Somporn Intaraprayong, Designer of clothing made from recycled and repurposed cloth, Thailand

2018 Innovations and Milestones
“The purpose of the Janakpur Women’s Development Center (JWDC) is to empower village women of the Maithil culture through the sale of our unique traditional art. This project was the first in Nepal to tap the rich artistic ability of Maithil women of all castes, and pave the way for many more work opportunities in the Janakpur vicinity.”

Janakpur Women’s Development Center, Paintings and Sculpture, Nepal
About the Market

Why
For 15 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 cultures and revives traditional art forms.

Our Core Values
• Cultural Preservation
• Women’s Empowerment
• Sustainability
• Creativity
• Entrepreneurship & Social Impact

When
Friday, July 13, 6:30–10PM
Opening Party
Saturday, July 14, 7:30–10AM
Early Bird Market
Saturday, July 14, 10AM–5:30PM
Saturday Market
Sunday, July 15, 9AM–5PM
Sunday Market
Community & Family Day

Where
Museum Hill Campus, Camino Lejo, Santa Fe, NM 87505

What
Since 2004, the International Folk Art Market Santa Fe has hosted more than 1000 master folk artists from 100 countries in the world’s largest exhibition and sale of works by master folk artists. Artist earnings have exceeded $31 million and impacted more than one million lives in the communities they represent.

Who
Produced by the International Folk Art Alliance, Inc. dba the International Folk Art Market (IFAM), is a 501(c)(3) nonprofit organization, located at 620 Cerrillos Rd., Santa Fe, NM 87505

Founding
Founded 2004 by Tom Aageson, Charmay Allred, Charlene Cerny, and Judith Espinar

15 Years of Art + Impact

“First I taught family members how to weave baskets. Now this work brings us all over the world.”
Angeline Bonisiwe Masuku, basket maker and social entrepreneur, South Africa

PHOTO: MICHAEL BENANAV
Total Visitors
21,000 in 2018
91.2% are repeat visitors

Volunteers
1,774 volunteers
Ages 12-94; 62% from New Mexico; from 38 states and 27 countries

Visitor Profile
82.4% Female, 17.6% Male
Average age: 62.5
Median income: $126,923, 42.9% with incomes above $150,000

Print Media
Folk Art Market Magazine
70,000 magazines distributed in the Sunday’s edition of the Santa Fe New Mexican prior to Market weekend
12,000 magazines distributed on Museum Hill Campus during Market

213,000 consumer impressions:
Santa Fe New Mexican Sunday Edition Ad
60,000 consumer impressions:
Santa Fe New Mexican Pasatiempo Ad
20,000 consumer impressions:
Santa Fe Bandstand Program

Online Media
Social Media followers:
Twitter: 2,622
Instagram: 3,751
Facebook: 15,069
17,000 Email subscribers
850,000 views annually to FolkArtMarket.org

“Even today our ancient textile arts help us build our homes and feed our families.”
Pedro Meza, weaver and co-founder of Sna Jolobil, Mexico

39.6% from outside New Mexico
16.4% from California
15.5% from Texas
5.9% from Colorado
7.3% from Arizona
15.3% from 29 other states and outside the US.
More demographic information available upon request.
Global Impact

1.1 Million lives impacted

Since 2004
- Over 1,000 master folk artists hosted from 100 countries
- $31 million from artist sales generated
- 90% of sales going home with first-time artists
- 80% of sales going home with returning artists, creating positive social change for themselves, their families, and home communities.

Impact

Local Impact

$13,722,315
Economic Impact to the Region

$1,692,000
IFAM Job Impact

$1,335,112
Tax Revenue Due to IFAM Spending
- $749,754 GRT from out-of-town visitor spending
  Outside the Market
- $59,328 GRT from resident spending outside the Market
- $247,592 Lodger’s Tax Revenues
- $278,438 GRT from Folk Art Market Sales

$11,751,877
Visitor Spending outside the Market:
- $850,579 Resident Visitor Spending Outside the Market
- $10,901,298 Out-of-town Visitor Spending
  Outside the Market
- $869 Average spent on shopping and miscellaneous
- $324 Average spent on food and meals
- $958 Average spent on lodging
- $4,259,095 Estimated total spent on lodging

“With Adiv, the dyers are engaged in creative work, work that is safe for the environment and the dyers themselves, and work that is beautiful”

Rupa Trivedi, natural dyer and founder of Adiv Pure Natural Products, India