Not Your Average Craft Fair

At Santa Fe’s International Folk Art Market, shoppers get the chance to buy gorgeous crafts from nearly 50 nations—and help change the lives of the artisans who make them.
out and about

TRAVEL

FIVE GREAT REASONS TO HIT THE SHOW

Each July, 20,000-plus people make their way to Santa Fe, New Mexico’s Milner Plaza for the International Folk Art Market. “This is an event where you can do good just by showing up and buying something you love,” says Charlene Cerny, the market’s executive director. “There are no middlemen, so 90 percent of the profits go home with the artists.” Held under tents with views of the Sangre de Cristo Mountains, the curated show features handcrafted jewelry, textiles, pottery, and more, made by artists from five continents. This year’s festivities take place July 11 and 12. Admission is $15 on Saturday, $5 on Sunday; kids 16 and under get in for free. For details, log on to folkartmarket.org. “It’s a feel-good occasion,” says Cerny. “Everybody should come by.”

2. You’ll be supporting 140 artisans from 45 countries.

Many of the artists, like the Uzbekistani weaver above, hail from countries where the per capita income is barely $700 a year. Their profits from the show enable them to effect change back home. One group of traditional Pakistani quilters built a village school with earnings from the market.

1. The crafts are incredible (and affordable).

You won’t find mass-produced tchotchkes at this market. Everything from the colorful $2 Mexican paper flowers to the appliqué quilts sewn in Pakistan (about $350 for a queen) is entirely handmade. Though the show features pricier works (like handwoven silk rugs) that attract serious folk art collectors and museum curators, great buys can be found at almost all the booths. Felted-wool slippers from Uzbekistan start at $18, and hand-dyed Indian silk scarves fetch between $50 and $150. You can also score Tibetan belt buckles for $3 and South America tin wall hangings for under $10.

Embroidered pillows from Afghanistan cost less than $40 each. Right: Made in Mexico, this pearl-and-silver necklace sold for $500 last year.
3. Kids can go around the world in a single afternoon.
If the ethnic costumes, Chinese-dragon parades, world-music concerts, and rollicking mariachi bands don't keep your children enthralled, they can grab a free “passport” (left) at the information tent and set out in search of flag stickers from the artists representing each of the 45 countries at the show. And should all else fail, there's always the guy selling homemade ice cream.

4. The food alone is worth the price of admission.
Spicy pork carnitas, African beef pies, Ethiopian flatbread, and grilled corn topped with butter, cayenne, lime, and queso fresco (right) number among the options at the fair's global food court, where lunch runs less than $10. Wash it all down with fresh-made, pulpy watermelon juice or horchata, a cinnamony Mexican drink that tastes like rice pudding.

5. You get to hang out in Santa Fe.
Settled in 1610, this historic city has a bustling, Spanish-style plaza at the heart of its compact, walkable downtown.

**THINGS TO DO**
Don't miss the world-class Georgia O'Keeffe Museum (okeeffemuseum.org) or Canyon Road, a shady, one-mile stretch of restaurants, shops, and 100-plus art galleries (santafe.org).

**WHERE TO STAY**
The family- and budget-friendly Santa Fe Sage Inn has an outdoor pool (from $55, breakfast included; santafesageinn.com).
Situated on six acres downtown, the more luxurious La Posada de Santa Fe (above) also offers a full-service spa and free shuttle service (from $211; laposada.rockresorts.com).

**WHERE TO EAT**
Pasqual's serves its popular breakfast menu until 3 P.M. Try the huevos rancheros or polenta with chorizo and red chiles (pasquals.com). For spicy tacos, enchiladas, and chile con carne, hit the Shed, a local landmark housed in a 1692 hacienda (sfshed.com). Tuck into the breezy outdoor cantina at Coyote Cafe for some of the best margaritas in town (coyotecafe.com).