (Thrums Books, 2019).

Dyeing with Temple Marigolds with Rupa Trivedi of Adiv Pure Nature, Mumbai, India

July 14, 2019 • 10:30 am – 11:30 am

**The group will meet at the International Food Bazaar Court
Space is limited to 30 people. First come, first served. Age 8+**

Using only steam, hot water, and marigold petals recycled from flower offerings left at Mumbai's famous Siddivanayak Temple, kids can create beautiful golden-hued designs. Prepared squares of fabric will be provided. Limited to the first 30 participants, though many more can observe from the sidelines.

Indigo Dyeing the Yoruba Way with Gasali Adeyemo, Nigeria

July 14, 2019 • 12:00 pm – 2:00 pm

The group will meet at the Outdoor Classroom

Space is limited to 30 people. First come, first served. Age 8+^{SEP}

Join us for a hands-on workshop with master artist Gasali Adeyemo. Kids need to bring one used t-shirt from home to dye. Adeyemo creates beautiful fabric and clothing using a technique he learned in his native Nigeria. He specializes in indigo

dyes because of their cultural importance to his people, and each textile has traditional Yoruba designs, with symbolic and biographical meanings.

MOIFA Milagro Workshop for all ages!

July 14, 2019 • 1:00 pm – 3:00 pm

The group will meet in the Museum Atrium

(MORE)

Make your own milagro out of foil and decorate it in your own style. This “just drop-in” activity takes about 30 minutes at most, and will be staffed by MOIFA educators.

International Folk Art Market Santa Fe is held in partnership with the New Mexico Department of Cultural Affairs, Museum of International Folk Art, Museum of Indian Arts and Culture, Museum of New Mexico Foundation, and the City of Santa Fe. For detailed information and schedule of events, visit www.folkartmarket.org

For more information, interview requests, and photos, please contact Clare Hertel at 505-474-6783 or clare@clarehertelcommunications.com.

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