

68th Annual Traditional Spanish Market Set for July 27-28 ***Will Cap Off ¡Viva la Cultura! Week in Santa Fe***

SANTA FE, NM (July 22, 2019) – The 68th annual Traditional Spanish Market will take place July 27-28, 2019 on the historic Santa Fe Plaza in downtown Santa Fe, New Mexico.

Over 200 juried artists from New Mexico and southern Colorado will participate. Visitors will have the opportunity to experience and purchase painted and carved *santos*, weavings, *colcha* embroidery, straw appliqué, furniture, woodcarving, tinwork, ironwork, jewelry, pottery, and more.

The Traditional Spanish Market is a program of the Spanish Colonial Arts Society. This year's event will include 44 youth artists, ages 7 to 17. As part of the Youth Market division, these young artists are mentored by adult artists working in their categories, while also learning business skills and building self-confidence.

The Society's Education Director, Miquela Salazar Korte, sees this program as the organization's most important work.

“From a cultural perspective, the Colonial art forms must be preserved and taught,” she explained. “Without the student training, mentorship, collaboration and showing the Youth Market provides, the traditional art forms would disappear with time.”

The Traditional Spanish Market is known for featuring highly skilled artists and craftspeople, many of whom rely on their art as their only source of income. Among them are practitioners of the “revival arts” such as willow basketry, bone carving, leather and rawhide work, and *ramilletes*.

These regional traditions remain strong and relevant today, according to David Rasch, Director of the 2019 Traditional Spanish Market.

“Centuries-old Spanish Colonial forms and techniques have matured uniquely here in the New Mexico-southern Colorado region,” said Rasch. “By innovating within established traditions, contemporary artists are breathing new life into what might otherwise be ‘lost arts’ and bringing them into the 21st century. The result is some very animated and highly collectible artwork, masterpieces of design and form that make the Market a really special experience.”

Leading up to the Traditional Spanish Market is ¡Viva la Cultura!, a week of immersive experiences, lectures, studio tours, music, and culinary events taking place July 22-26. ¡Viva la Cultura! culminates in the Spanish Market Preview at El Museo Cultural on Friday evening, July 26th with an opportunity to meet the Spanish Market artists and view 2019's award-winning artwork.

Music and performances will take place on the Plaza Bandstand stage throughout the weekend, along with vendors offering regional foods, artist demonstrations, workshops, books on Hispanic culture, and a special Market Mass at the Cathedral Basilica of St. Francis of Assisi.

The 68th annual Traditional Spanish Market is presented by Anthony D. Trujillo, President and CEO of Holmans USA, a leading IT provider based in Albuquerque. The Spanish Colonial Arts Society and the Market's many artists are grateful for Mr. Trujillo's support.

A full schedule of events is available at: spanishcolonial.org/spanish-summer-market-santa-fe/

MEDIA CONTACT:

Rubina Cohen
Firefly Strategies: (505) 695-0663
rubina@fireflystrategies.com

###

In 1925, the Spanish Colonial Arts Society was founded in Santa Fe to encourage and promote Spanish colonial arts and crafts and to inform and educate the public about traditional art forms, in both their historic and contemporary contexts. Since then, the Spanish Colonial Arts Society has played a major role in developing markets for the artists, increasing public awareness, preserving Spanish colonial art, and emphasizing the importance of continuing community traditions. The Museum of Spanish Colonial Arts is the only museum in the country dedicated to exhibiting and interpreting the art of the Spanish colonial period with a focus on Hispanic New Mexico. The Museum houses an incredible collection of over 3700 pieces, including historically significant and contemporary works. The building itself, a Spanish – Pueblo Revival-style building, was designed by renowned architect John Gaw Meem in 1930. The building provides an intimate, homelike setting where visitors from around the world can view the collections and learn the fascinating history of Spanish colonial art worldwide.

To learn more, visit: www.spanishcolonial.org/museum

Call: 505-982-2226